

# Service Quality Of Batstateu-CABEIHM

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**Abstract:** The study was conducted at the College of Accountancy, Business Economics and International Hospitality Management in 2<sup>nd</sup> semester of the Academic Year 2015 -2016 to identify and determine the satisfaction of the students in the services provided by the employees, student-council, teaching personnel and to other tangible and intangible composition of CABEIHM. One hundred (100) set of sample were chosen randomly based on the list provided by the College for all year level of International Hospitality Management department. The study described the satisfaction of the respondents by means of SERVQUAL Model with its five (5) dimensions such as tangibility, reliability, responsiveness, assurance and empathy. To accomplish the purpose/objectives of the study, statistical tools such as frequency, percentage, mean and ANOVA were properly utilized. The study revealed that one hundred percent (100%) of the respondents agreed that they are satisfied with the services rendered and provided by the College. Also, it was clearly reflected on the findings that there is no significant difference in the satisfaction of the respondents on the service quality offered by CABEIHM when they are grouped according to age, sex and civil status. However, the study found out that there is significant difference on the response of the respondents when they are grouped according to their year level specifically to tangibility and daily allowance pertaining to empathy. The results of suggested analyses show that service quality is an ongoing factor of differentiation strategy.

**Keywords:** SERVQUAL: tangibility, reliability, responsiveness, assurance and empathy

## 1. Introduction

“The customer’s mind is still closed to us; it is a black box” that remain sealed. We can observe inputs to the box and the decision made as a result, but we can never know how the act of processing truly happens” (John E.G. Bateson). This is the main reason of the researchers in conducting the study to mainly identify the unspoken reaction of the students on the services offered and provided by CABEIHM. This could truly be the basis of providing excellent customer service not just to satisfy the student-clients but also to delight them. With almost 4,000 students in the College occupying the 10% population of students at Batangas State University, the researcher as one of the professors of the aforementioned institution is looking on the possible weak points on the services provided including both tangible and intangible composition that would serve as opportunity for improvement and innovation.

## II. Objectives of the Study

The main objective of the study is to assess the service quality of CABEIHM. Specifically it sought to answer the following objectives:

1. What is the profile of the respondent in terms of;
  - 1.1 age
  - 1.2 sex
  - 1.3 year level
  - 1.4 daily allowance and
  - 1.5 geographic location?
2. How may the satisfaction of respondent on the service quality provided by CABEIHM be described in terms of:
  - 2.1. Tangible
  - 2.2. Reliability
  - 2.3. Responsiveness
  - 2.4. Assurance
  - 2.5. Empathy?
3. Is there a significant difference in the assessment of the respondents on the service quality provided when they are grouped according to profile?
4. Based on the findings what recommendations can be proposed?

## III. Methodology

The researcher used descriptive research design because of its scientific method in conducting research study. This involves observing the behavior of a subject without influencing it in any way. The researchers used random sampling technique in identifying the 100 required respondents that would measure the purpose of the study. Substitution on the identified respondent who did not participate was also done to assure 100% compliance on the required number of respondents. The researcher mainly used questionnaire considering the five determinants of service quality. This is an effective instrument that could gather primary data. The prepared questionnaire was conceptualized and the indications included were obtained through collection of data from books, unpublished thesis, internet and refereed journal. The aforementioned questionnaires have been checked and perused by expert in the field of research and marketing. After thorough checking and evaluation, the questionnaire was properly distributed to the identified respondent. Data cleaning was happened after the finished of the survey being conducted to have an assurance of reliable first-hand data. With the accomplished questionnaire, the researcher tallied and tabulated the data and consulted statistician for the proper and accurate statistical treatment.

## IV. Results and Discussion

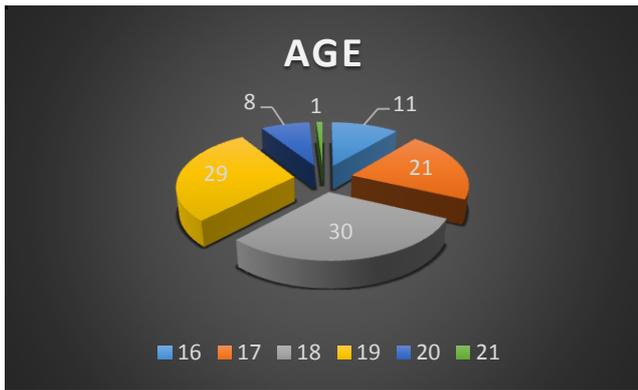
### RESULTS AND DISCUSSIONS

#### I. Profile of the Respondents

*Table 1.1 age*

Age	Frequency
16	11
17	21
18	30
19	29
20	8
<b>Total</b>	<b>100</b>

Graphical Illustration 1

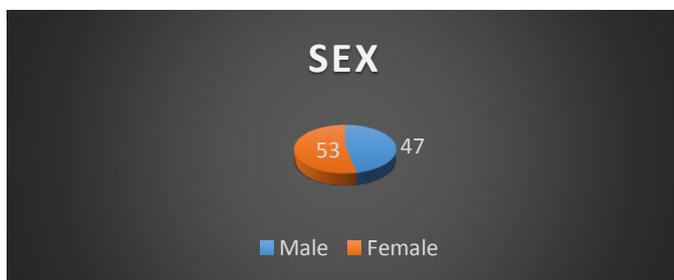


It can be gleaned from the table and graphical illustration above that most of the respondents belong to age of 18 years old followed by respondents of age of 17 and the least number of respondent belongs to age of 21. This clearly elucidate that most of respondents are on the age of 18 of which selected randomly by the researcher through simple lottery/fishbowl technique.

Table 1.2 Sex

Sex	Frequency
Male	43
Female	57
Total	100

Graphical Illustration 2



The table and graphical presentation above shows the number of respondents being surveyed in terms of sex. Most of the respondents are female with 57 in frequency and 43 are male.

Table 1.3 year level

Year Level	Frequency
1 <sup>st</sup> year	45
2 <sup>nd</sup> year	26
3 <sup>rd</sup> year	29
Total	100

Graphical Illustration 3

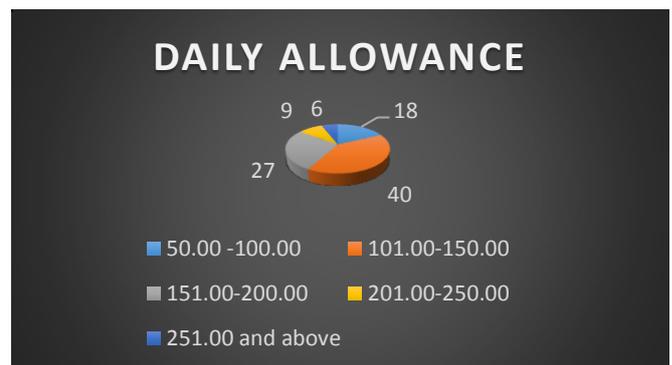


Table 1.3 and graphical illustration 3 revealed that most of the respondents are on first year level which was followed by the respondents on the 3<sup>rd</sup> year level.

Table 1.4 daily allowance

Daily Allowance	Frequency
50.00 -100.00	18
101.00-150.00	40
151.00-200.00	27
201.00-250.00	9
251.00 and above	6
Total	

Graphical Illustration 4

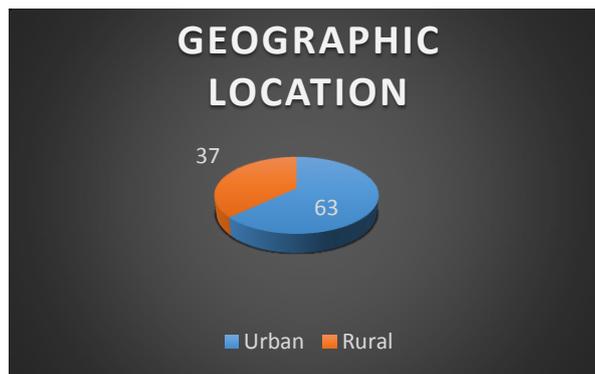


The table and graphical illustration above presents the profile of the respondent in terms of their daily allowance. It clearly shows that most of the respondents have the daily allowance of PhP 101.00-150.00 and followed by the respondents having the daily allowance of PhP 151.00-200.00.

Table 1.5 geographic location

Location	Frequency
Urban	63
Rural	37
Total	100

## Graphical Illustration 5



It can be gleaned in the table and graphical illustration cited above that most of the respondents are living at urban areas while only 37 respondents are situating at rural areas.

### 1. Service quality of CABEIHM

*Table 2.1. Tangible*

Tangible	Mean	Verbal Interpretation
1. CABEIHM has well developed infrastructure	3.48	Agree
2. CABEIHM has safe environment	3.18	Agree
3. Physical facilities are well kept with the type of service provided	2.95	Agree
4. CABEIHM has Up to date equipment	3.13	Agree
5. Staffs are well dressed and appear neat	3.22	Agree
6. CABEIHM has clean facilities	3.21	Agree
7. maintenance personnel performing their duties well	2.91	Agree
8. Has computer laboratory that can accommodate large number of students	2.91	Agree
9. Facilities are working well	3.00	Agree
10. CABEIHM is practicing waste segregation	3.15	Agree
<b>Composite Mean</b>	<b>3.11</b>	<b>Agree</b>

Tangible is the quality dimension, which is defined as the physical appearance of facilities, equipment, staff and written materials. This are used by firms to convey image and signal quality. (Zeithaml 2006). Table 2.1 revealed that the respondents are all agreed on the tangible composition of CABEIHM which is supported by the composite mean of 3.11. The most positively responded tangibility statement with mean of 3.48 is that CABEIHM has well developed infrastructure. This is being followed by the statement that staffs are well dressed and appear neat with mean of 3.22 and CABEIHM has clean facilities with mean of 3.21. On the other hand, CABEIHM maintenance personnel performing their duties well and has computer laboratory that can accommodate large number of students got the lowest response rate with 2.91 mean respectively. This could mean that students are very observant on every single action specifically if it pertains to repair and maintenance of facilities and equipment that affects their learning experience. It could also depict that student are looking in the possible increase on the number of computers or proper scheduling to accommodate bulky students.

### Table 2.3 Responsive

It is the willingness to help the customers and provide prompt service. This dimension is concerned with dealing with the customer's request, questions and complaints promptly and attentively. A firm is known to be responsive when it communicates to its customers how long it would take to get an answer or have their problems dealt with. To be successful, companies need to look at responsiveness from the view point of the customer rather than the company's perspective (Zeithaml,2006)

Responsive	Mean	Verbal Interpretation
1. CABEIHM employees make information easily obtained by students	3.05	Agree
2. CABEIHM give prompt services to the students	3.17	Agree
3. CABEIHM has good feedback mechanism	3.02	Agree
4. CABEIHM employees are quick in eliminating potential problems	2.86	Agree
5. CABEIHM assigned officers and representatives that are responsible for every student services.	3.56	Agree
6. CABEIHM staff are always willing to help students	3.25	Agree
7. CABEIHM staff is easy to approach with	3.21	Agree
8. CABEIHM provides a good relationship to students	3.45	Agree
<b>Composite Mean</b>	<b>3.20</b>	<b>Agree</b>

It can be gleaned in the table above that respondents agreed that CABEIHM is responsive on the need of the students which is supported by composite mean of 3.20. The highest response being generated goes to the statement that CABEIHM assigned officers and representatives that are responsible for every student services with computed mean of 3.56. This is followed by the statement that CABEIHM provides a good relationship to students with computed mean of 3.45 and CABEIHM staff are always willing to help students having the mean of 3.25. On the other hand, the statement of CABEIHM employees are quick in eliminating potential problems got the lowest response with computed mean of 2.86. The College need to give consideration and be responsive on the quick elimination of problems concerning services provided to students.

### Table 2.4 Assurance

Assurance is defined as the employees' knowledge and courtesy and the service provider's ability to inspire trust and confidence. (Zeithaml, 2006). According to Andaleeb and Conway (2006), assurance may not be so important relative to other industries where the risk is higher and the outcome of using the service is uncertain.

Assurance	Mean	Verbal Interpretation
1. CABEIHM employees behaviour instills confidence in students	3.25	Agree
2. CABEIHM employees show respect to rights of students	3.04	Agree
3. CABEIHM employees have sufficient knowledge in answering the queries of the students	3.04	Agree
4. Teaching personnel satisfy the student's expectation towards quality education	3.14	Agree
5. CABEIHM provides standard of care to students	3.09	Agree
<b>Composite Mean</b>	<b>3.11</b>	<b>Agree</b>

The table above shows that respondents agreed on the assurance of services provided by CABEIHM which is supported by 3.11 composite mean. This made into realization that CABEIHM are reliable in the services being rendered to students. The statement that generates the highest response is that CABEIHM employees' behaviour instil confidence in students with computed mean of 3.25. This elucidates that employees of CABEIHM assured quality service to student-client. On the other hand, CABEIHM employees show respect to rights of students and CABEIHM employees have sufficient knowledge in answering the queries of the students got the lowest response having the computed mean of 3.04 respectively. It is merely illustrated that respondents experience scenarios or points of wherein they are hesitant on the answer given by the employees /staff of CABEIHM and sometimes encountered unnecessary treatment from employees.

**Table 2.5 Empathy**

Empathy is defined as the "caring", individualized attention the firms provide to its customer. The customer is treated as if he is unique and special. There are several ways that empathy can be provided: knowing the customer's name, his preferences and his needs. (Zeithaml,2006)

Empathy	Mean	Verbal Interpretation
1. CABEIHM employees gives student individualized attention	3.29	Agree
2. CABEIHM staff understand the specific need of the students	3.07	Agree
3. Employees are working with a good relations with the students	3.09	Agree
4. CABEIHM employees are attentive to the needs of students	3.16	Agree
5. Employees perform a personal care for the student.	3.02	Agree
<b>Composite mean</b>	<b>3.13</b>	<b>Agree</b>

It can be gleaned in table 2.5 that respondents agreed that CABEIHM show empathetic attention to students which is supported by 3.13 composite mean. The statement with the highest response rate of 3.29 is that CABEIHM employees gives student individualized attention while the statement of employees performs a personal care for the student got the lowest response with computed mean of 3.02.

## 2. Significant difference on the Service Quality when Respondents are grouped According to Profile

**Table 3.1** When respondents are grouped according to AGE.

Service Quality	F value	Sig.	Decision	Verbal Interpretation
Tangible	1.22	.308	Failed to reject	Not significant
Reliability	.66	.654	Failed to reject	Not significant
Responsiveness	.25	.937	Failed to reject	Not significant
Assurance	1.59	.170	Failed to reject	Not significant
Empathy	.636	.673	Failed to reject	Not significant

It can be noted that the F value of tangibility composition of CABEIHM is 1.22 with significant value of .303 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the service quality (tangible) provided by CABEIHM when respondents are grouped according to their profile. In addition, reliability of the services provided by CABEIHM has the F value of .661 with .665 significant values which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the service quality (reliability) provided by CABEIHM when respondents are grouped according to their profile. Looking in the table above, F value of responsiveness CABEIHM is .25 with significant value of .937 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the service quality (responsiveness) provided by CABEIHM when respondents are grouped according to their profile. Furthermore, the F value of assurance as one of the determinants of service quality is 1.59 with significant value of .170 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the service quality (assurance) provided by CABEIHM when respondents are grouped according to their profile. Lastly, empathy has the f value of .636 with significant value of .673 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the service quality (empathy) provided by CABEIHM when respondents are grouped according to their profile.

**Table 3.2** When respondents are grouped according to Sex

Service Quality	F value	Sig.	Decision	Verbal Interpretation
Tangible	.120	.730	Failed to reject	Not significant
Reliability	.072	.966	Failed to reject	Not significant
Responsiveness	.138	.711	Failed to reject	Not significant
Assurance	.411	.523	Failed to reject	Not significant
Empathy	.080	.777	Failed to reject	Not significant

Looking at the table above, the f value of tangibles is 1.20 with significant value of .730 which is greater than the significant level of 5% or .05 the researchers failed to reject the null hypothesis. In addition the F value of reliability is 0.002 with significant value of .966 of which is greater than the .05 level of significance. This means of rejection of null hypothesis. Moreover, the same case is also being depicted by the F Value of responsiveness of .138 when respondent are grouped according to sex variable of which the significance level is greater than the .05 level of significance that reject the research null hypothesis. Furthermore, F value of assurance of .411 under the same groupings of variable with significant value of .523 which is greater than the significant level of .05. This means of rejection of null hypothesis. Lastly, in reference with the table cited above, F

value of empathy is .80 with significant value of .777 which is greater than the significant level of .05. With this, the researchers failed to reject the null hypothesis. This elucidates that there is no significant difference on the assessment of the respondent on the service quality of CABEIHM when they are grouped according to sex variable.

**Table 3.3** When respondents are grouped according to year level

Service Quality	F value	Sig.	Decision	Verbal Interpretation
Tangible	4.046	.021	Reject	Significant
Reliability	.343	.710	Failed to reject	Not significant
Responsiveness	.470	.627	Failed to reject	Not significant
Assurance	.326	.722	Failed to reject	Not significant
Empathy	.211	.810	Failed to reject	Not significant

It can be seen in the table above that the F value of tangibility composition of CABEIHM when grouped according to year level is 4.046 with significant value of .021 which is lower than the significant level of 5% or .05. This means that there is significant difference on the assessment of the respondents on the service quality (tangible) provided by CABEIHM when respondents are grouped according to their profile. In addition, reliability of the services provided by CABEIHM has the F value of .343 with .710 significant values which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the service quality (reliability) provided by CABEIHM when respondents are grouped according to their profile. Moreover, looking in the table F value of responsiveness CABEIHM is .470 with significant value of .627 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the service quality (responsiveness) provided by CABEIHM when respondents are grouped according to their profile. Furthermore, the F value of assurance as one of the determinants of service quality is .326 with significant value of .722 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the service quality (assurance) provided by CABEIHM when respondents are grouped according to their profile. Lastly, empathy has the F value of .211 with significant value of .810 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the service quality (empathy) provided by CABEIHM when respondents are grouped according to their profile.

**Table 3.4.** When grouped according to Daily Allowance

Service Quality	F value	Sig.	Decision	Verbal Interpretation
Tangible	.753	.559	Failed to Reject	Not significant
Reliability	2.309	.063	Failed to reject	Not significant
Responsiveness	1.767	.142	Failed to reject	Not significant
Assurance	1.939	.110	Failed to reject	Not significant
Empathy	4.042	.005	Reject	Significant

Looking at the table above, the f value of tangibles when respondents are grouped according to their daily allowance is .753 with significant value of .730 which is greater than the significant level of 5% or .05 the researchers failed to reject the null hypothesis. In addition the F value of reliability is 2.309 with significant value of .063 of which is greater than the .05 level of significance. This means of rejection of null hypothesis. Moreover, the same case is also being depicted by the F Value of responsiveness of 1.767 when respondent are grouped according to sex variable of which the significance level is greater than the .05 level of significance that reject the research null hypothesis. Furthermore, F value of assurance of 1.939 under the same groupings of variable with significant value of .110 which is greater than the significant level of .05. This means of rejection of null hypothesis. This elucidates that there is no significant difference on the assessment of the respondent on the tangibles, responsiveness, reliability and assurance (determinants of service quality) of CABEIHM when they are grouped according to sex variable. Lastly, in reference with the table cited above, F value of empathy is 4.042 with significant value of .005 which is lower than the significant level of .05. With this, the researchers reject the null hypothesis because of having significant differences on this determinant of service quality when respondents are grouped according to their daily allowance.

**Table 3.5** When grouped according to Geographic Location

Service Quality	F value	Sig.	Decision	Verbal Interpretation
Tangible	1.802	.183	Failed to Reject	Not significant
Reliability	1.082	.301	Failed to reject	Not significant
Responsiveness	1.252	.266	Failed to reject	Not significant
Assurance	.003	.956	Failed to reject	Not significant
Empathy	.869	.354	Failed to reject	Not significant

It can be gleaned in table above that the F value of tangibility composition of CABEIHM when grouped according to geographic location is 1.802 with significant value of .183 which is lower than the significant level of 5% or .05. This means that there is significant difference on the assessment of the respondents on the service quality (tangible) provided by CABEIHM when respondents are grouped according to their profile. In addition, reliability of the services provided by CABEIHM has the F value of 1.082 with .301 significant values which is greater than the significant level of 5% or

.05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the service quality (reliability) provided by CABEIHM when respondents are grouped according to their profile. Moreover, looking in the table, F value of responsiveness CABEIHM is 1.252 with significant value of .226 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the service quality (responsiveness) provided by CABEIHM when respondents are grouped according to their profile. Furthermore, the F value of assurance as one of the determinants of service quality is .003 with significant value of .956 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the service quality (assurance) provided by CABEIHM when respondents are grouped according to their profile. Lastly, empathy has the f value of .869 with significant value of .354 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the service quality (empathy) provided by CABEIHM when respondents are grouped according to their profile.

## V. Conclusions

Majority of the respondents are 18 years of age, female, on first year level with daily allowance of Php 151.00 – 200.00 and living at urban area. Also, 100% of the respondent agreed that CABEIHM provides quality of service. To become more specific, conclusions were also drawn on factors that have mean of 2.99 below that are presented hereunder of which are required huge attention from the employees and staff of the College:

- Physical facilities are well kept with the type of service provided with 2.95 computed mean
- Staff and employees are responsive with the complains of the student with computed mean of 2.95
- CABEIHM employees are quick in eliminating potential problems with 2.86 computed mean

Significant differences were established on the following determinants of service quality:

- Tangible composition of CABEIHM when respondents are grouped according to year level
- Empathy when respondents are grouped according to their daily allowance

## VI. Recommendations

1. Both tangible and intangible composition of CABEIHM pertaining to service quality should not just be maintained but must be levelled up to go beyond the border line of satisfaction of the students.
2. Suggestion and comments from the students must be encouraged through personal communication to the offices concerned or through using the suggestion box to identify some of the weak points that need to manage and improve.
3. Tangibles pertaining to equipment and facilities that could greatly affect the learning of the students must be prioritized by the College

4. Employees and staff must be observant to the needs of the student and provide individualized attention.
5. Similar studies with improved experimental procedures should be done to validate the results obtained

## VII. Recommendations

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