

## Assessing Student Satisfaction with Selected Schools Services through the 7Ps Marketing Mix: A Study of a Catholic Higher Education Institution in the Philippines

Jesa C. Rosas<sup>1</sup> and Dennis V. Madrigal<sup>2</sup>

<sup>1,2</sup>*University of Negros Occidental-Recoletos, Bacolod City, Philippines*

**Introduction:** Student satisfaction is a vital indicator of educational quality that extends beyond mere comfort. Utilizing the 7Ps marketing mix framework, this study assessed service satisfaction at a Catholic college, specifically investigating significant differences based on sex, academic program, year level, and family income. By identifying these demographic-specific needs, the research aims to guide the development of a more inclusive and supportive learning environment.

**Methodology:** This quantitative, descriptive-comparative study assessed college students' satisfaction with school services using a modified questionnaire from Genovate and Madrigal (2021). Data were analyzed using descriptive and comparative inferential statistics to identify significant differences in satisfaction levels.

**Results:** Results indicate high satisfaction with product, place, promotion, people, and process, contrasted by lower ratings for price and physical evidence. These findings validate Expectancy-Value and Social Exchange Theories: high overall satisfaction reflects met expectations and benefits that outweigh costs, while lower ratings suggest a perceived cost-benefit imbalance in specific areas. Furthermore, significant variations in satisfaction across demographics underscore how individual circumstances shape value perception, highlighting the necessity of tailoring service delivery to meet diverse student needs.

**Conclusion:** This study analyzes student satisfaction with educational services, revealing that while overall levels are high, significant demographic differences necessitate customized service delivery. Beyond demographics, the research identifies pricing and physical infrastructure as critical drivers of student perception. Ultimately, these findings underscore that satisfaction is a multifaceted metric, requiring institutions to address the diverse needs and expectations of their student body to drive improvement.

**Practical Value:** The practical value of this study lies in its actionable insights to enhance the student satisfaction at the Catholic school. The marketing team can leverage strengths in product, place, promotion, people, and process, while concerns on price and physical evidence can be addressed by strategic communication. By sharing these findings, the school demonstrates transparency and accountability, fostering trust and collaboration with stakeholders. This data-driven approach can lead to a shared vision for the school's future and continuous improvement in student satisfaction.

**Directions for Future Research:** Future research on student satisfaction in Catholic Higher Education Institutions should employ mixed-method and comparative approaches to uncover comprehensive profiles and longitudinal trends. Expanding the scope to include stakeholders like alumni and faculty, alongside analyzing satisfaction's impact on academic and career outcomes, will provide a more holistic view. Ultimately, these insights can guide institutions in developing targeted strategies to enhance the educational experience and improve retention.

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CORRESPONDENCE: [rosasjesa@gmail.com](mailto:rosasjesa@gmail.com)

ORCID: <https://orcid.org/0009-0009-0697-0255><sup>1</sup>