



CUSTOMERS' SATISFACTION LEVEL ON THE QUALITY MANAGEMENT SYSTEM OF NORTHWESTERN UNIVERSITY

Evelyn V. Tanagon Jennifer B. Custurio Zarriedie P. Domingo

This descriptive survey study was conducted to assess the implementation of the quality management system as guidelines on the ISO certification given to Northwestern University. In particular, this study focused on evaluating the customer's level of satisfaction on the services rendered by each department and office in the University. The composition of the service extended was based on the customer service of personnel in terms of handling requests and customer's satisfaction in terms of competency, courtesy, attentiveness, and professionalism of personnel. This provide basis for employees to know their coping mechanisms in terms of handling customers requests. Likewise, this study generated benchmark data to impose corrective and preventive measures relative to the quality assurance team in monitoring the quality system of the university. It likewise solicited feedbacks from the customers for probable recommendation of work and service performance.

A survey questionnaire was utilized to gather pertinent data needed to answer the findings. Meanwhile, purposive convenience sampling was employed in choosing the respondents. In identifying the employees who can be possible respondents of the study, the record book/logbook of each department was utilized. Considering the study objectives, data were analysed descriptively using frequency counts expressed in numbers and percentages and means.

Results showed that the services of the departments are being utilized to a moderate extent (1-3 times and 4-6 times) a month. Although, the University Library services are being utilized to a great extent, most often than not customers reached the offices to acquire the desired service personally (inquiry in person), however, a representative group of respondents utilized the telephone for inquiry of services.

Findings of the study specifically revealed that the University is somehow operating in a most desirable service delivery. It is likewise an indication that the University practices the Quality Management System where most of the offices satisfy the customers in service delivery. It was found out that the different offices exhibit a satisfactory performance in service delivery.

