

Satisfaction of Students and Parents on School Services of Catholic Schools in Southern Antique

Alda Luz N. Laureta¹ and Dexter Paul D. Dioso²

¹Dao Catholic High School, Inc., Antique, Philippines

²University of Negros Occidental-Recoletos, Bacolod City, Philippines

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Introduction. Service quality is among the determinants that define customer satisfaction, and customer satisfaction can lead to continued customer loyalty. Understanding students' and parents' satisfaction with the student services can help the school identify their strengths and pinpoint the area that can be improved (Bual & Madrigal, 2018). In the Philippines, part of Catholic education is the high standard of school services. These services include the library, instructional services, information and orientation service, guidance and counseling, student organization/government and activities, student discipline, student publication, admission services, scholarship and financial assistance, food services, health services, and safety and security. Measuring the students' and parents' satisfaction level of satisfaction on school services may help maintain Catholic education's quality. Hence, the study intends to measure and compare the students' and parents' level of satisfaction with all the school services offered in Catholic schools in

southern Antique for the school year 2019-2020.

Methods. A descriptive-comparative approach design was used to assess and compare students' and parents' level of satisfaction with school services of Catholic Schools in Southern Antique for the school year 2019-2020. Using the multi-stage sampling employing the stratified random and systematic method, there were 320 students and 343 parents who participated in the survey. A researcher-made questionnaire based on DepEd order on School Services was used to gather the data. Mean, Standard Deviation, Kruskal-Wallis, and Mann Whitney U-Test were used for the descriptive and comparative analyses of data.

Results. The findings of the study revealed that the students and parents are both satisfied with school services regardless of sex, status, and age. However, when grouped according to the designation, the result shows no significant difference in the level of satisfaction of students and parents on school services. Similarly, there is no significant difference in the level of students' satisfaction with school services when they are grouped according to sex. However, there is a significant difference when grouped according to status. On the other hand, there is a significant difference when students are grouped according to status. Furthermore, there is a significant difference in the level of parents' satisfaction with school services when grouped according to sex. On the contrary, when grouped according to age, the result shows no significant difference in the level of parents' satisfaction with school services.

Conclusion. The importance of school services only shows the total development of learners can be achieved by the presence of school facilities, services, programs, and supports that are directly visible to cater to the needs of students. The school may be better off extending effort on increasing parents' satisfaction with the school's services and focusing on service improvement goals, as well as identifying sources of dissatisfaction for the parents. A carefully planned and implemented program for increased parent satisfaction and school reputation appears to be an important tool for schools' success. In general, both students and parents are satisfied with school services among Catholic Schools in southern Antique.

Practical Value of the Paper. The result of the study will be the basis for school administrators and teachers to create a plan to enhance the quality of implementation of school services. This program will help students develop their potentials and academic excellence and encourage parents to provide maximum support to all the future activities of the school.

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Correspondence:

Alda Luz N. Laureta [tataaldaluzlaureta29@gmail.com]
<https://orcid.org/0000-0002-0805-3030>