

Transacting Students' Views on Frontline Services: A Satisfaction Survey at Apayao State College

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ABSTRACT

This research investigated the level of satisfaction of students with the frontline services of Apayao State College. Through a survey, the study collected responses from students who availed themselves of services such as the Registrar, Cashier, Library, Health Services, and others. The findings indicated that students were highly satisfied with all the offices, particularly Health Services. The Registrar and Canteen received slightly lower ratings, meaning they can still be improved. Common issues among students were long queues, confusing communication, and not helpful staff behavior. These matters indicate a requirement for improved service processes and greater staff training. Generally, the research established that Apayao State College is performing satisfactorily in the provision of quality services, although there are areas that need to be given further attention in order to further enhance the students' experience.

Keywords: student satisfaction, frontline services, Apayao State College, service quality, survey

I. INTRODUCTION

In today's competitive, service-oriented landscape, organizations worldwide recognize the significance of client satisfaction as a critical driver of success. The ISO 9001:2015 standard, recognized internationally, emphasizes a quality management system that prioritizes customer satisfaction and continuous improvement (International Organization for Standardization, 2015). This standard provides organizations with a framework for utilizing client feedback effectively, improving service delivery, and ensuring that customer expectations are met and exceeded.

In the Philippines, educational institutions are increasingly adopting these practices to improve service quality. The integration of client satisfaction surveys (CSS) has become an essential tool for assessing and enhancing the quality of educational services. Research shows that effective use of client feedback can lead to higher retention rates, improved service quality, and an enhanced institutional reputation [1].

Focusing on a local context, Apayao State College aims to align with international and national standards by incorporating the CSS form as part of its ISO 9001:2015 Certified Quality Management System. This research will analyze the results of the CSS to identify areas for improvement in frontline services. By systematically addressing insights from client feedback, the college seeks to enhance client satisfaction and foster a culture of continuous improvement [2].

This study contributes to the growing body of literature on client satisfaction in higher education and highlights the practical application of ISO 9001:2015 standards in local institutions. By leveraging survey

results, Apayao State College can refine its frontline services, improving the educational experience for its students, faculty, and other stakeholders [2].

In the context of higher education, the delivery of quality frontline services is a critical factor in institutional performance and client satisfaction. Frontline services—the direct interactions between service providers and clients—significantly impact perceptions of efficiency, responsiveness, and overall institutional effectiveness. As such, these services play a vital role in shaping the experiences of students, faculty, staff, and other stakeholders within educational institutions[3].

Client satisfaction surveys are increasingly recognized as essential tools for evaluating the quality of frontline services in higher education. These surveys provide valuable insights into critical service dimensions such as timeliness, competence, courtesy, fairness, and facility adequacy, helping institutions identify strengths and areas for improvement. In line with the Philippine Republic Act Number 9485, known as the Anti-Red Tape Act (ARTA) of 2007, the government mandates that state colleges improve service delivery by equipping frontline employees with the necessary skills and attitudes to meet clients' needs[4].

A client satisfaction survey also serves as an effective tool for measuring service efficiency, pinpointing areas for improvement, and offering data-driven recommendations to enhance institutional performance. Studies, such as one by the University of Baguio (2023), show that analyzing client feedback allows institutions to optimize their operations and improve the overall client experience. Similarly, research by the International Journal of Advanced Computer Science and Applications highlights how decision-support systems based on client feedback can significantly improve service delivery in universities[5].

Recent studies on Philippine higher education institutions show that client satisfaction is closely linked with service quality, institutional loyalty, student engagement, and academic success [6]. Research across state colleges and universities indicates that while clients are generally satisfied with frontline services, improvements are still needed in areas such as physical facilities and service consistency [7]. These findings highlight the importance of systematically using client satisfaction survey results to drive continuous improvement in higher education institutions [8].

Customer satisfaction is especially vital in higher education, as the quality of services directly affects students, faculty, and other stakeholders. Institutions such as Apayao State College are responsible for ensuring that both academic and administrative units provide efficient, high-quality services. To support ongoing improvement, these institutions utilize client satisfaction surveys to collect feedback, evaluate the effectiveness of their services, and implement necessary changes[9][10][11].

At Apayao State College, leveraging the results of client satisfaction surveys offers a strategic opportunity to strengthen frontline services, address existing challenges, and foster a culture of excellence and responsiveness. Through systematic analysis of survey feedback, the institution can implement evidence-based interventions to bridge service gaps, improve staff competencies, and enhance the overall client experience[12][13].

This research seeks to explore how Apayao State College can effectively use CSS data to drive improvements in frontline services, contributing to the institution's mission of providing high-quality, client-centered education and support services. By examining survey data from students, faculty, and other stakeholders, this study aims to identify institutional strengths, address weaknesses, and propose strategies for service enhancement[9][10].

The findings of this study will contribute to the college's continuous quality improvement efforts, ensuring that its services align with the expectations and needs of its clients. Furthermore, it will help the institution

refine its approach to frontline service delivery, reinforcing its commitment to maintaining high standards of service and fostering stakeholder loyalty[2].

In a broader context, the utility of client satisfaction surveys has been well established across different regions. In Asia, for example, service quality improvement is directly linked to client satisfaction, with studies in countries such as China, Hong Kong, Japan, South Korea, and Singapore demonstrating that client satisfaction drives loyalty and organizational success. Similar research in Africa, South America, and Europe has highlighted the value of ongoing feedback mechanisms, including client satisfaction surveys, in enhancing service delivery across various sectors, including education and healthcare[14][15][16].

Micabalo et al. (2020) observe that when services are delivered effectively, they surpass client expectations. In higher education, students' satisfaction with university services is a critical determinant of academic success. Establishing a positive institutional climate characterized by clear expectations, robust support systems, and meaningful feedback can significantly enhance student outcomes (Miller, 2018)[17][18][19].

By analyzing feedback from its stakeholders, Apayao State College can identify best practices to maintain and areas for improvement. The findings of this research will provide valuable insights into how the institution can strengthen stakeholder loyalty and improve service delivery, ultimately ensuring that the college continues to meet the evolving needs of its clients[9].

Apayao State College (ASC), as the only State University and College (SUC) in the province of Apayao, plays a central role in providing accessible, quality higher education and fostering rural development in the region. Guided by its mandate, ASC delivers higher professional and technical programs, advances research and extension services, and promotes progressive leadership in fields such as agriculture, industry, environment, forestry, education, arts and sciences, and other relevant areas. The college is committed to producing quality, accountable graduates who are responsive to rural and sustainable development, and to advancing community empowerment through relevant research, extension work, and support for indigenous peoples' development models[20][21][22].

A significant milestone in ASC's pursuit of excellence is its achievement of ISO 9001:2015 Quality Management System (QMS) certification, awarded by DQS Certification Philippines, Inc. This global standard affirms the college's effective implementation of quality management practices across all departments and units, ensuring streamlined operations, digitalization, and the continuous improvement of service delivery to students and stakeholders[2][23][24].

In higher education institutions, students are the primary clients, and their satisfaction with frontline services-including admissions, registrar, guidance, medical, and financial services-is a critical indicator of institutional performance and reputation. High levels of student satisfaction not only improve retention and attract new enrollees but also enhance the institution's standing in the academic community. Research shows that timeliness, accuracy, accessibility, and the quality of interactions with frontline service providers are key determinants of student satisfaction[25][26][27].

Given ASC's unique position as the only SUC in Apayao and its recent ISO 9001:2015 certification, it is timely and relevant to assess the perspectives of transacting students regarding the frontline services they receive. This research aims to evaluate student satisfaction with ASC's frontline services, providing valuable feedback to further strengthen the college's commitment to quality and continuous improvement.

Statement of the Problem

This study seeks to explore how client satisfaction survey results can be utilized to enhance unit services at Apayao State College. Specifically, it aims to address the following research questions:

1. What is the level of client satisfaction with the services provided by the frontline offices of Apayao State College in the following areas in terms of:
 - Timeliness of delivery of service/Responsiveness
 - Employee attitude and professionalism
 - Convenience and accessibility of services
 - Effectiveness and clarity of communication
 - Overall quality of service provided
2. What is the overall satisfaction level of transacting students with the frontline services at Apayao State College using the standardized satisfaction scale?
3. What common concerns and challenges have been identified through the client satisfaction survey results?

II. Theoretical and Conceptual Framework

Theoretical Framework

This study is anchored in key theories that guide the **quantitative** components of the research, offering a comprehensive approach to assessing and improving client satisfaction at Apayao State College.

1. The SERVQUAL Model, developed by Parasuraman, Zeithaml, and Berry (1988), is a widely recognized framework for measuring service quality across five key dimensions: tangibles (physical facilities and appearance), reliability (consistent and accurate service delivery), responsiveness (willingness to help and provide prompt service), assurance (knowledge and courtesy of staff that inspire trust), and empathy (caring, individualized attention)[28][29][30].
2. Expectation-Confirmation Theory (ECT) (Oliver, 1980): The Expectation-Confirmation Theory (ECT) explains that client satisfaction occurs when actual service performance meets or exceeds expectations. This theory helps identify expectation gaps and supports the formulation of actionable recommendations for service improvement.

Conceptual Framework

This study follows the **quantitative** methods to systematically analyze client satisfaction and improve unit services at Apayao State College. The quantitative data are collected through a structured Likert-scale survey. Additionally, institutional policies and existing service guidelines are reviewed to provide context for the study. During the **process phase**, the quantitative data are analyzed using statistical methods, such as calculating mean scores and frequency distributions. Finally, in the **output phase**, the study produces data-driven recommendations that aim to enhance the efficiency, reliability, and responsiveness of unit services at Apayao State College, grounded in both the statistical analysis of survey data

Figure 1. Research Paradigm

Dependent	Independent
Client Satisfaction Survey Result ➤ Quantitative: Client Satisfaction Survey (Likert Scale)	Client Satisfaction Survey Result Rating of Selected Frontlines Services • Registrar

	<ul style="list-style-type: none"> • Accounting • Health Services • Cashier • Canteen • Library • Guidance • SAS
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III.METHODOLOGY

This study employs a **quantitative surveys** (Likert scale) to measure client satisfaction. Statistical and thematic analyses identify service gaps, guiding **data-driven improvements**.

Research Design

This study utilizes integrating **quantitative surveys** to measure client satisfaction This approach ensures a **comprehensive evaluation**, guiding data-driven recommendations for improving unit services at Apayao State College.

Specific Design

Quantitative Method –closed-ended questions (e.g., Likert scale), it collects numerical data that can be analyzed statistically.

Locale of the Study

The study will be conducted at Apayao State College-Luna Campus, students and faculty

Respondents of the Study

The respondents of the study are clients who have availed services from the different front desk offices of Apayao State College. The Registrar, Cashier, Library, Guidance Office, Student Affairs and Services (SAS), Accounting Office, Health Services and Canteen Services are some of these. Using a client satisfaction survey, most of the respondents—and a small number of faculty and staff—are students. Their responses provided the researcher with information on the areas that desire development and the standard of the services offered.

Research Instruments

The researcher uses the enrolled Client Satisfaction Survey Form (Code: ASC-QAO-IQF-10, Effectivity Date: December 1, 2022, Revision 0) to collect data on the level of client satisfaction with the frontline services at Apayao State College. The questionnaire consists of two parts.

Part I gathers respondents' assessments of their satisfaction with various aspects of the frontline services they avail, focusing on: (1) timeliness of service delivery, (2) employee attitude, (3) convenience, (4) communication, and (5) overall quality of service.

Part II provides an open-ended section for respondents to write comments, suggestions, or feedback regarding their service experience. These qualitative inputs offer deeper insights into client perceptions and support service improvement.

Data Gathering Procedure

Before collecting data, the researcher secures formal approval from the concerned offices of Apayao State College to administer the survey. Once approved, the researcher distributes the Client Satisfaction Survey

Forms to clients who recently avail of frontline services. The purpose of the study is explained, and informed consent is obtained. Respondents are assured of the confidentiality and anonymity of their responses. The researcher then collects, organizes, and prepares the completed questionnaires for analysis.

Statistical Treatment of Data

The researcher analyzes the quantitative data from the Likert-scale items using descriptive statistics such as frequency, percentage, mean, and standard deviation to determine the level of client satisfaction across service dimensions. For the qualitative responses, the researcher applies thematic analysis to identify common themes, suggestions, and issues raised by the respondents. This mixed-methods approach ensures a thorough assessment of the services and supports data-driven improvements.

Likert scale

RANGE	DESCRIPTIVE VALUE
4.21 – 5.0	Very satisfied
3.41 – 4.20	Satisfied
2.61 – 3.40	Neither satisfied or Dissatisfied
1.81- 2.60	Dissatisfied
1.0 – 1.80	Very Dissatisfied

IV. RESULT AND DISCUSSION

1. Level of client satisfaction with the services provided by the frontline offices of Apayao State College in the following areas in terms of:

- Timeliness of delivery of service/Responsiveness
- Employee attitude and professionalism
- Convenience and accessibility of services
- Effectiveness and clarity of communication
- Quality of service provided

Table 1. Level of client satisfaction with the services provided by the frontline offices

Frontline Offices	TIMELINE SS	EMPLOYEE ATTITUDE	CONVENIENCE	COMMUNICATION	QUALITY OF SERVICE	AVERAGE
Accounting	4.632 VS	4.754 VS	4.612 VS	4.612 VS	4.713 VS	4.677 VS
Cashier	4.647 VS	4.717 VS	4.696 VS	4.657 VS	4.647 VS	4.673 VS
Canteen	4.318 VS	4.589	4.605	4.505	4.367	4.477
Guidance	4.648 VS	4.776 VS	4.606 VS	4.642 VS	4.566 VS	4.648 VS
Health Services	4.769 VS	4.783 VS	4.728 VS	4.805 VS	4.838 VS	4.785 VS

Library	4.527 VS	4.589 VS	4.551 VS	4.569 VS	4.603 VS	4.568 VS
Registrar	4.223 VS	4.282 VS	4.292 VS	4.286 VS	4.316 VS	4.280 VS
Student Affairs Services	4.605 VS	4.604 VS	4.664 VS	4.566 VS	4.616 VS	4.611 VS

Table 1 presents the client satisfaction ratings (on a 5-point scale) for various frontline offices such as accounting; cashier; canteen; guidance & counseling; health services; library; registrar; and student affairs services across five key service dimensions: Timeliness, Employee Attitude, Convenience, Communication, and Quality of Service, as well as an overall average per office.

In terms of timeliness, the respondents rated very satisfied across all the front line services. Health services got the highest score of 4.769, indicating that clients were very satisfied. This implies that timely services in Health Services builds strong trust among clients, as they feel their health concerns are addressed quickly without unnecessary delays. This contributes significantly to overall satisfaction and positive client experiences. Guidance Office, Cashier, accounting and student services got a rating of 4.648, 4.647, 4.632, 4.605 respectively. This entails that despite challenges such as limited staff and manual record-keeping, the high timeliness rating suggests effective management or process improvements that reduce wait times and improve information retrieval. Moreover, However, Canteen (4.318) and Registrar (4.223) were less timely, still falls under *very satisfied*, suggesting generally positive experiences but with potential for further enhancement. This indicates that clients are generally happy but this office may benefit from focused improvements in timeliness.

With regards to employees attitude, the respondents rated all the front line offices as very satisfied. This implies that all offices reflect courteous and professional staff, which is a key driver of satisfaction. Health services, guidance and counseling, accounting office, and cashier got a rating of 4.783, 4.776, 4.754 and 4.717 respectively.

While Convenience, Scores are consistently very satisfied, with minor dips in Registrar and Canteen, pointing to generally accessible services but highlighting areas for logistical improvement. The low ratings for **Employees Attitude** in the Registrar (4.282), Library (4.589), and Canteen services (4.589) implied several important consequences for service quality and client experiences. In addition, enhancing the employee attitude will likely improve service quality, client satisfaction, and institutional reputation across these critical frontline offices.

The respondents rated **Convenience** across various frontline offices with scores ranging from 4.292 to 4.728, all falling within the "**Very Satisfied**" descriptive category. This indicates a generally high level of client satisfaction regarding how accessible and easy to use these services.

Health Services (4.728) and **Cashier (4.696)** received the highest convenience ratings, suggesting that clients find these services particularly accessible, likely due to well-organized processes, location, and availability. **Student Affairs Services (4.664)**, **Guidance & Counseling (4.606)**, and **Canteen (4.605)** also scored highly, indicating that these offices effectively meet client needs in terms of service accessibility and user-friendliness. **Accounting (4.612)** and **Library (4.551)** show strong convenience ratings, reflecting satisfactory ease of access and service delivery. **Registrar (4.292)**, while still rated as

very satisfied, has the lowest convenience score among the offices, suggesting some room for improvement in making services more accessible or user-friendly. This further implies that offices with the highest convenience scores, like Health Services and Cashier, set a benchmark for others to emulate, potentially through streamlined workflows, extended service hours, or better physical accessibility. In addition to offices have successfully designed their services to be client-centered, minimizing barriers such as long queues, complex procedures, or inconvenient locations.

Morover, The relatively lower convenience rating for the Registrar indicates a need to review and possibly redesign service delivery processes to reduce client effort and enhance accessibility

With regards to Communication, The respondents rated across various frontline offices with scores ranging from 4.286 to 4.805, all within the **"Very Satisfied"** descriptive category. This indicates a generally high level of satisfaction with how information is conveyed and interactions are handled between staff and clients. **Health Services (4.805)** received the highest communication rating, suggesting that clients perceive communication here as clear, timely, and effective, which is critical in health-related services. **Cashier (4.657)** and **Guidance & Counseling (4.642)** also scored strongly, indicating good responsiveness and clarity in conveying information. **Accounting (4.612)**, **Library (4.569)**, and **Student Affairs Services (4.566)** show solid communication performance, reflecting effective exchange of information and client engagement. **Canteen (4.505)**, while still very satisfactory, has a slightly lower rating, possibly indicating some opportunities to enhance clarity or friendliness in interactions. **Registrar (4.286)** has the lowest communication score among the offices, highlighting potential challenges in delivering clear, timely, or empathetic communication to clients.

The overall very satisfactory ratings implies that frontline offices generally succeed in maintaining effective communication, which is essential for client understanding, trust, and satisfaction. Wherein Health Services' exemplary communication can serve as a model for other offices, emphasizing the importance of clear, compassionate, and timely information delivery, especially in sensitive contexts.

The respondents rated **Quality of Service** across various frontline offices with scores ranging from **4.316 to 4.838**, all falling within the **"Very Satisfied"** descriptive category. This indicates that clients perceive the services provided by these offices as consistently high in excellence, reliability, and effectiveness.

Health Services (4.838) received the highest rating, suggesting that clients find the quality of care and service delivery exceptionally satisfactory, likely due to professionalism, thoroughness, and responsiveness. **Accounting (4.713)** and **Cashier (4.647)** also scored highly, reflecting strong confidence in the accuracy, reliability, and timeliness of financial and transactional services. **Library (4.603)**, **Student Affairs Services (4.616)**, and **Guidance & Counseling (4.566)** show solid quality ratings, indicating dependable and supportive services that meet client expectations. **Canteen (4.367)** and **Registrar (4.316)**, while still rated very satisfactory, have relatively lower scores, suggesting some opportunities to enhance service consistency, attentiveness, or overall client experience.

This shows that the overall very satisfactory ratings highlight that frontline offices are effectively delivering high-quality services that meet or exceed client expectations, which fosters trust and loyalty. Health Services' outstanding quality rating underscores the importance of maintaining professional standards and client-centered care, serving as a benchmark for other offices. The slightly lower quality ratings for the Canteen and Registrar suggest a need to review service processes, staff training, and client feedback mechanisms to identify and address specific areas for improvement. Sustaining and enhancing service quality across all offices is crucial for strengthening institutional reputation, improving client satisfaction, and encouraging continued utilization of services. Continuous

quality assurance practices, including regular staff development and client engagement, will help maintain these high standards and adapt to evolving client needs.

The very satisfactory quality of service ratings indicate strong client approval of frontline office services, with particular excellence in Health Services. Focused improvements in the Canteen and Registrar offices could further elevate overall service quality and client satisfaction.

Apayao State College demonstrates a high level of client satisfaction with its frontline services, particularly in timeliness, employee attitude, and quality of service. These results align with findings from related studies in the Philippine higher education sector, which emphasize the critical role of frontline staff and continuous evaluation in sustaining and enhancing client satisfaction. Lower-scoring areas, such as the Registrar and Canteen, present opportunities for targeted improvement to further elevate the overall student experience

All frontline offices at Apayao State College fall within the “**Very Satisfied**” category, with average ratings ranging from 4.280 (Registrar) to 4.785 (Health Services). This indicates that clients are highly pleased with the services provided across all evaluated areas.

2. Overall satisfaction level of transacting students with the frontline Services at Apayao State College using the standardized satisfaction scale?

Table 2. Overall satisfaction rating of the frontline Services at Apayao State College

Frontline Offices	MEAN RATING	DESCRIPTIVE RATING
Accounting	4.677	Very satisfied
Cashier	4.673	Very satisfied
Canteen	4.477	Very satisfied
Guidance	4.648	Very satisfied
Health Services	4.785	Very satisfied
Library	4.568	Very satisfied
Registrar	4.280	Very satisfied
Student Affairs Services	4.611	Very satisfied
GRAND MEAN	4.590	Very satisfied

Table 2 shows the Based on the, the overall satisfaction level of transacting students with the frontline services at Apayao State College. The grand mean rating of 4.590 clearly places the overall satisfaction level in the “Very Satisfied” category.

The very high satisfaction rating in the Accounting office (4.677– Very Satisfied), implies that the Accounting office effectively delivers timely and accurate financial transactions, fostering trust and confidence among students. This aligns with best practices in public service which emphasize the importance of accuracy and efficiency in financial dealings to enhance client satisfaction and institutional credibility[31][32]. Maintaining this level of service supports smooth enrollment and payment processes critical to student retention.

Cashier got a Mean Rating of 4.673 – Very Satisfied. High satisfaction with cashier services indicates efficient payment processing and courteous staff, which reduces client wait times and frustration. Studies highlight that promptness and employee attitude in cashier services significantly impact overall satisfaction in educational institutions [33][34] . Continued staff training and process streamlining will sustain this positive perception.

Canteen garnered a Mean Rating of 4.477 – Very Satisfied. While still very satisfied, the canteen's relatively lower rating suggests opportunities to improve convenience and quality of service. Related research on service quality in higher education food services shows that improving food variety, hygiene, and speed of service can enhance satisfaction[33]. Enhancing these aspects can improve student welfare and campus life quality.

The Guidance office's (4.648 – Very Satisfied) with a strong rating reflects effective communication, empathy, and support services that meet students' academic and personal needs. Literature on student services underscores the critical role of guidance counselors in fostering student success and well-being, contributing to higher retention and satisfaction rates[33] [32]. Continued investment in counselor training and resources is recommended.

Health Services achieved the highest satisfaction rating: 4.785 – Very Satisfied , indicating excellent timeliness, quality, and communication in medical consultations and support. This is vital for student health and safety, which directly affects academic performance and institutional reputation [33] [32]. Maintaining skilled medical personnel and adequate facilities is essential to sustain this high level of client trust.

The library's very satisfactory rating (4.568) suggests that resources, staff assistance, and facility accessibility meet student expectations. Studies show that library services are integral to academic success and student satisfaction, emphasizing the need for continuous updating of materials and technology[33]. Enhancing digital resources and study environments can further improve service quality. Although the Registrar's office is rated as very satisfied (4.280), received the lowest score among offices, indicating potential areas for improvement in timeliness and communication. Related studies stress that registrars' efficiency in document processing and clear communication significantly influence student satisfaction[33][32]. Streamlining enrollment procedures and enhancing client communication can raise satisfaction levels.

High satisfaction with Student Affairs (4.611) reflects effective handling of student concerns and activities, contributing to a supportive campus environment. Research highlights that active student affairs offices improve student engagement and institutional loyalty[33]. Continued focus on responsiveness and program diversity will sustain this positive impact.

This implies that, the consistently high ratings across all frontline offices indicate that students perceive the services as timely, courteous, convenient, communicative, and of high quality. This high level of satisfaction suggests that the frontline offices are effectively meeting or exceeding students' expectations, which is essential for fostering positive student experiences and institutional reputation. The results also implies that the college's efforts in training staff, streamlining processes, and maintaining service quality are successful and appreciated by the student clientele.

The consistently very satisfied ratings across all frontline offices at Apayao State College demonstrate effective service delivery that meets or exceeds student expectations. These results affirm the college's commitment to the principles of FAST-KASC (Fast, Accurate, Systematic, and Timely service by Knowledgeable, Accountable, and Selfless Civil Servants)[32]. However, targeted improvements, especially in the Registrar and Canteen services, can further enhance overall client satisfaction and institutional performance.

3. Common concerns and challenges have been identified through the client satisfaction survey results?

	If releasing credentials during enrollment is not allowed, employees should still consider the effort and travel of the students. Even if the request cannot be granted, handling each case with understanding and providing a positive, respectful response helps leave a good impression of the school's service. Simply giving a flat "No" without empathy can frustrate students who have traveled far.	1
	Please improve your service, especially in situations like this. Just because you're not allowed to release credentials doesn't mean you should immediately reject requests without considering how far the person has traveled. A little consideration goes a long way!	1
	The line/queue is not well organized	1
	The frontline office failed to demonstrate timeliness, convenience, and quality of service to students. This reflects poorly on service standards and needs immediate improvement to better meet student expectations.	<u>1</u>
	There should be more staff in the clinic to assist clients and add more services	<u>2</u>
	They are hard to talk to	<u>1</u>
	I expected the staff to be approachable, but their demeanor made me hesitant to ask for help. I really needed assistance but felt uncomfortable and decided not to ask to avoid embarrassment.	<u>1</u>
	As a first-time visitor, I didn't know where the entrance was and accidentally entered through the exit. The staff responded with an eye roll and an attitude, saying, "Don po ang entrance." This embarrassed me, especially with many students around.	<u>1</u>
	The staff's demeanor feels unwelcoming and intimidating, making them seem unapproachable.	<u>1</u>
	Please be mindful when speaking about your colleagues, especially in front of students. Respectful communication, particularly towards the librarian, helps maintain a positive environment.	<u>1</u>
	The librarian showed a bad attitude during my visit. Please be mindful of your behavior and improve your attitude next time.	<u>1</u>
	Please improve time management during transactions to serve clients more efficiently.	<u>1</u>
	The waiting area is a bit warm. Please improve ventilation or cooling	<u>1</u>
	The Accounting Office should be relocated to the first floor for easier access and to be more PWD-friendly	<u>1</u>
	I suggest that unavailable documents should not be listed as options for request. Please only include them once they are available	<u>1</u>

	Nakakasakit kayo ng damdamin, hindi kayo considerate basta,kayo pa yung galit!!!	<u>1</u>
	It should be kept quiet inside so that those students who are doing things are not distracted.	<u>1</u>
	Canteen. Wear hairnet & facemask especially those serving foods.	<u>1</u>

The respondents' feedback highlights several critical issues affecting the quality of frontline services at Apayao State College (ASC). These concerns include lack of empathy and poor communication from staff, inefficient queue management, inadequate staffing, unwelcoming attitudes, unclear facility navigation, and uncomfortable physical environments. Such challenges implies a gap between the college's service delivery and student expectations, potentially diminishing student satisfaction and trust in institutional support.

V. SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

This chapter presents

Summary of Findings

- The findings of the client satisfaction survey about the services rendered by the frontline offices of the Apayao State College in terms of
 - Timeliness** that the Clients were very satisfied with the timeliness of services, especially in Health Services (4.769). While Canteen (4.318) and Registrar (4.223) scored slightly lower, they still fell within the "Very Satisfied" range, suggesting room for further improvement.
 - Employes Attitude** :Respondents consistently rated staff professionalism and courtesy as "Very Satisfied," particularly in Health Services, Guidance & Counseling, Accounting, and Cashier. Lower-but still strong-scores in Registrar, Library, and Canteen highlight opportunities to enhance staff engagement.
 - Convenience**: High satisfaction was reported for service accessibility and ease of use, with Health Services (4.728) and Cashier (4.696) leading. Registrar (4.292) had the lowest convenience score, suggesting a need for process improvements.
 - Communication**: Communication was rated very positively, especially in Health Services (4.805). Registrar (4.286) and Canteen (4.505) had the lowest scores, indicating a need to improve clarity and responsiveness.
 - Quality of Service**: All offices were rated "Very Satisfied" for service quality, with Health Services (4.838) at the top. Canteen (4.367) and Registrar (4.316) were lower, suggesting targeted enhancements could further improve client experiences.
- The **Overall Satisfaction**: All frontline offices received "Very Satisfied" ratings, with average scores ranging from 4.280 (Registrar) to 4.785 (Health Services), indicating high client approval across the board.
- While the overall satisfaction ratings for frontline services at Apayao State College (ASC) are very high, with all offices falling within the "Very Satisfied" category, respondent feedback reveals several underlying concerns that could impact long-term service quality and student trust such as:
 - Lack of Empathy and Poor Communication**: Some respondents noted that staff interactions can feel impersonal, with insufficient empathy and unclear communication. This can leave students feeling undervalued and misunderstood, particularly in sensitive or complex situations.

- b. **Inefficient Queue Management and Inadequate Staffing:** Reports of long wait times and understaffed offices, especially in the Registrar and Canteen, suggest that service delivery is sometimes hampered by logistical challenges. These inefficiencies can lead to frustration and reduced perceived value of the services.
- c. **Unwelcoming Attitudes:** Despite generally high ratings for employee attitude, some students experienced unwelcoming or indifferent behavior from staff. This highlights the need for ongoing customer service training and a focus on fostering a more inclusive and supportive environment.
- d. **Unclear Facility Navigation:** Difficulty in navigating facilities or finding the right office was mentioned as a barrier, particularly for new students. This suggests a need for improved signage, information desks, or digital guides to make the campus more user-friendly.
- e. **Uncomfortable Physical Environments:** Some frontline offices were described as cramped, poorly ventilated, or lacking in comfort, which can negatively affect the overall client experience and satisfaction.

Conclusion

The research demonstrates that ASC's frontline offices are highly effective in delivering quality services, with Health Services consistently setting the benchmark. While all offices perform well, focused improvements in the Registrar and Canteen-especially in timeliness, convenience, and communication-could further elevate overall client satisfaction. These findings underscore the importance of continuous evaluation and staff development to sustain and enhance service excellence.

The overall weighted mean of 4.66 indicates that, over all, clients/respondents were quite satisfied with the services provided by Apayao State College's various frontline offices. Nonetheless, out of all the services offered to the clients, responsiveness and timeliness of delivery received the lowest ranking. This is because the College's services aren't entirely automated yet.

Recommendation

It is recommended that

- a. intensify efforts in addressing the service delivery gap, especially in the areas of Timeliness of Delivery Service / Responsiveness as manifested in the College Registrar and Cashiers' Office This is by establishing the basic facilities and upgrading the facilities used in the frontline offices.
- b. related studies may be conducted exploring associations among age, sex, educational attainment, economic status, and the level of satisfaction and academic performance of the cli ents.
- c. To further validate the findings of the study, it must be replicated considering guests/visitors who avail of services from the frontline offices.
- d. A similar study in the whole College should be undertaken and find out if there is a significant relationship between client satisfaction with the per formance of the campuses in the attainment of its targets in PBB and other indicators.

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