

STUDENTS' SATISFACTION WITH THE UNIVERSITY

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ABSTRACT

In the academic setting, determinants of the quality of academic and non-academic services provided to students can be inferred from the students' overall university experience. This study made use of the descriptive survey method through an online survey conducted among college and high school students who enrolled in the school year 2018-2019. An institutionalized questionnaire developed by the University Research and Development Center, consisting of 69 items to measure students' satisfaction along the following: Administration, Curriculum and Instruction, Faculty, Library, Physical Plant and Facilities, Student Services, School and Community, and General Experience was used. Frequency and percentage were used to analyze the data. Results showed that students are satisfied with the services provided by the different sectors of the academic community.

Keywords: *students' satisfaction, school services, higher education institutions*

INTRODUCTION

In the academic setting, determinants of the quality of academic and non-academic services provided to students can be inferred from the students' overall university experience. A key factor of the student's engagement to these services and, therefore his/her university experience, is the satisfaction or dissatisfaction experienced towards these services (Elsharnouby, 2015). Students' satisfaction is an important indicator of colleges' and universities' responsiveness to the needs of their target market. Furthermore, students' satisfaction is an important measure of the quality of services offered by Higher Education Institutions (HEIs). Therefore, to ensure success in the educational sector and continuous improvement of the quality of services, HEIs should consider the needs of students (Mahmood, Ridhuan, Dangi, & Ali, 2014).

Students' satisfaction is a short-term attitude that results from the evaluation of their experience with the education service received (Elliot & Healy, 2001 as cited in Elsharnouby, 2015). It is also pointed as the difference between what the students expect and what they perceive in terms of the received services (Napitupulu, et.al., 2018). According to Seymour (1993), developing many happy satisfied customers, be they are students, parents of students, alumni, or company and government employers, should be a primary concern of higher education. Thus, focusing on enhancing customer satisfaction at colleges and universities is crucial in developing customer value.

Studies have shown that the quality of services rendered by HEIs positively influence students' satisfaction (Ali, Zhou, Hussain, Nair, & Ragavan, 2016; Douglas, J. Douglas, A., McClelland, & Davies, 2015; El-Hilali, Al-Jaber, & Hussein, 2015; Elsharnouby, 2015). Furthermore, students' satisfaction is known to affect institutional image, student loyalty and ensures student retention (Ali, et.al., 2016; Carter, & Yeo, 2016; Elsharnouby, 2015; Styron, 2010). Therefore, in order to assess the quality of services and predict student retention, HEIs must put important emphasis in measuring students' satisfaction. This will in turn provide universities with data to assess the effectiveness of policies and procedures implemented both in academic and non-academic services provided.

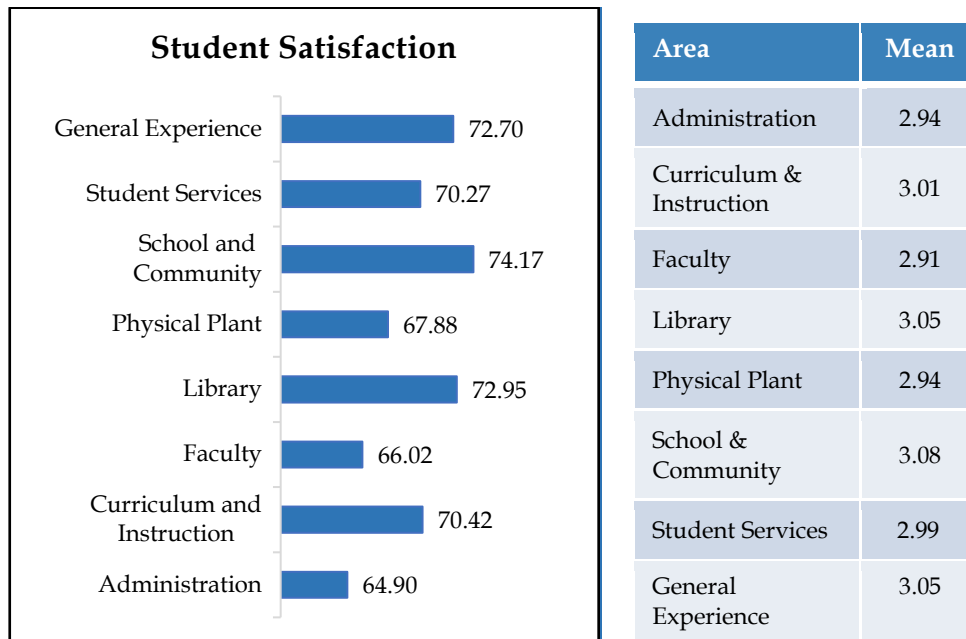
The University of Saint Louis (USL) with its strong culture for excellence has provided quality education and excellent general services to its stakeholders. With its goal of holistic development of every student, activities and programs are developed and implemented not only for the educational excellence of its students but also for other aspects such as Christian formation, professional responsibility, social awareness and involvement and innovation, creativity and agility. USL has maintained a good reputation in both national and international pace. Such recognition is due to the maintained high passing rates of all its board courses, remarkable services, and state-of-the art infrastructures, among others.

In order to maintain this excellent image, it is a primordial concern of every USL Administration, Faculty and Personnel to ensure the satisfaction of its stakeholders. And among the many stakeholders that any university has to serve, its studentry, is the biggest and highest priority. Hence, this study was conducted to determine student satisfaction on the different services offered by the university.

METHODS

The study made use of a descriptive survey method. An online survey was conducted among college students who were enrolled in school year 2018-2019 using a questionnaire prepared by the URDC to measure students' satisfaction with the services of the university. The questionnaire consisted of 69 items to measure students' satisfaction along the following areas: Administration, Curriculum and Instruction, Faculty, Library, Physical Plant and Facilities, Student Services, School and Community, and General Experience. The alpha coefficient of the questionnaire is 0.992 which signifies that the items are internally consistent and that the instrument used to measure the dimensions is very reliable. Descriptive statistics such as frequency and percentage was utilized to analyze the data.

RESULTS



* Satisfaction is calculated using the combination of the percentage of students responding "Completely Agree" and "Generally Agree" to the question area.

The figure shows the students' satisfaction with the University along the different areas evaluated. Result of the survey revealed that students' satisfaction rating increased from an average rating of 65% to 75% implying that the University meets the needs and expectations of students along the different areas. The area where the students were found to be most satisfied is School and Community, followed by Library, General Experience, Curriculum and Instruction and Student Services. Analysis of individual items under each area is provided in the succeeding pages.

| ADMINISTRATION | | | | | | | | |
|---|------|-------------|------|------|-----|-----|-------------|------------------|
| Statement | N | % Responses | | | | | Mean | Interpretation |
| | | 4 | 3 | 2 | 1 | 0 | | |
| 1. Administrators show transparency in policies, procedures and decisions concerning students | 3218 | 29.9 | 33.6 | 28.0 | 5.0 | 3.4 | 2.92 | Satisfied |
| 2. Administrators are approachable. | 3220 | 30.2 | 34.9 | 28.5 | 4.4 | 2.1 | 2.94 | Satisfied |
| 3. Administrators implement policies and procedures consistently | 3215 | 30.8 | 35.3 | 27.6 | 3.8 | 2.5 | 2.97 | Satisfied |
| Overall Weighted Mean | | | | | | | 2.94 | Satisfied |

The table shows that more than three-fifths of the students are satisfied with the implementation of policies and procedures, the decisions of the Administrators concerning students, and with how Administrators deal with the students.

| CURRICULUM & INSTRUCTION | | | | | | | | |
|---|------|-------------|------|------|-----|-----|------|----------------|
| Statement | N | % Responses | | | | | Mean | Interpretation |
| | | 4 | 3 | 2 | 1 | 0 | | |
| 1. Academic advising and consultation are effective in assisting students with academic difficulties. | 3208 | 30.8 | 35.3 | 27.6 | 3.8 | 2.5 | 2.97 | Satisfied |
| 2. Major requirements are clear and reasonable. | 3204 | 26.9 | 34.3 | 31.3 | 5.7 | 1.7 | 2.85 | Satisfied |
| 3. Student performance is evaluated using variety and appropriate assessment tools (quizzes, seatworks, groupworks, activities, examinations, etc.) | 3214 | 39.3 | 38.5 | 19.4 | 2.0 | 0.9 | 3.18 | Satisfied |
| 4. Students are able to enroll for classes that they need with few conflicting schedules. | 3192 | 26.8 | 36.9 | 28.1 | 5.9 | 2.2 | 2.89 | Satisfied |
| 5. Students experience intellectual growth. | 3208 | 34.2 | 39.8 | 22.1 | 2.6 | 1.2 | 3.09 | Satisfied |
| 6. The course content of the subject is valuable | 3205 | 34.1 | 41.2 | 21.2 | 2.7 | 0.9 | 3.09 | Satisfied |
| 7. The course sequence is logical | 3197 | 31.1 | 42.9 | 22.2 | 2.8 | 1.1 | 3.04 | Satisfied |
| 8. The quality of instruction provided is excellent. | 3201 | 30.5 | 40.7 | 24.6 | 3.2 | 1.1 | 3.01 | Satisfied |

| | | | | | | | | |
|---|----------|----------|------|----------|-----|-----|-------------|------------------|
| 9. The teaching-learning environment is conducive for effective instruction | 31 99 | 29. 2 | 41.3 | 24. 8 | 3.8 | 1.0 | 2.98 | Satisfied |
| Overall Weighted Mean | | | | | | | 3.01 | Satisfied |

Majority of the students are satisfied with their academic program. More than three-fourths (77.8%) of the students are satisfied with the appropriateness and variety of measures by which their performance is evaluated, likewise with the course content of the subject (75.3%). Furthermore, students are satisfied with the sequence of their course (74%) and how the curriculum allows them to experience intellectual growth (74%).

| FACULTY | | | | | | | | |
|---|------|-------------|------|------|-----|-----|-------------|------------------|
| Statement | N | % Responses | | | | | Mean | Interpretation |
| | | 4 | 3 | 2 | 1 | 0 | | |
| 1. Faculty are always available for academic advising and consultation | 3187 | 27.4 | 37.9 | 28.5 | 4.6 | 1.6 | 2.91 | Satisfied |
| 2. Faculty are fair and unbiased in their treatment of students. | 3193 | 25.2 | 35.8 | 30.9 | 7.0 | 1.1 | 2.81 | Satisfied |
| 3. Faculty are responsive to the needs of the students and takes into consideration student differences as they teach a course. | 3199 | 26.9 | 37.6 | 29.2 | 5.2 | 1.1 | 2.88 | Satisfied |
| 4. Faculty are role models through their words and actions | 3193 | 27.4 | 38.1 | 29.1 | 4.4 | 1.1 | 2.91 | Satisfied |
| 5. Faculty members return quizzes and exam results ASAP | 3198 | 27.5 | 39.5 | 28.3 | 3.9 | 0.8 | 2.92 | Satisfied |
| 6. Faculty are competent and knowledgeable in their field. | 3197 | 30.7 | 42.1 | 23.0 | 3.2 | 1.0 | 3.03 | Satisfied |
| Overall Weighted Mean | | | | | | | 2.91 | Satisfied |

The data disclose students' satisfaction with faculty members. They are particularly satisfied with the knowledge and competencies of faculty members especially in their fields of specialization (72.8%). The students are likewise satisfied with the prompt returning of examination papers by faculty members (67%). Furthermore, the students are satisfied (65.5%) with the actions and words of the faculty members and believe them to be role models. Thus, from the student's satisfaction point of view, it becomes crucial for university administration to recruit, motivate and retain highly competent faculty members who can serve as role models for the students.

| LIBRARY | | | | | | | | |
|---|------|-------------|------|------|-----|-----|-------------|------------------|
| Statement | N | % Responses | | | | | Mean | Interpretation |
| | | 4 | 3 | 2 | 1 | 0 | | |
| 1. Library resources and services are adequate and updated. | 3197 | 32.6 | 39.9 | 23.1 | 3.5 | 0.8 | 3.04 | Satisfied |
| 2. Library staff are helpful and approachable | 3193 | 34.4 | 40.4 | 21.2 | 3.1 | 0.9 | 3.08 | Satisfied |
| 3. The library is conducive to quiet study and research. | 3194 | 32.7 | 39.3 | 23.3 | 3.9 | 0.8 | 3.03 | Satisfied |
| 4. There is a systematic organization of all library materials for easy use | 3193 | 31.8 | 40.7 | 23.9 | 2.9 | 0.8 | 3.03 | Satisfied |
| Overall Weighted Mean | | | | | | | 3.05 | Satisfied |

The table reveals that the students are satisfied (72.95%) with the resources and services offered by the university library. Almost three-fourths of the students are satisfied with the staff (74.8%) as well as the adequacy, currentness and the systematic organization of the resources (72.5%) in the library. Moreover, the students find the library conducive for quiet study and research.

| PHYSICAL PLANT | | | | | | | | |
|--|------|-------------|------|------|------|-----|------|----------------|
| Statement | N | % Responses | | | | | Mean | Interpretation |
| | | 4 | 3 | 2 | 1 | 0 | | |
| 1. Comfort rooms are clean and in good condition. | 3165 | 25.4 | 28.5 | 30.6 | 14.1 | 1.4 | 2.66 | Satisfied |
| 2. Rooms and areas have provisions for adequate lighting according to their needs by day and by night. | 3187 | 28.5 | 39.5 | 26.7 | 4.6 | 0.7 | 2.93 | Satisfied |
| 3. Buildings are clean, safe and well-maintained | 3186 | 27.2 | 38.1 | 28.4 | 5.2 | 1.0 | 2.90 | Satisfied |
| 4. Canteen space is clean, safe and is kept in sanitary condition. | 3179 | 26.2 | 38.0 | 29.6 | 5.3 | 1.0 | 2.87 | Satisfied |
| 5. Clean and drinkable water is available | 3184 | 32.0 | 38.0 | 22.7 | 5.7 | 1.6 | 2.99 | Satisfied |
| 6. Counseling rooms or guidance rooms are assured of the needed privacy | 3186 | 31.5 | 40. | 23.1 | 3.5 | 2.0 | 3.03 | Satisfied |
| 7. Fire alarm system and fire extinguishers are easily noticeable. | 3187 | 33.3 | 39.8 | 22.4 | 2.9 | 1.6 | 3.07 | Satisfied |
| 8. Fire prevention and safety precautions are provided. | 3190 | 33.1 | 40.6 | 21.9 | 3.0 | 1.3 | 3.06 | Satisfied |
| 9. Security and safety measures are provided within the campus | 3190 | 35.1 | 39.6 | 21.3 | 3.0 | 1.0 | 3.10 | Satisfied |
| 10. The campus is aesthetically planned, attractively landscaped, clean and well-maintained | 3191 | 29.3 | 41.8 | 23.8 | 4.3 | 0.8 | 2.98 | Satisfied |



| | | | | | | | | |
|--|------|------|------|------|-----|-----|-------------|------------------|
| 11. The chairs in the classroom are comfortable | 3183 | 27.2 | 37.8 | 27.4 | 6.5 | 1.0 | 2.88 | Satisfied |
| 12. The facilities in the clinic are adequate. | 3185 | 28.9 | 41.5 | 24.2 | 3.2 | 2.1 | 2.99 | Satisfied |
| 13. The school clinic has enough space for the necessary medical and dental needs of the students. | 3182 | 26.3 | 38.6 | 27.2 | 5.6 | 2.3 | 2.89 | Satisfied |
| 14. The student activity area and kiosk adjacent and in friendship park are comfortable places for students to spend their vacant time | 3181 | 25.7 | 39.2 | 29.0 | 4.9 | 1.2 | 2.88 | Satisfied |
| 15. There is sufficient number of trash bins in the campus. | 3182 | 30.1 | 41.8 | 23.6 | 3.6 | 0.9 | 3.01 | Satisfied |
| 16. There are adequate athletic facilities. | 3178 | 27.0 | 38.6 | 27.2 | 4.6 | 2.6 | 2.92 | Satisfied |
| 17. There is adequate space and facilities in the canteen. | 3172 | 25.8 | 38.6 | 28.5 | 5.7 | 1.5 | 2.88 | Satisfied |
| 18. There is satisfactory ventilation and general appearance/condition in the multimedia rooms/laboratory rooms. | 3180 | 27.7 | 41.1 | 25.6 | 4.2 | 1.4 | 2.94 | Satisfied |
| 19. There is sufficient chalkboards/whiteboards in all classrooms. | 3179 | 29.8 | 38.6 | 24.7 | 5.7 | 1.2 | 2.94 | Satisfied |
| Overall Weighted Mean | | | | | | | 2.94 | Satisfied |

The security and safety measures provided within the campus scored the highest with satisfaction rating of 74.7% followed by the provision of fire prevention and safety precautions (73.7%), and the existence of fire alarm system and fire extinguishers (73.1%). The students also expressed satisfaction with the number of trash bins in the campus and the availability of clean and drinkable water. However, 46.1% of the students are slightly satisfied or not satisfied with the cleanliness and condition of comfort rooms.

| SCHOOL AND COMMUNITY | | | | | | | | |
|---|------|-------------|------|------|-----|-----|-------------|------------------|
| Statement | N | % Responses | | | | | Mean | Interpretation |
| | | 4 | 3 | 2 | 1 | 0 | | |
| 1. Programs for community and social involvement are adequate to develop missionary spirit and become engaged citizens. | 3179 | 31.0 | 41.8 | 23.0 | 2.9 | 1.4 | 3.04 | Satisfied |
| 2. The University has a good reputation to the community. | 3185 | 36.7 | 39.8 | 20.0 | 2.5 | 0.9 | 3.14 | Satisfied |
| 3. The University provides adequate opportunities and motivation for students to be sensitive to the needs of others and to be more responsive. | 3179 | 33.2 | 40.0 | 23.4 | 2.3 | 1.0 | 3.07 | Satisfied |
| Overall Weighted Mean | | | | | | | 3.08 | Satisfied |

The students expressed satisfaction with the University's good reputation in the community (76.5%), the adequacy of community and social involvement programs (73.2%) and the adequacy of motivation and opportunities for sensitivity and responsiveness to the needs of others (72.8%).

| STUDENT SERVICES | | | | | | | | |
|---|------|-------------|------|------|------|-----|------|----------------|
| Statement | N | % Responses | | | | | Mean | Interpretation |
| | | 4 | 3 | 2 | 1 | 0 | | |
| 1. Academic records are available to students. | 3177 | 31.9 | 42.3 | 21.7 | 2.5 | 1.6 | 3.07 | Satisfied |
| 2. Adequate organizations are available for the growth and development of students. | 3177 | 31.4 | 42.6 | 22.1 | 2.7 | 1.2 | 3.06 | Satisfied |
| 3. Campus Ministry programs are adequate and relevant | 3181 | 32.3 | 42.4 | 21.1 | 2.4 | 1.9 | 3.08 | Satisfied |
| 4. Channels for expressing student complaints are readily accessible to students. | 3172 | 27.8 | 38.7 | 25.8 | 5.9 | 1.8 | 2.91 | Satisfied |
| 5. Enrollment process is systematic. | 3166 | 27.5 | 36.8 | 27.4 | 7.1 | 1.3 | 2.86 | Satisfied |
| 6. Extra-curricular activities are well-organized and supervised. | 3172 | 28.5 | 40.5 | 25.2 | 3.8 | 2.0 | 2.96 | Satisfied |
| 7. Foods served in the canteen are nutritious and reasonably priced meals | 3150 | 24.7 | 33.1 | 29.2 | 11.1 | 1.9 | 2.73 | Satisfied |
| 8. Guidance counselors are approachable and caring. | 3178 | 33.9 | 40.0 | 22.0 | 2.3 | 1.9 | 3.09 | Satisfied |
| 9. Medical/Dental consultations are available. | 3171 | 30.2 | 40.4 | 22.8 | 3.4 | 3.2 | 3.02 | Satisfied |
| 10. Policies and implementation of admission and retention are fair. | 3174 | 29.5 | 41.1 | 24.0 | 4.1 | 1.3 | 2.98 | Satisfied |
| 11. Scholarships and financial aid are available and make known to students. | 3178 | 29.8 | 39.5 | 24.0 | 4.2 | 2.5 | 2.99 | Satisfied |
| 12. School policy for campus organizations and extra-curricular activities is fair | 3176 | 29.4 | 40.6 | 24.3 | 3.8 | 2.0 | 2.99 | Satisfied |
| 13. Student assessment is accurate and readily available. | 3177 | 30.3 | 41.5 | 23.7 | 3.3 | 1.2 | 3.01 | Satisfied |
| 14. Student disciplinary procedures are fair. | 3177 | 30.8 | 40.7 | 23.5 | 3.4 | 1.6 | 3.02 | Satisfied |
| 15. Student orientation services help students adjust to college. | 3178 | 29.9 | 41.9 | 24.0 | 2.9 | 1.3 | 3.02 | Satisfied |
| 16. Students can easily get involved in campus organizations. | 3173 | 28.7 | 40.3 | 25.8 | 3.9 | 1.1 | 2.96 | Satisfied |
| 17. The personnel involved in registration or enrollment are helpful. | 3179 | 28.3 | 42.7 | 24.5 | 3.2 | 1.2 | 2.99 | Satisfied |
| 18. The student handbook provides helpful | 3177 | 31.6 | 40.3 | 22.0 | 3.3 | 2.8 | 3.04 | Satisfied |

| | | | | | | | | |
|---|------|------|------|------|-----|-----|-------------|------------------|
| information about campus life. | | | | | | | | |
| 19. There are a sufficient number of activities (athletic, outreach, spiritual, social, etc.) for students. | 3174 | 29.4 | 42.1 | 24.1 | 3.2 | 1.2 | 3.01 | Satisfied |
| 20. There are adequate services for career guidance. | 3177 | 30.0 | 42.0 | 23.3 | 2.8 | 1.9 | 3.02 | Satisfied |
| Overall Weighted Mean | | | | | | | 2.99 | Satisfied |

It can be gleaned from the table that the students are satisfied with the student services of the University. The students are particularly satisfied with the campus ministry programs (74.7%), availability of students' academic records (74.2%), adequacy of organizations that facilitate student growth and development (74%) and the approach of the guidance counselors (73.9%). However, the students expressed slight satisfaction or are not satisfied with price and nutritional value of the foods served in the University canteen.

| GENERAL EXPERIENCE | | | | | | | | |
|---|------|-------------|------|------|-----|-----|-------------|------------------|
| Statement | N | % Responses | | | | | Mean | Interpretation |
| | | 4 | 3 | 2 | 1 | 0 | | |
| 1. Freedom in expressing thoughts is protected in the university. | 3166 | 27.8 | 37.5 | 26.6 | 6.2 | 1.9 | 2.89 | Satisfied |
| 2. It is an enjoyable experience to be a student of this institution. | 3179 | 34.1 | 39.9 | 21.9 | 2.8 | 1.2 | 3.08 | Satisfied |
| 3. Students are made to feel welcome in this institution. | 3177 | 34.2 | 40.8 | 21.6 | 2.5 | 0.9 | 3.09 | Satisfied |
| 4. Students feel a sense of belongingness. | 3180 | 34.0 | 39.7 | 22.0 | 3.0 | 1.3 | 3.08 | Satisfied |
| 5. Students feel a sense of pride about the school. | 3180 | 37.0 | 38.5 | 20.6 | 2.9 | 1.1 | 3.12 | Satisfied |
| Overall Weighted Mean | | | | | | | 3.05 | Satisfied |

As reflected in the table, majority of the students are satisfied with their experience in the University with overall satisfaction rating of 72.7%. The students avowed that they feel a sense of belongingness and pride about the school. They are also made to feel welcome in the institution.

CONCLUSION

Determining students' satisfaction with their educational experiences can be very helpful for the university to build strong relationship with their existing and potential students. The results of the study indicate that majority of the students are satisfied with the service quality provided by the university. The areas with the highest overall satisfaction rating are the School and Community, and the Library while the area with the lowest satisfaction rating is the Administration. Therefore, it is important for the institution to work continuously towards ensuring that the service provided can really meet or exceed the expectation of students as there are still students who are not satisfied with the university services.

RECOMMENDATIONS

Based on the findings of the study, the following are the recommendations:

1. Administrators should be more transparent about policies and decisions concerning the students.
2. Faculty members should review the requirements given to students in terms of clarity and reasonableness or practicality.
3. Scheduling of classes should be improved to prevent or minimize conflicting schedules.
4. Faculty members should improve their treatment of students and should be more responsive to the needs of the students.
5. Improve the cleanliness and condition of comfort rooms.
6. Review the price and nutritional value of foods served in the canteen

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