



Service Quality Index of Assumption University Academic Year 2024

APRIL 2025

Project Advisors :
Dr. Preecha Methavasarithak

Researchers :
Chatchayodome Pulpol

Institute for Research and Academic Services
ASSUMPTION UNIVERSITY

Abstract

This study aims to evaluate the service quality of Assumption University (AU) from the perspective of its undergraduate students during the academic year 2024. The research applies the SERVQUAL model—comprising Tangibles, Reliability, Responsiveness, Assurance, and Empathy—and expands it by including a sixth dimension: Information. A total of 2,223 students from various faculties and academic years participated in the survey. Satisfaction scores were calculated by comparing perceived service performance against expectations.

The results revealed that all six dimensions were rated within the "Satisfied" range, with an overall satisfaction mean score of 3.82. Registrar services received the highest score (3.91), particularly in students' understanding of the registration process. Campus facilities, especially WiFi stability, received the lowest rating (3.72), indicating a need for technological improvement. While satisfaction increased in most year levels compared to the previous year, fourth-year students showed a slight decline, especially in faculty services and responsiveness to complaints.

These findings suggest that AU has maintained a consistent level of service quality. However, key areas such as digital infrastructure, One Stop Service efficiency, and feedback responsiveness require strategic enhancement to sustain long-term student satisfaction. The results offer valuable insights for institutional planning and service optimization across academic and administrative units.

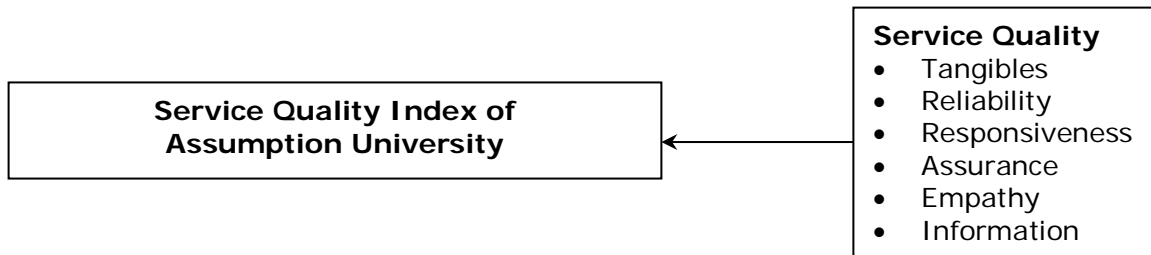
Table of Contents

	Page
Abstract	i
Preface	1
Summary of the University	4
Summary of first-year students	8
Summary of second-year students	12
Summary of third-year students	16
Summary of fourth-year students	20
Summary of fifth-year students and above	24
General Trends	28
Discussion	69
Conclusion and Recommendations	69
Questionnaire	

Service Quality Index of Assumption University Academic Year 2024

Assumption University has provided educational service as no-profit organization for 50 years. Many AU's students and personnel --- 1. Undergraduate Students, 2. Graduate Students, 3. Lecturers, and 4. Staff --- have involved in its continuity for providing best education and supporting service to those who have been contacted for smooth transaction. AU's students and personnel are valuable to reflect what they have seen, both direct and indirect experiences, on AU and what they have thought of AU in terms of service provided by personnel to students and personnel themselves. This is the way for AU to know itself better.

Conceptual Framework

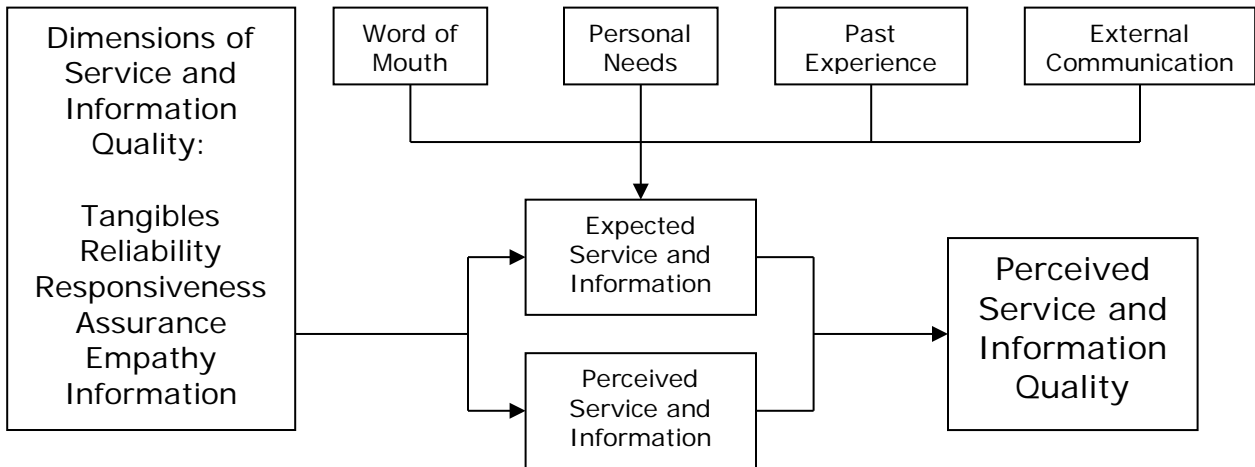


Based on SERVQUAL --- service quality measurement model --- developed by Zeithaml, Parasuraman, and Berry (1990) ¹, five dimensions --- Tangibles, Reliability, Responsiveness, Assurance, and Empathy --- of each service units of AU were taking into the consideration. As well, Information dimension was added to the consideration according to the service condition of each service units.

To be more specific, the terms and meanings of those dimensions are as the following.

Tangibles	Appearance of physical facilities, equipment, personnel, and communication materials.
Reliability	Ability to perform the promised service dependably and accurately.
Responsiveness	Willingness to help customers and provide prompt service.
Assurance	Knowledge and courtesy of employees and their ability to convey trust and confidence.
Empathy	Caring, and individualized attention the firm provides its customers.
Information	Availability, accessibility, accuracy, and timeliness of information provided by the service units and personnel.

¹ Zeithaml, Parasuraman, and Berry. *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. The Free Press, New York, 1990.



Customer Assessment of Service and Information Quality as adapted from the original diagram of Zeithaml, Parasuraman, and Berry (1990)²

Satisfaction is a feeling of happiness or pleasure because customers have achieved something or got what they wanted or the fulfillment of a need, demand, claim, or desire etc.

Expectation is the belief that something will happen because it is likely or planned, the belief something good will happen in the future, or the belief that something ought to happen or that someone should behave in a particular way.

Perception is the way something is regarded, and it is believed to be what it like, or the way something resulted from the way it has been done or performed.

In this research, satisfaction score is a score derived from scores resulted from expectation and perception. Satisfaction score is the resulted from perception score minus expectation score.

If perception score is greater than or equal to expectation score, the score resulted from the subtraction is positive. It means *satisfaction*.

If perception score is smaller than expectation score, the score resulted from the subtraction is negative. It means *dissatisfaction*.

² Zeithaml, Parasuraman, and Berry. *Delivering Quality Service: Balancing Customer Perceptions and Expectations*. The Free Press, New York, 1990.

Score Interpretation

For this research, perception score as well as the level of importance on service quality and information quality provided varied from 1 to 5 as the following explanations.

- 1 = Very dissatisfied
- 2 = Dissatisfied
- 3 = Neutral
- 4 = Satisfied
- 5 = Very satisfied

As the result of computation, perception scores and level of importance are mean score of what respondents have experienced according to the issues with correspondent of the questions ask in the questionnaire. The score interval of mean scores can be concluded as the following explanations.

- 1.00 to 1.50 = Very dissatisfied
- 1.51 to 2.50 = Dissatisfied
- 2.51 to 3.50 = Neutral
- 3.51 to 4.50 = Satisfied
- 4.51 to 5.00 = Very satisfied

Respondents' Profile

Category	Sub-Category	Frequency	Percent
Sex	Male	950	42.7
	Female	1,273	57.3
	Total	2,223	100.0
Age Range	Younger than 18 years old	52	2.3
	18 – 19 years old	522	23.5
	20 – 21 years old	1,034	46.5
	22 years old or elder	615	27.7
	Total	2,223	100.0
Nationality	Thai	1,367	61.5
	Non-Thai	856	38.5
	Total	2,223	100.0
Academic Status	1 st Year	415	18.7
	2 nd Year	673	30.3
	3 rd Year	620	27.9
	4 th Year	478	21.5
	5 th Year and above	37	1.7
	Total	2,223	100.0
Faculty	Albert Laurence School of Communication Arts	240	10.8
	Bernadette de Lourdes School of Nursing Science	75	3.4
	Louis Nobiron School of Music	55	2.5
	Martin de Tours School of Management and Economics	971	43.7
	Montfort del Rosario School of Architecture and Design	121	5.4
	Theodore Maria School of Arts	398	17.9
	Thomas Aquinas School of Law	57	2.6
	Theophane Venard School of Biotechnology	33	1.5
	Vincent Mary School of Engineering	273	12.3
	Total	2,223	100.0

2,223 undergraduate students answered to the questionnaires. They were 950 males (42.7%) 1,273 females (57.3%)

52 students (2.3%) were younger than 18 years old, 522 students (23.5%) were 18 – 19 years old, 1,034 students (46.5%) were 20 – 21 years old, and 615 students (27.7%) were 22 years old or elder.

1,367 students (61.5%) were Thai and 856 students (38.5%) were non-Thai.

There were 415 1st Year (18.7%), 673 2nd Year (30.3%), 620 3rd Year (27.9%) 478 4th Year (21.5%) and 37 5th Year and above (1.7%) answering to the questionnaire.

There were 240 students (10.8%) from Faculty of Albert Laurence School of Communication Arts, 75 students (3.4%) from Faculty of Bernadette de Lourdes School of Nursing Science, 55 students (2.5%) from Faculty of Louis Nobiron School of Music, 971 students (43.7%) from Faculty of Martin de Tours School of Management and Economics, 121 students (5.4%) from Faculty of Montfort del Rosario School of Architecture and Design, 398 students (17.9%) from Faculty of Theodore Maria School of Arts, 57 students (2.6%) from Faculty of Thomas Aquinas School of Law, 33 students (1.5%) from Faculty of Theophane Venard School of Biotechnology, and 273 students (12.3%) from Faculty of Vincent Mary School of Engineering.

Summary of the University

Aspects	Number of Respondents	Mean	S.D.	Result
Registrar	2,223	3.91	.913	Satisfied
Environment	2,223	3.86	.880	Satisfied
Staff	2,223	3.86	.983	Satisfied
School	2,223	3.75	.983	Satisfied
Facility	2,223	3.72	.957	Satisfied
Information	2,223	3.79	.942	Satisfied

The overall satisfaction score for AU's service quality is 3.82, indicating a strong and consistent level of satisfaction among undergraduate students. Registration services received the highest rating (3.91), while facilities scored the lowest (3.72), mainly due to WiFi-related concerns. All service dimensions fell into the "Satisfied" range, showing that AU maintains a stable quality of service delivery.

Service and Information Satisfaction Scoring by Sub-Dimension

Registrar		Number of Respondents	Mean	S.D.	Result
RE1	The registration system is user-friendly.	2,223	3.81	1.142	Satisfied
Re2	This semester, you've successfully registered for the subjects and sections you desired.	2,223	3.89	1.128	Satisfied
Re3	Having knowledge and understanding in registration system process.	2,223	4.02	.948	Satisfied

The results show that students were satisfied with the registration services. The highest-rated item was understanding of the registration process (Mean = 4.02), followed by the ability to register for desired subjects (Mean = 3.89) and the user-friendliness of the registration system (Mean = 3.81). These findings suggest that AU's registration process is functioning effectively and meets students' expectations.

Environment		Number of Respondents	Mean	S.D.	Result
EN4	Cleanliness of the Surrounding Area/Central Area.	2,223	4.06	.909	Satisfied
EN5	Cleanliness of the Restroom.	2,223	3.82	1.076	Satisfied
EN6	There is sufficient seating/resting area.	2,223	3.86	1.055	Satisfied
EN7	On campus dining facilities provide sufficient service.	2,223	3.77	1.070	Satisfied
EN8	The general shops within the campus provide sufficient service. (Fulfill your needs).	2,223	3.78	1.047	Satisfied

Students expressed high satisfaction with the campus environment. Cleanliness of the general and central areas received the highest rating (Mean = 4.06), while seating/resting areas and campus dining facilities also scored well. Overall, students found the campus to be clean and accommodating, supporting a positive learning atmosphere.

Staff		Number of Respondents	Mean	S.D.	Result
ST9	The staff have knowledge and the capability to solve problems.	2,223	3.86	1.017	Satisfied
ST10	The staff provides friendly service.	2,223	3.87	1.061	Satisfied

The results indicate that students are satisfied with staff services. Both items — staff knowledge in problem-solving (Mean = 3.86) and their friendliness (Mean = 3.87) — were rated highly. This suggests that staff play a crucial role in delivering positive experiences and building student confidence.

School		Number of Respondents	Mean	S.D.	Result
SC11	Easy to contact the faculties/departments within the university.	2,223	3.75	1.074	Satisfied
SC12	Faculties/Departments provide friendly service.	2,223	3.84	1.050	Satisfied
SC13	Faculties/Departments provide a One Stop Service.	2,223	3.70	1.097	Satisfied
SC14	Faculties/Departments can resolve your problem on their first attempt.	2,223	3.70	1.112	Satisfied
SC15	Issues are correctly addressed and completely every time.	2,223	3.77	1.052	Satisfied
SC16	Faculties/Departments keep updated on your requested issues.	2,223	3.75	1.082	Satisfied

Students showed satisfaction toward services provided by faculties and departments. The friendliness of services received the highest score (Mean = 3.84), followed by correct handling of issues (Mean = 3.77). Though all aspects were in the "Satisfied" range, areas like one-stop service and resolving issues on the first attempt scored slightly lower (Mean = 3.70), indicating opportunities for process improvement.

Facility		Number of Respondents	Mean	S.D.	Result
FA17	The stability of WIFI network connection.	2,223	3.52	1.217	Satisfied
FA18	Adequate Tram Service on campus.	2,223	3.67	1.1127	Satisfied
FA19	Campus Security and safety.	2,223	3.97	.960	Satisfied

Among facility-related services, campus security and safety received the highest score (Mean = 3.97), followed by tram service availability (Mean = 3.67). WiFi stability received the lowest score in this group (Mean = 3.52), suggesting that technological infrastructure, particularly internet connectivity, should be prioritized for enhancement.

Information	Number of Respondents	Mean	S.D.	Result
IN20 The university provides various communication channels.	2,223	3.84	1.017	Satisfied
IN21 The university's news and information are accurate and up to date.	2,223	3.85	1.008	Satisfied
IN22 You can contact the relevant department directly regarding issues.	2,223	3.80	1.025	Satisfied
IN23 Suggestion and complaint channels are provided.	2,223	3.75	1.053	Satisfied
IN24 Your complaints and suggestions have been responded.	2,223	3.70	1.104	Satisfied

Students expressed satisfaction with the university's information dissemination. Accurate and up-to-date information (Mean = 3.85) and the availability of multiple communication channels (Mean = 3.84) were rated highest. The lowest rated aspect was responsiveness to complaints and suggestions (Mean = 3.70), indicating a need for more effective follow-up systems.

Overall Satisfaction Scoring

Aspect	Number of Respondents	Mean	S.D.	Result
Overall Performance	2,223	3.82	.848	Satisfied

The overall performance of service quality of Assumption University received a mean score of 3.82, placing it firmly in the "Satisfied" range. This confirms that, across all measured dimensions, undergraduate students perceive the university's service quality positively.

Summary of the first-year students

First-year students expressed overall satisfaction across all dimensions. The highest ratings were observed in campus cleanliness (Mean = 3.99) and security (Mean = 3.99), while the lowest was WiFi stability (Mean = 3.36), which fell into the "Neutral" range. Although still positive overall, this suggests that technology infrastructure, particularly internet service, should be enhanced for new students.

Registrar: Students were satisfied, especially with understanding the registration process (Mean = 3.86) and system user-friendliness (Mean = 3.92).

Environment: The surrounding and central area cleanliness scored the highest (Mean = 3.99), indicating strong satisfaction with physical conditions.

Staff: Staff were rated equally high on friendliness and problem-solving (Mean = 3.86).

School (Faculty Services): Friendly service and proper issue handling were positively rated, although resolving problems on the first attempt scored slightly lower (Mean = 3.69).

Facilities: Students were satisfied with security (Mean = 3.99), but the WiFi service scored neutral (Mean = 3.36), showing a potential improvement area.

Information: Communication channels and news accuracy scored well (Mean = 3.85, 3.84), while suggestion and complaint was slightly lower (Mean = 3.71).

Overall Satisfaction: Mean score = 3.80 — Satisfied.

Aspects	Number of Respondents	Mean	S.D.	Result
Registrar	415	3.86	.928	Satisfied
Environment	415	3.83	.885	Satisfied
Staff	415	3.86	.947	Satisfied
School	415	3.78	.900	Satisfied
Facility	415	3.67	.924	Satisfied
Information	415	3.78	.891	Satisfied

Service and Information Satisfaction Scoring by Sub-Dimension

Registrar		Number of Respondents	Mean	S.D.	Result
RE1	The registration system is user-friendly.	415	3.92	.998	Satisfied
Re2	This semester, you've successfully registered for the subjects and sections you desired.	415	3.80	1.142	Satisfied
Re3	Having knowledge and understanding in registration system process.	415	3.86	.996	Satisfied

First-year students were generally satisfied with registrar services. The highest rating was given to the system's user-friendliness (Mean = 3.92), followed by understanding the registration process (Mean = 3.86).

These results indicate that AU's registration process is accessible and well-communicated to new students

Environment		Number of Respondents	Mean	S.D.	Result
EN4	Cleanliness of the Surrounding Area/Central Area.	415	3.99	.942	Satisfied
EN5	Cleanliness of the Restroom.	415	3.74	1.092	Satisfied
EN6	There is sufficient seating/resting area.	415	3.88	.974	Satisfied
EN7	On campus dining facilities provide sufficient service.	415	3.79	1.007	Satisfied
EN8	The general shops within the campus provide sufficient service. (Fulfill your needs).	415	3.79	.979	Satisfied

Students gave high ratings to the physical environment, especially cleanliness in central areas (Mean = 3.99) and availability of seating (Mean = 3.88). Restroom cleanliness scored slightly lower but still within the "Satisfied" range.

This suggests that first-year students appreciate AU's efforts in maintaining a clean and welcoming campus.

Staff		Number of Respondents	Mean	S.D.	Result
ST9	The staff have knowledge and the capability to solve problems.	415	3.86	.968	Satisfied
ST10	The staff provides friendly service.	415	3.86	1.021	Satisfied

Staff services were equally rated at 3.86 for both friendliness and problem-solving. These consistent scores indicate that university personnel provide reliable support, making a positive first impression on new students.

School		Number of Respondents	Mean	S.D.	Result
SC11	Easy to contact the faculties/departments within the university.	415	3.80	1.018	Satisfied
SC12	Faculties/Departments provide friendly service.	415	3.86	.969	Satisfied
SC13	Faculties/Departments provide a One Stop Service.	415	3.76	1.006	Satisfied
SC14	Faculties/Departments can resolve your problem on their first attempt.	415	3.69	1.035	Satisfied
SC15	Issues are correctly addressed and completely every time.	415	3.78	.959	Satisfied
SC16	Faculties/Departments keep updated on your requested issues.	415	3.78	1.002	Satisfied

Students were satisfied with academic services from faculties and departments. The highest scores were for friendly service (Mean = 3.86), while the lowest score was for resolving issues on the first attempt (Mean = 3.69).

This suggests a need for better efficiency in problem-handling within academic units.

Facility		Number of Respondents	Mean	S.D.	Result
FA17	The stability of WIFI network connection.	415	3.36	1.238	Neutral
FA18	Adequate Tram Service on campus.	415	3.68	1.072	Satisfied
FA19	Campus Security and safety.	415	3.99	.932	Satisfied

While campus security received a high satisfaction score (Mean = 3.99), WiFi network stability received the lowest rating across all categories (Mean = 3.36), placing it in the "Neutral" range.

This highlights an urgent need for improvement in digital infrastructure, especially for students who rely heavily on online learning tools.

Information		Number of Respondents	Mean	S.D.	Result
IN20	The university provides various communication channels.	415	3.85	.987	Satisfied
IN21	The university's news and information are accurate and up to date.	415	3.84	.958	Satisfied
IN22	You can contact the relevant department directly regarding issues.	415	3.79	.942	Satisfied
IN23	Suggestion and complaint channels are provided.	415	3.71	1.028	Satisfied
IN24	Your complaints and suggestions have been responded.	415	3.73	1.024	Satisfied

Information services were rated positively. First-year students especially appreciated access to multiple communication channels (Mean = 3.85). However, satisfaction with complaint channels (Mean = 3.71) was lower, suggesting room to improve follow-up and feedback systems.

Overall Satisfaction Scoring

Aspect	Number of Respondents	Mean	S.D.	Result
Overall Performance	415	3.80	.830	Satisfied

Final Remark:

First-year students generally view AU's services favorably. While services such as registration, cleanliness, and staff support are strong, areas like WiFi connectivity and responsiveness to feedback should be prioritized to enhance the student onboarding experience.

Summary of the second-year students

Second-year students reported high levels of satisfaction, with all dimensions scoring well above the "Satisfied" threshold. Campus cleanliness scored notably high (Mean = 4.15), and registration system also remained strong (Mean = 4.09). All indicators were positive, though the score for WiFi stability was slightly lower (Mean = 3.66), indicating minor room for service responsiveness improvements.

Registrar: Very high satisfaction across all items, especially with registration process understanding (Mean = 4.09).

Environment: The highest scores in cleanliness (Mean = 4.15) and seating areas (Mean = 3.96) reflect a well-maintained environment.

Staff: Staff friendliness and knowledge both rated highly (Mean = 3.96, 3.94).

School: All faculty service indicators were rated well, with friendly service (Mean = 3.93) and clear communication (Mean = 3.87).

Facilities: Security scored the highest (Mean = 4.02), while WiFi received a modest score (Mean = 3.66).

Information: Communication and accessibility were well-received (Mean = 3.94), with the lowest being feedback handling (Mean = 3.79).

Overall Satisfaction: Mean score = 3.91 — Satisfied.

Aspects	Number of Respondents	Mean	S.D.	Result
Registrar	673	3.96	.895	Satisfied
Environment	673	3.96	.834	Satisfied
Staff	673	3.95	.936	Satisfied
School	673	3.86	.913	Satisfied
Facility	673	3.81	.926	Satisfied
Information	673	3.88	.889	Satisfied

Second-year students showed the highest improvement across all dimensions compared to 2023. Strong scores were observed in registration knowledge (4.09), campus security (4.02), and staff friendliness (3.96). This group reflected the greatest satisfaction growth, suggesting a positive response to improvements implemented by AU.

Service and Information Satisfaction Scoring by Sub-Dimension

Registrar		Number of Respondents	Mean	S.D.	Result
RE1	The registration system is user-friendly.	673	3.89	1.128	Satisfied
Re2	This semester, you've successfully registered for the subjects and sections you desired.	673	3.93	1.092	Satisfied
Re3	Having knowledge and understanding in registration system process.	673	4.09	.903	Satisfied

Second-year students reported very high satisfaction with registrar services. The highest score was for understanding of the registration process (4.09), showing excellent orientation and communication. The usability of the system (3.89) also reflected positive experiences, suggesting that AU's administrative systems are effectively meeting expectations for this group.

Environment		Number of Respondents	Mean	S.D.	Result
EN4	Cleanliness of the Surrounding Area/Central Area.	673	4.15	.898	Satisfied
EN5	Cleanliness of the Restroom.	673	3.91	1.021	Satisfied
EN6	There is sufficient seating/resting area.	673	3.96	1.010	Satisfied
EN7	On campus dining facilities provide sufficient service.	673	3.89	1.000	Satisfied
EN8	The general shops within the campus provide sufficient service. (Fulfill your needs).	673	3.90	.969	Satisfied

This group gave high ratings for the overall campus environment, with the cleanliness of public areas (4.15) being the highest-rated item in this category. On campus dining facilities provide sufficient service was rated slightly lower but still within the satisfied range.

These results indicate that AU's facilities and amenities meet second-year students' expectations.

Staff		Number of Respondents	Mean	S.D.	Result
ST9	The staff have knowledge and the capability to solve problems.	673	3.94	.963	Satisfied
ST10	The staff provides friendly service.	673	3.96	1.006	Satisfied

Staff performance continued to be a strength, with nearly equal satisfaction in terms of friendliness (3.96) and problem-solving ability (3.94).

These results reinforce AU's commitment to maintaining a supportive and approachable student service culture.

School		Number of Respondents	Mean	S.D.	Result
SC11	Easy to contact the faculties/departments within the university.	673	3.86	.979	Satisfied
SC12	Faculties/Departments provide friendly service.	673	3.93	.973	Satisfied
SC13	Faculties/Departments provide a One Stop Service.	673	3.84	1.006	Satisfied
SC14	Faculties/Departments can resolve your problem on their first attempt.	673	3.81	1.020	Satisfied
SC15	Issues are correctly addressed and completely every time.	673	3.86	.980	Satisfied
SC16	Faculties/Departments keep updated on your requested issues.	673	3.87	1.003	Satisfied

Second-year students showed strong satisfaction with faculty-related services. The highest score was in friendliness (3.93), Although Faculties/Departments can resolve your problem on their first attempt (3.81) was the lowest in this group, it still remained well within the satisfied range, reflecting confidence in faculty support systems.

Facility		Number of Respondents	Mean	S.D.	Result
FA17	The stability of WIFI network connection.	673	3.66	1.140	Satisfied
FA18	Adequate Tram Service on campus.	673	3.76	1.082	Satisfied
FA19	Campus Security and safety.	673	4.02	.945	Satisfied

Facilities were rated positively overall. Campus safety (4.02) received the highest score, while WiFi stability (3.66), though improved from previous years, and remained the lowest-rated item in this section. Continued improvements in digital infrastructure could help elevate student satisfaction even further.

Information		Number of Respondents	Mean	S.D.	Result
IN20	The university provides various communication channels.	673	3.93	.954	Satisfied
IN21	The university's news and information are accurate and up to date.	673	3.94	.951	Satisfied
IN22	You can contact the relevant department directly regarding issues.	673	3.91	.958	Satisfied
IN23	Suggestion and complaint channels are provided.	673	3.85	.974	Satisfied
IN24	Your complaints and suggestions have been responded.	673	3.79	1.064	Satisfied

Second-year students gave high scores across all information-related items. The university's communication approach appears effective, with the highest satisfaction in access to various communication channels (3.94). While feedback response (3.79) was the lowest, it remained within the "Satisfied" range, suggesting a positive trend that could still benefit from improved follow-up systems.

Overall Satisfaction Scoring

Aspect	Number of Respondents	Mean	S.D.	Result
Overall Performance	673	3.91	.808	Satisfied

Final Remark:

Second-year students represent the most satisfied cohort in this study. Their responses reflect clear improvement across all dimensions compared to the previous academic year. While some areas—such as WiFi and feedback response—still show room for enhancement, the overall trend is highly encouraging.

Summary of the third-year students

Third-year students were satisfied in all areas, with the highest score found in registration knowledge (Mean = 4.05). However, areas such as WiFi stability (Mean = 3.49) and restroom cleanliness showed relatively lower scores, with WiFi dipping into the "Neutral" zone. These highlight areas where infrastructure and maintenance could be better aligned with student expectations.

Registrar: Students found the registration process easy to understand (Mean = 4.05), though the system's user-friendliness was rated slightly lower (Mean = 3.72).

Environment: Highest satisfaction was for campus cleanliness (Mean = 4.02); other areas maintained consistent scores.

Staff: Consistent satisfaction in both friendliness and ability to assist (Mean \approx 3.82–3.84).

School: All indicators fell within the satisfied range, though "One Stop Service" scored lower (Mean = 3.66).

Facilities: WiFi fell into the neutral range (Mean = 3.49), highlighting a continuing issue; security remained strong (Mean = 3.94).

Information: Communication and information accuracy were positive (Mean \approx 3.82), though responsiveness to complaints scored lower (Mean = 3.66).

Overall Satisfaction: Mean score = 3.78 — Satisfied.

Aspects	Number of Respondents	Mean	S.D.	Result
Registrar	620	3.87	.940	Satisfied
Environment	620	3.82	.924	Satisfied
Staff	620	3.83	1.036	Satisfied
School	620	3.72	1.046	Satisfied
Facility	620	3.69	.999	Satisfied
Information	620	3.75	.998	Satisfied

Third-year students maintained consistent satisfaction across most areas. Registration understanding remained strong (4.05), but WiFi again scored lowest (3.49), reflecting recurring concerns with internet stability. Complaint handling and One Stop Service also remained weaker points (around 3.66–3.70). Still, overall perception stayed firmly within the "Satisfied" range.

Service and Information Satisfaction Scoring by Sub-Dimension

Registrar		Number of Respondents	Mean	S.D.	Result
RE1	The registration system is user-friendly.	620	3.72	1.213	Satisfied
Re2	This semester, you've successfully registered for the subjects and sections you desired.	620	3.84	1.186	Satisfied
Re3	Having knowledge and understanding in registration system process.	620	4.05	.945	Satisfied

Third-year students reported strong satisfaction with registrar services, particularly in their understanding of the registration process (Mean = 4.05). However, the score for user-friendliness of the system (3.72) was lower compared to other year levels, indicating that improvements in system accessibility or interface design may enhance user experience further.

Environment		Number of Respondents	Mean	S.D.	Result
EN4	Cleanliness of the Surrounding Area/Central Area.	620	4.02	.910	Satisfied
EN5	Cleanliness of the Restroom.	620	3.80	1.102	Satisfied
EN6	There is sufficient seating/resting area.	620	3.80	1.110	Satisfied
EN7	On campus dining facilities provide sufficient service.	620	3.73	1.131	Satisfied
EN8	The general shops within the campus provide sufficient service. (Fulfill your needs).	620	3.73	1.125	Satisfied

Students in this group expressed high satisfaction with the overall cleanliness of campus grounds (Mean = 4.02). While all environmental factors were in the "Satisfied" range, dining services and campus shops received a relatively lower score (3.73), suggesting that maintenance in these areas should be closely monitored.

Staff		Number of Respondents	Mean	S.D.	Result
ST9	The staff have knowledge and the capability to solve problems.	620	3.84	1.066	Satisfied
ST10	The staff provides friendly service.	620	3.82	1.126	Satisfied

Staff support was well-regarded by third-year students. Both knowledge and friendliness received nearly equal satisfaction ratings, highlighting consistency in service delivery and staff engagement.

School		Number of Respondents	Mean	S.D.	Result
SC11	Easy to contact the faculties/departments within the university.	620	3.72	1.127	Satisfied
SC12	Faculties/Departments provide friendly service.	620	3.82	1.112	Satisfied
SC13	Faculties/Departments provide a One Stop Service.	620	3.66	1.144	Satisfied
SC14	Faculties/Departments can resolve your problem on their first attempt.	620	3.67	1.182	Satisfied
SC15	Issues are correctly addressed and completely every time.	620	3.74	1.123	Satisfied
SC16	Faculties/Departments keep updated on your requested issues.	620	3.70	1.133	Satisfied

Faculty services were rated positively, particularly in friendliness and accessibility. However, One Stop Service (3.66) and first-time resolution (3.67) were among the lowest in this section. These results suggest that while staff attitudes are appreciated, operational efficiency and case follow-up still need improvement.

Facility		Number of Respondents	Mean	S.D.	Result
FA17	The stability of WIFI network connection.	620	3.49	1.287	Neutral
FA18	Adequate Tram Service on campus.	620	3.64	1.185	Satisfied
FA19	Campus Security and safety.	620	3.94	.980	Satisfied

Campus safety was rated highly (Mean = 3.94), but WiFi stability dropped to the "Neutral" zone (3.49)—the lowest score in this year group. This confirms that digital connectivity remains a significant issue and should be prioritized as part of university infrastructure planning.

Information		Number of Respondents	Mean	S.D.	Result
IN20	The university provides various communication channels.	620	3.79	1.069	Satisfied
IN21	The university's news and information are accurate and up to date.	620	3.82	1.068	Satisfied
IN22	You can contact the relevant department directly regarding issues.	620	3.75	1.092	Satisfied
IN23	Suggestion and complaint channels are provided.	620	3.71	1.100	Satisfied
IN24	Your complaints and suggestions have been responded.	620	3.66	1.164	Satisfied

Information services were generally well-received, particularly in availability and accuracy. However, responsiveness to feedback and complaints (3.66) remained the lowest in this category, indicating a need for enhanced follow-up systems and communication transparency.

Overall Satisfaction Scoring

Aspect	Number of Respondents	Mean	S.D.	Result
Overall Performance	620	3.78	.890	Satisfied

Final Remark:

Third-year students showed stable satisfaction across most dimensions. Strengths included registration understanding, campus cleanliness, and staff friendliness. However, recurring concerns with WiFi stability, One Stop Service effectiveness, and complaint handling reflect growing awareness and expectations in this cohort. Addressing these concerns can further improve the student experience during a critical academic stage.

Summary of the fourth-year students

Fourth-year students maintained a general level of satisfaction across the board. The most well-received aspect was the campus cleanliness (Mean = 4.04), while the "One Stop Service" provided by faculties received a neutral rating (Mean = 3.50), suggesting a potential gap in streamlined problem-solving. While overall performance remains positive, improvements in service integration could be beneficial for graduating students.

Registrar: Overall satisfaction was high; registration knowledge scored 4.03.

Environment: Surrounding area cleanliness scored well (Mean = 4.04), with dining facilities slightly lower (Mean = 3.66).

Staff: Consistently satisfied with both staff knowledge and friendliness (Mean \approx 3.78–3.79).

School: Most dimensions were positive, but "One Stop Service" was rated neutral (Mean = 3.50), indicating some inefficiency in integrated services.

Facilities: WiFi scored modestly (Mean = 3.52); security remained strong (Mean = 3.91).

Information: All scores showed satisfaction, although responsiveness remained the lowest (Mean = 3.61).

Overall Satisfaction: Mean score = 3.74 — Satisfied.

Aspects	Number of Respondents	Mean	S.D.	Result
Registrar	478	3.91	.898	Satisfied
Environment	478	3.79	.874	Satisfied
Staff	478	3.79	1.002	Satisfied
School	478	3.60	1.043	Satisfied
Facility	478	3.67	.970	Satisfied
Information	478	3.70	.976	Satisfied

Fourth-year students were the only group with declining scores across nearly all dimensions compared to the previous year. While registration services remained highly rated (4.03), concerns were raised regarding faculty responsiveness, complaint handling (3.61), and One Stop Service (3.50)—hovering near "Neutral." These findings suggest that graduating students may need more structured, personalized support as they approach program completion.

Service and Information Satisfaction Scoring by Sub-Dimension

Registrar		Number of Respondents	Mean	S.D.	Result
RE1	The registration system is user-friendly.	478	3.72	1.151	Satisfied
Re2	This semester, you've successfully registered for the subjects and sections you desired.	478	3.97	1.074	Satisfied
Re3	Having knowledge and understanding in registration system process.	478	4.03	.954	Satisfied

Fourth-year students expressed strong satisfaction in the understanding of the registration process (Mean = 4.03). However, the satisfaction score for the system's user-friendliness (3.72) was slightly lower than in previous years. While registration services still performed well, some aspects show signs of plateauing, suggesting a need for continued system optimization.

Environment		Number of Respondents	Mean	S.D.	Result
EN4	Cleanliness of the Surrounding Area/Central Area.	478	4.04	.883	Satisfied
EN5	Cleanliness of the Restroom.	478	3.78	1.077	Satisfied
EN6	There is sufficient seating/resting area.	478	3.78	1.081	Satisfied
EN7	On campus dining facilities provide sufficient service.	478	3.66	1.106	Satisfied
EN8	The general shops within the campus provide sufficient service. (Fulfill your needs).	478	3.67	1.065	Satisfied

Environmental aspects were generally well-rated. Students gave the highest marks to the cleanliness of central areas (4.04). However, the scores for dining services (3.67) and campus shops (3.66) were lower, indicating these areas may need further attention to meet student expectations during their final year.

Staff		Number of Respondents	Mean	S.D.	Result
ST9	The staff have knowledge and the capability to solve problems.	478	3.79	1.044	Satisfied
ST10	The staff provides friendly service.	478	3.78	1.077	Satisfied

Staff services remained consistent with previous years, though the scores were slightly lower than those of earlier-year students. This may suggest that fourth-year students, being more experienced, may have higher expectations or face more complex issues requiring deeper support.

School		Number of Respondents	Mean	S.D.	Result
SC11	Easy to contact the faculties/departments within the university.	478	3.58	1.155	Satisfied
SC12	Faculties/Departments provide friendly service.	478	3.70	1.120	Satisfied
SC13	Faculties/Departments provide a One Stop Service.	478	3.50	1.192	Neutral
SC14	Faculties/Departments can resolve your problem on their first attempt.	478	3.56	1.169	Satisfied
SC15	Issues are correctly addressed and completely every time.	478	3.63	1.114	Satisfied
SC16	Faculties/Departments keep updated on your requested issues.	478	3.63	1.163	Satisfied

School/faculty services received the lowest overall scores in this cohort. Particularly, the One Stop Service score dropped to a neutral level (3.50), and several other items hovered just above that threshold. These results suggest that service integration and follow-up processes need strengthening, especially as students approach graduation.

Facility		Number of Respondents	Mean	S.D.	Result
FA17	The stability of WIFI network connection.	478	3.52	1.184	Satisfied
FA18	Adequate Tram Service on campus.	478	3.58	1.150	Satisfied
FA19	Campus Security and safety.	478	3.91	1.042	Satisfied

Campus safety was the top-rated item (3.91) within facilities. However, WiFi stability (3.52) remained among the lowest-rated aspects. While it showed slight improvement from previous years, digital connectivity continues to be an issue requiring further investment.

Information		Number of Respondents	Mean	S.D.	Result
IN20	The university provides various communication channels.	478	3.77	1.042	Satisfied
IN21	The university's news and information are accurate and up to date.	478	3.76	1.028	Satisfied
IN22	You can contact the relevant department directly regarding issues.	478	3.71	1.087	Satisfied
IN23	Suggestion and complaint channels are provided.	478	3.66	1.115	Satisfied
IN24	Your complaints and suggestions have been responded.	478	3.61	1.132	Satisfied

Information services were generally rated as "Satisfied," with relatively high scores for communication channels (3.77). However, suggestion and complaint responsiveness (3.61) continued to lag behind, implying that students feel less heard or followed up on during their final academic year.

Overall Satisfaction Scoring

Aspect	Number of Respondents	Mean	S.D.	Result
Overall Performance	478	3.74	.856	Satisfied

Final Remark:

Fourth-year students presented the lowest overall satisfaction compared to other year levels. While core services such as registration and safety remained well-regarded, the scores reflect growing dissatisfaction with faculty efficiency, issue resolution, and response to feedback. These insights point to a need for stronger final-year support, communication, and service integration to ensure a smooth and fulfilling transition toward graduation.

Summary of the fifth-year students and above

The most senior group of students showed the highest levels of satisfaction among all cohorts. Registration success (Mean = 4.24), campus cleanliness, staff friendliness and communication channels (Mean = 4.14) were particularly well-rated. Although WiFi stability was rated lowest (Mean = 3.43), it remained within the "Satisfied" range. These responses reflect maturity in service awareness and likely greater engagement with university systems.

Registrar: The highest satisfaction level across all year levels, especially in successful registration (Mean = 4.24) and process understanding (Mean = 4.14).

Environment: Central area cleanliness (Mean = 4.14) and seating areas (Mean = 3.92) were highly rated.

Staff: Staff friendliness (Mean = 4.14) was particularly appreciated.

School: Strong scores in all areas, with issue resolution and updates scoring close to 4.00.

Facilities: Security scored the highest (Mean = 4.05), but WiFi remained the lowest-rated (Mean = 3.43).

Information: Suggestion and complaint services were most appreciated (Mean = 4.14), while all other items remained solidly positive.

Overall Satisfaction: Mean score = 3.92 — Satisfied.

Aspects	Number of Respondents	Mean	S.D.	Result
Registrar	37	4.10	.773	Satisfied
Environment	37	3.83	.901	Satisfied
Staff	37	4.00	1.000	Satisfied
School	37	3.89	.993	Satisfied
Facility	37	3.74	.984	Satisfied
Information	37	3.96	.921	Satisfied

Fifth-year students and above expressed the highest overall satisfaction among all academic levels. With an overall mean of 3.92, their ratings indicate that this group—likely more familiar with AU's systems and services—has developed a more comprehensive and positive perception of service quality.

Service and Information Satisfaction Scoring by Sub-Dimension

Registrar		Number of Respondents	Mean	S.D.	Result
RE1	The registration system is user-friendly.	37	3.94	1.145	Satisfied
Re2	This semester, you've successfully registered for the subjects and sections you desired.	37	4.24	1.011	Satisfied
Re3	Having knowledge and understanding in registration system process.	37	4.14	.976	Satisfied

The registrar dimension received the highest score, especially for successful registration (Mean = 4.24) and understanding of the process (Mean = 4.14). These results suggest excellent long-term experiences with AU's academic registration system.

Environment		Number of Respondents	Mean	S.D.	Result
EN4	Cleanliness of the Surrounding Area/Central Area.	37	4.14	.918	Satisfied
EN5	Cleanliness of the Restroom.	37	3.70	1.175	Satisfied
EN6	There is sufficient seating/resting area.	37	3.92	1.187	Satisfied
EN7	On campus dining facilities provide sufficient service.	37	3.70	1.222	Satisfied
EN8	The general shops within the campus provide sufficient service. (Fulfill your needs).	37	3.68	1.270	Satisfied

Satisfaction with campus environment remained positive, especially in cleanliness of common areas (Mean = 4.14) and availability of seating areas (Mean = 3.92). The lowest score in this group was for sufficient service (3.68), indicating a minor concern

Staff		Number of Respondents	Mean	S.D.	Result
ST9	The staff have knowledge and the capability to solve problems.	37	3.86	1.134	Satisfied
ST10	The staff provides friendly service.	37	4.14	1.032	Satisfied

Staff friendliness was rated particularly high (Mean = 4.14), followed by their problem-solving ability (Mean = 3.86). This shows that university personnel maintain positive, helpful relationships with long-term students.

School		Number of Respondents	Mean	S.D.	Result
SC11	Easy to contact the faculties/departments within the university.	37	4.00	1.080	Satisfied
SC12	Faculties/Departments provide friendly service.	37	4.14	1.084	Satisfied
SC13	Faculties/Departments provide a One Stop Service.	37	3.65	1.230	Satisfied
SC14	Faculties/Departments can resolve your problem on their first attempt.	37	3.70	1.392	Satisfied
SC15	Issues are correctly addressed and completely every time.	37	3.97	1.067	Satisfied
SC16	Faculties/Departments keep updated on your requested issues.	37	3.89	1.173	Satisfied

Students in this group gave strong ratings to all school-related services, friendly service (4.14) and easy to contact (4.00). One Stop Service (Mean = 3.65) and first-time problem resolution (3.70) received relatively lower scores, suggesting room for operational streamlining.

Facility		Number of Respondents	Mean	S.D.	Result
FA17	The stability of WIFI network connection.	37	3.43	1.345	Satisfied
FA18	Adequate Tram Service on campus.	37	3.73	1.217	Satisfied
FA19	Campus Security and safety.	37	4.05	.970	Satisfied

While campus safety and security received a high rating (Mean = 4.05), WiFi stability remained the lowest (Mean = 3.43). This persistent issue reflects an ongoing need for improved digital infrastructure.

Information		Number of Respondents	Mean	S.D.	Result
IN20	The university provides various communication channels.	37	3.95	1.153	Satisfied
IN21	The university's news and information are accurate and up to date.	37	3.84	1.167	Satisfied
IN22	You can contact the relevant department directly regarding issues.	37	4.08	.924	Satisfied
IN23	Suggestion and complaint channels are provided.	37	4.14	.918	Satisfied
IN24	Your complaints and suggestions have been responded.	37	3.81	1.221	Satisfied

Information services were well-received, with multiple items scoring near or above 4.00. The highest ratings went to suggestion and complaint channels (4.14) and direct contact with departments (4.08). These results suggest that senior students benefit from their familiarity with communication channels.

Overall Satisfaction Scoring

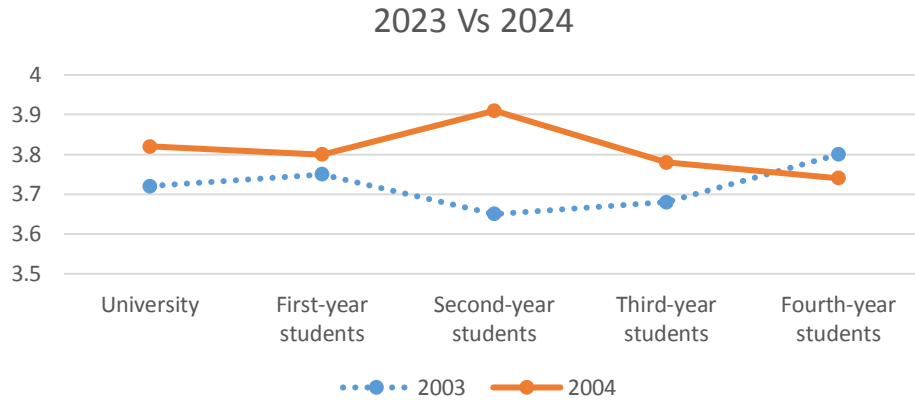
Aspect	Number of Respondents	Mean	S.D.	Result
Overall Performance	37	3.92	.822	Satisfied

Final Remark:

Fifth-year students and above reflect a mature, well-informed user group whose satisfaction is shaped by long-term interaction with university systems. Their strong ratings validate AU's efforts in core service areas, but the persistence of issues such as WiFi reliability and faculty-level efficiency highlight where final-phase support and infrastructure should be prioritized.

General Trends

Overall Summary of Comparative Results (2023 vs. 2024)



Groups	2023	2024	Change	Result
University	3.72	3.82	0.10	Improved
First-year students	3.75	3.80	0.05	Slightly Improved
Second-year students	3.65	3.91	0.26	Significantly Improved
Third-year students	3.68	3.78	0.10	Improved
Fourth-year students	3.80	3.74	-0.06	Declined

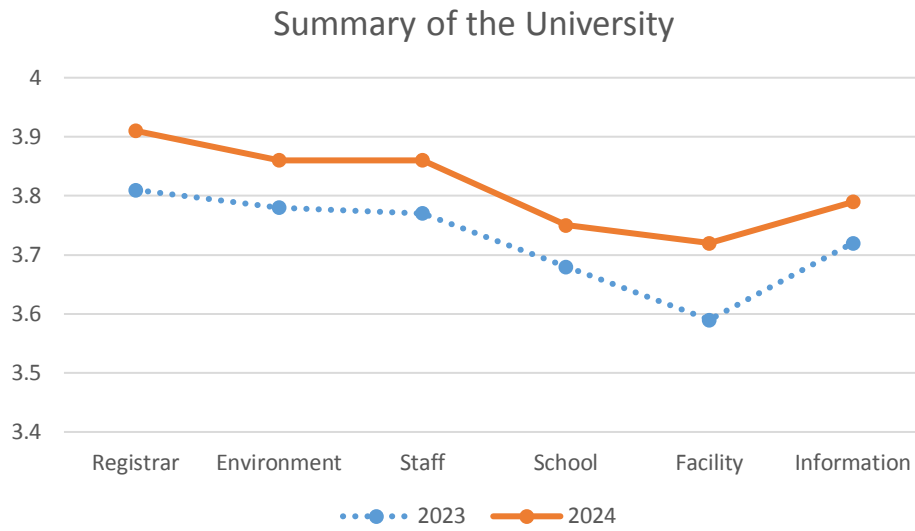
The comparison between 2023 and 2024 reveals meaningful service quality improvements at Assumption University, especially for early- to mid-year students. However, the notable drop in fourth-year satisfaction signals a critical moment to enhance transition, communication, and support systems. Addressing these gaps through data-driven interventions and tailored student services will be key to sustaining long-term institutional excellence and student trust.

First and Second-year student: Showed high enthusiasm and positivity, but were more critical of WiFi and complaint follow-up.

Third and Fourth-year student: Began to identify inefficiencies in departmental processes and support systems, reflecting a more nuanced awareness of service quality.

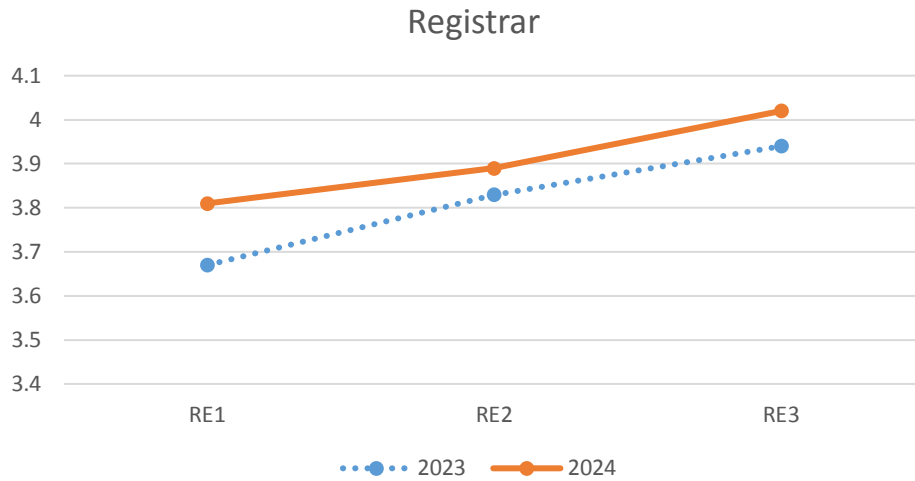
Fifth-year student and above: Demonstrated the highest levels of satisfaction overall, possibly due to greater familiarity with systems and reduced expectations for rapid service improvements.

Summary of the University



Aspects	2003	2004	Change	Result
Registrar	3.81	3.91	0.10	Improved
Environment	3.78	3.86	0.08	Improved
Staff	3.77	3.86	0.09	Improved
School	3.68	3.75	0.07	Improved
Facility	3.59	3.72	0.13	Improved
Information	3.72	3.79	0.07	Improved

Service and Information Satisfaction Scoring by Sub-Dimension

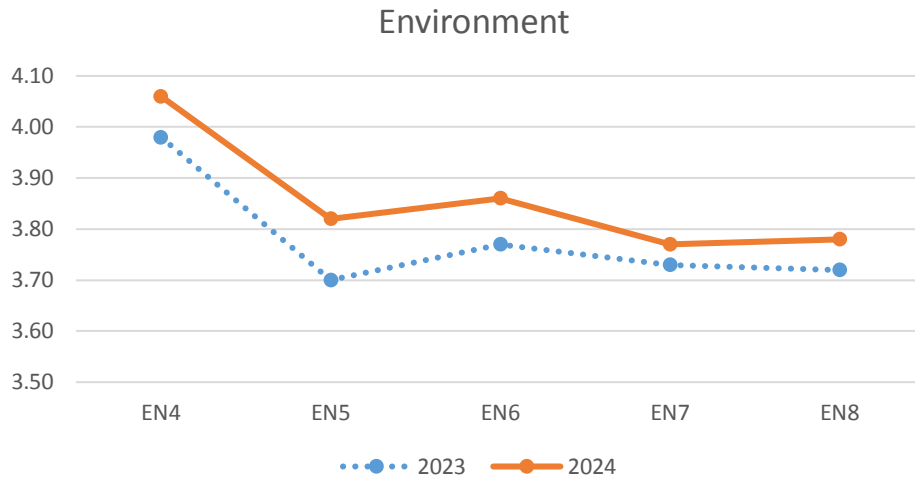


Registrar		2003	2004	Change
RE1	The registration system is user-friendly.	3.67	3.81	0.14
Re2	This semester, you've successfully registered for the subjects and sections you desired.	3.83	3.89	0.06
Re3	Having knowledge and understanding in registration system process.	3.94	4.02	0.08

Satisfaction improved across all registrar items, with the greatest increase in system usability (+0.14). This indicates that AU's registration platform became more accessible and intuitive.

Recommendation:

Continue refining the system interface and offer ongoing orientation for new students to maintain and further improve these results.

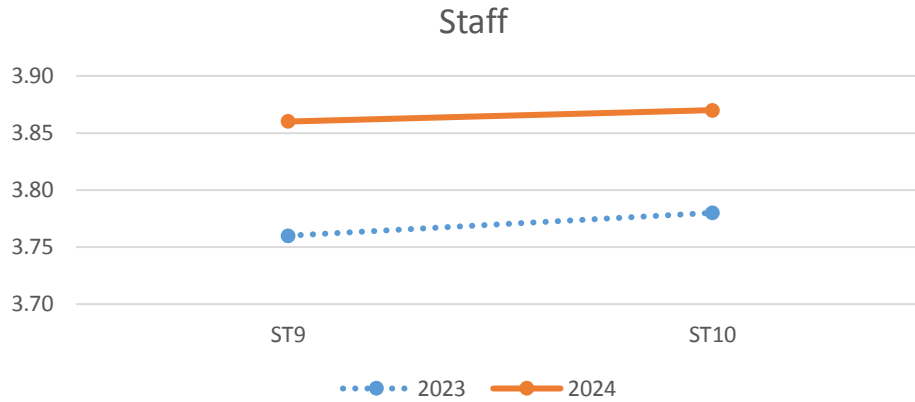


Environment		2003	2004	Change
EN4	Cleanliness of the Surrounding Area/Central Area.	3.98	4.06	0.08
EN5	Cleanliness of the Restroom.	3.70	3.82	0.12
EN6	There is sufficient seating/resting area.	3.77	3.86	0.09
EN7	On campus dining facilities provide sufficient service.	3.73	3.77	0.04
EN8	The general shops within the campus provide sufficient service. (Fulfill your needs).	3.72	3.78	0.06

All environmental factors improved, especially restroom cleanliness (+0.12). Students recognized enhanced sanitation and usability of campus spaces.

Recommendation:

Maintain current hygiene standards and consider expanding seating and dining areas to further elevate satisfaction.

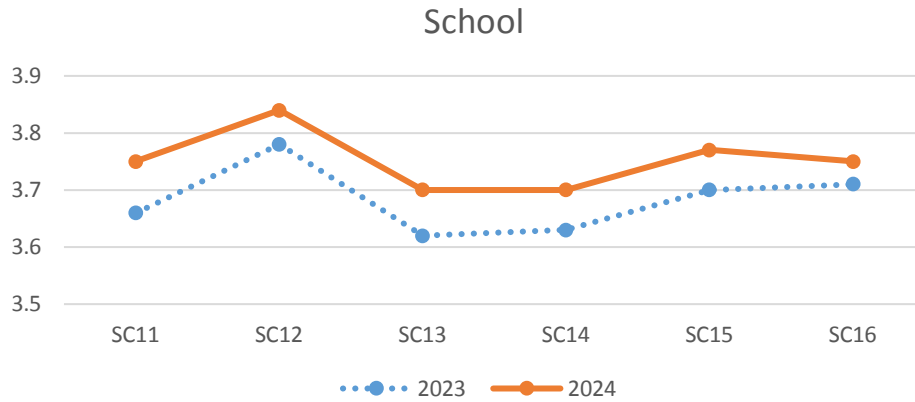


Staff		2003	2004	Change
ST9	The staff have knowledge and the capability to solve problems.	3.76	3.86	0.10
ST10	The staff provides friendly service.	3.78	3.87	0.09

Staff-related scores improved significantly. Students feel increasingly supported and well-treated by AU personnel.

Recommendation:

Enhance internal training to maintain friendliness and empower staff with deeper problem-solving skills, especially in academic services.

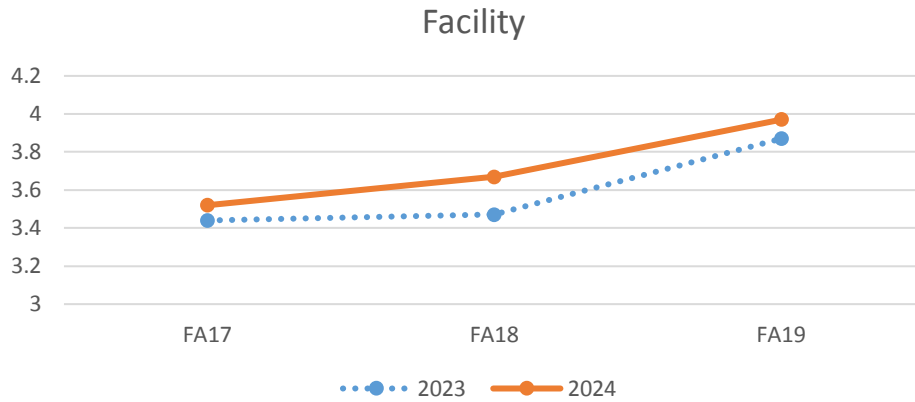


School		2003	2004	Change
SC11	Easy to contact the faculties/departments within the university.	3.66	3.75	0.09
SC12	Faculties/Departments provide friendly service.	3.78	3.84	0.06
SC13	Faculties/Departments provide a One Stop Service.	3.62	3.70	0.08
SC14	Faculties/Departments can resolve your problem on their first attempt.	3.63	3.70	0.07
SC15	Issues are correctly addressed and completely every time.	3.70	3.77	0.07
SC16	Faculties/Departments keep updated on your requested issues.	3.71	3.75	0.04

Improvements were seen across all items, but One Stop Service and problem resolution still lag behind others. Scores remain in the “Satisfied” range but highlight operational inefficiencies.

Recommendation:

Develop an integrated digital support system that consolidates student inquiries and tracks resolution progress to enhance service clarity and speed.

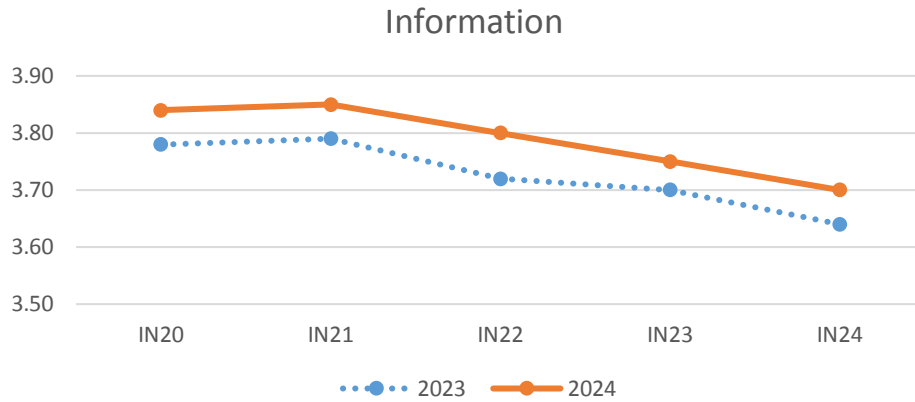


Facility		2003	2004	Change
FA17	The stability of WIFI network connection.	3.44	3.52	0.08
FA18	Adequate Tram Service on campus.	3.47	3.67	0.20
FA19	Campus Security and safety.	3.87	3.97	0.10

Significant improvement was made in tram service (+0.20) and campus safety (+0.10). WiFi stability remains the lowest-rated item despite slight improvement.

Recommendation:

Prioritize investment in WiFi infrastructure. Consider implementing smart campus technologies to enhance both mobility (tram) and connectivity.



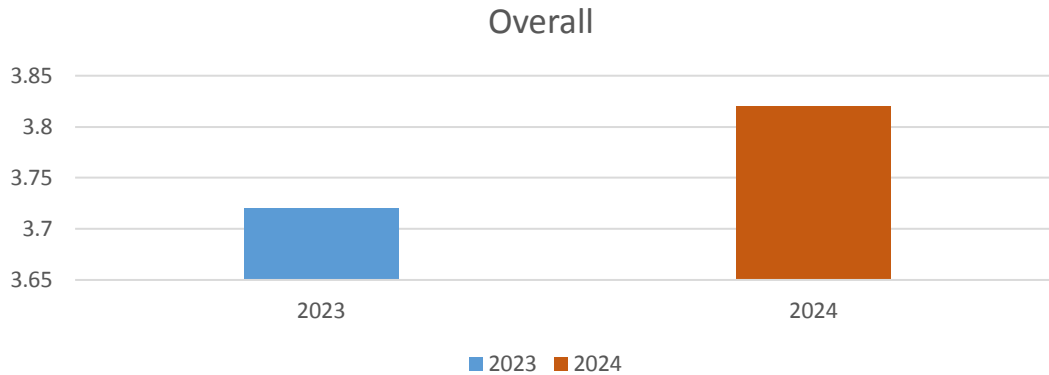
Information		2003	2004	Change
IN20	The university provides various communication channels.	3.78	3.84	0.06
IN21	The university's news and information are accurate and up to date.	3.79	3.85	0.06
IN22	You can contact the relevant department directly regarding issues.	3.72	3.80	0.08
IN23	Suggestion and complaint channels are provided.	3.70	3.75	0.05
IN24	Your complaints and suggestions have been responded.	3.64	3.70	0.06

While students appreciated expanded communication methods, responsiveness to complaints remains one of the lowest scores, despite minor improvements.

Recommendation:

Introduce a transparent complaint tracking system where students can monitor the status of their feedback and receive timely responses.

Overall Satisfaction Scoring



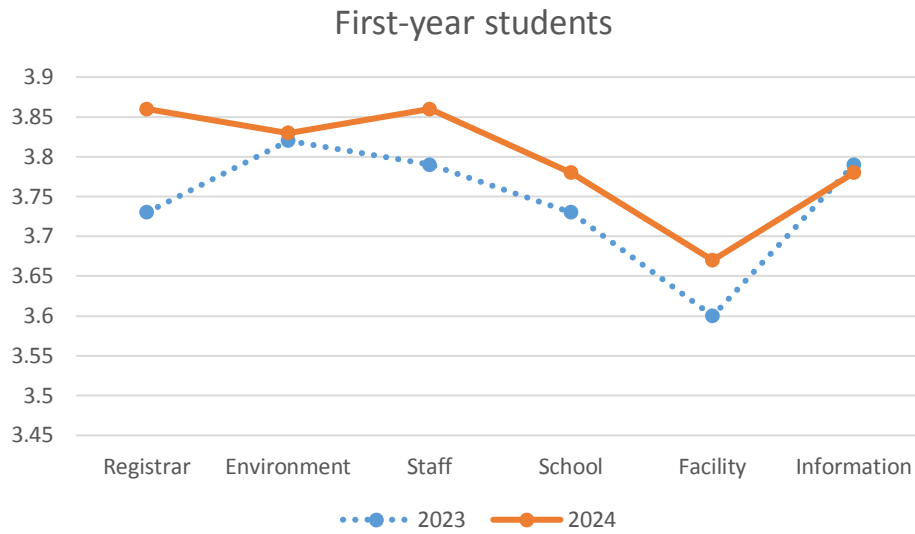
Aspect	2003	2004	Change
Overall Performance	3.72	3.82	0.10

The overall student satisfaction score improved by 0.10 in 2024, demonstrating broad-based service enhancement across all areas.

General Recommendations for Improvement

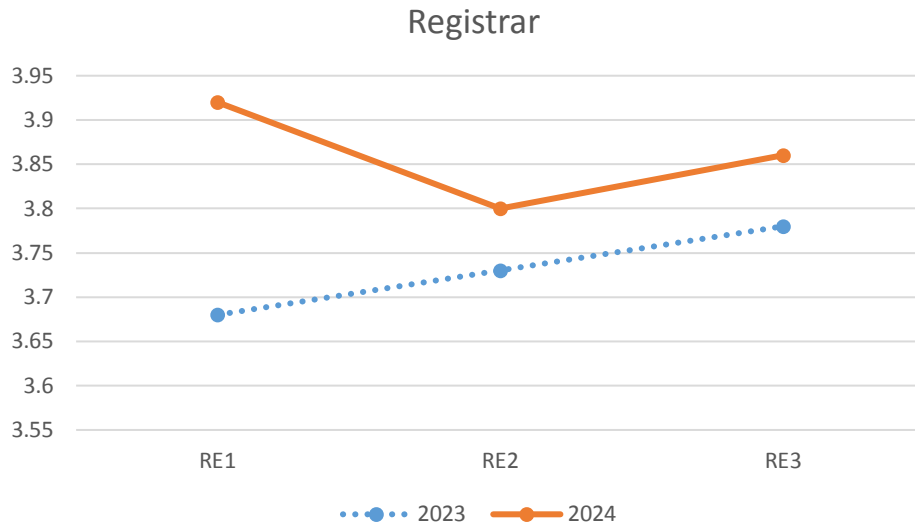
1. WiFi Infrastructure Upgrade
Continue to invest in a more robust campus-wide wireless system to address the most common pain point among students.
2. Enhance One Stop Service Integration
Develop centralized systems (both digital and in-person) that can process academic, financial, and administrative requests more efficiently.
3. Strengthen Feedback Mechanisms
Implement a feedback portal with case tracking to ensure students know their concerns are heard and resolved.
4. Maintain and Expand High-Performing Areas
Continue efforts in maintaining campus safety, improving registration systems, and upholding service friendliness.
5. Data-Driven Decision Making
Use yearly comparisons to target declining areas and reinforce upward trends.

First-year students



Aspects	2003	2004	Change	Result
Registrar	3.73	3.86	0.13	Improved
Environment	3.82	3.83	0.01	Slightly Improved
Staff	3.79	3.86	0.07	Slightly Improved
School	3.73	3.78	0.05	Slightly Improved
Facility	3.60	3.67	0.07	Slightly Improved
Information	3.79	3.78	-0.01	Slight Decrease

Service and Information Satisfaction Scoring by Sub-Dimension



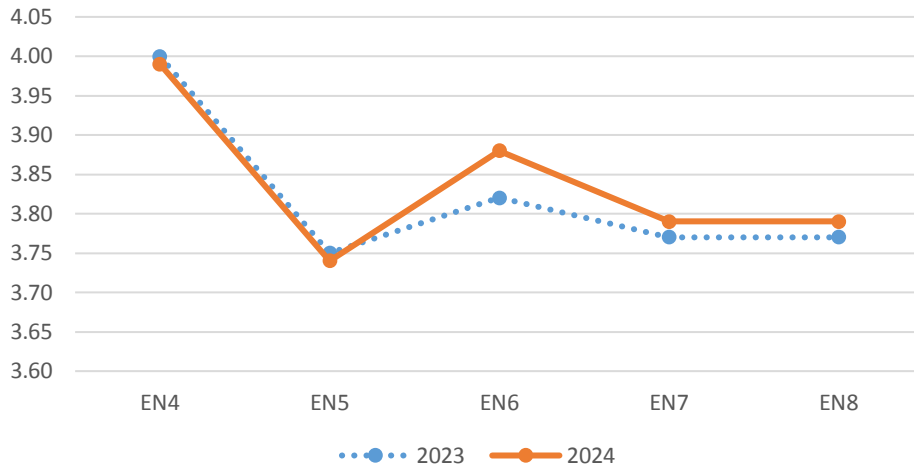
Registrar	2003	2004	Change
RE1 The registration system is user-friendly.	3.68	3.92	0.24
Re2 This semester, you've successfully registered for the subjects and sections you desired.	3.73	3.80	0.07
Re3 Having knowledge and understanding in registration system process.	3.78	3.86	0.08

There was a notable improvement in all registrar aspects, especially in user-friendliness (+0.24). This indicates that first-year students experienced fewer difficulties navigating the system, suggesting effective orientation or platform enhancements.

Recommendation:

Maintain and further develop onboarding tools (e.g., tutorials, registration help desks) to assist incoming students in their first registration cycle.

Environment

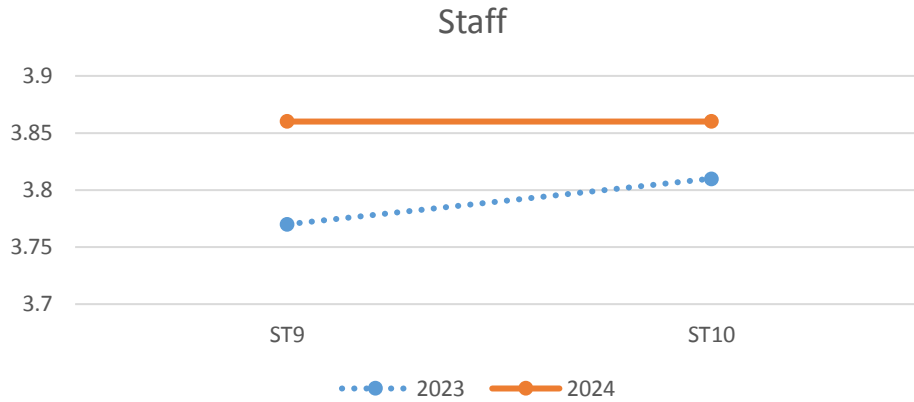


Environment	2003	2004	Change
EN4 Cleanliness of the Surrounding Area/Central Area.	4.00	3.99	-0.01
EN5 Cleanliness of the Restroom.	3.75	3.74	-0.01
EN6 There is sufficient seating/resting area.	3.82	3.88	0.06
EN7 On campus dining facilities provide sufficient service.	3.77	3.79	0.02
EN8 The general shops within the campus provide sufficient service. (Fulfill your needs).	3.77	3.79	0.02

Environmental satisfaction remained generally stable. The cleanliness of public areas and facilities held consistently high scores. Slight gains in seating and service access reflect ongoing campus maintenance efforts.

Recommendation:

Continue periodic facility assessments. Prioritize high-traffic areas and enhance visibility of cleanliness efforts (e.g., restroom cleaning logs, visible maintenance staff).

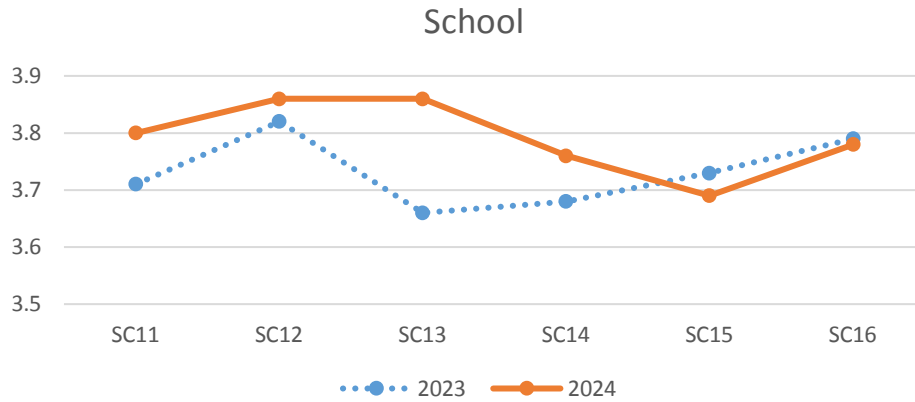


Staff		2003	2004	Change
ST9	The staff have knowledge and the capability to solve problems.	3.77	3.86	0.09
ST10	The staff provides friendly service.	3.81	3.86	0.05

There was a moderate increase in staff satisfaction. This shows first-year students felt welcome and supported in their interactions, which is crucial for their initial university adjustment.

Recommendation:

Provide ongoing training to frontline staff on first-year engagement and soft skills to ensure consistent quality across departments.

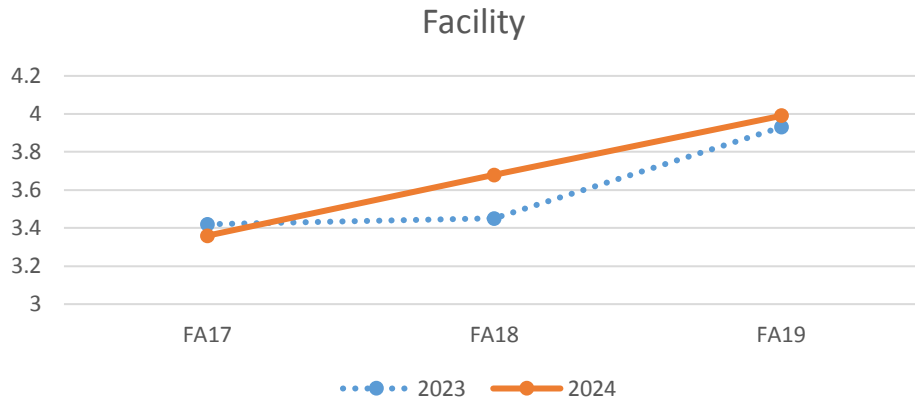


School		2003	2004	Change
SC11	Easy to contact the faculties/departments within the university.	3.71	3.80	0.09
SC12	Faculties/Departments provide friendly service.	3.82	3.86	0.04
SC13	Faculties/Departments provide a One Stop Service.	3.66	3.86	0.20
SC14	Faculties/Departments can resolve your problem on their first attempt.	3.68	3.76	0.08
SC15	Issues are correctly addressed and completely every time.	3.73	3.69	-0.04
SC16	Faculties/Departments keep updated on your requested issues.	3.79	3.78	-0.01

Notable improvement in One Stop Service (+0.20) suggests the university has simplified or centralized access to academic services. However, a slight decline in how completely issues are resolved may indicate gaps in follow-through.

Recommendation:

Develop a case tracking system that logs requests and ensures complete resolution with feedback collection from students.



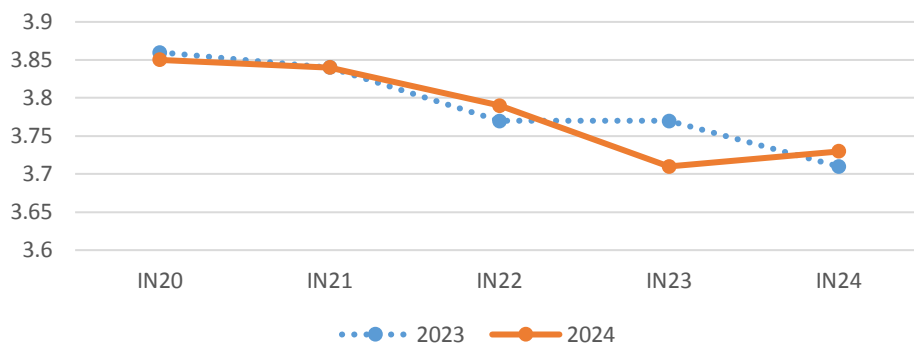
Facility		2003	2004	Change
FA17	The stability of WIFI network connection.	3.42	3.36	-0.06
FA18	Adequate Tram Service on campus.	3.45	3.68	0.23
FA19	Campus Security and safety.	3.93	3.99	0.06

While security and transportation services improved, WiFi satisfaction declined slightly, marking it as the lowest-rated item for first-year students in 2024. This indicates connectivity remains a challenge for new users unfamiliar with campus tech systems.

Recommendation:

Prioritize upgrades to campus WiFi and consider onboarding workshops or help desks for digital services during orientation week.

Information



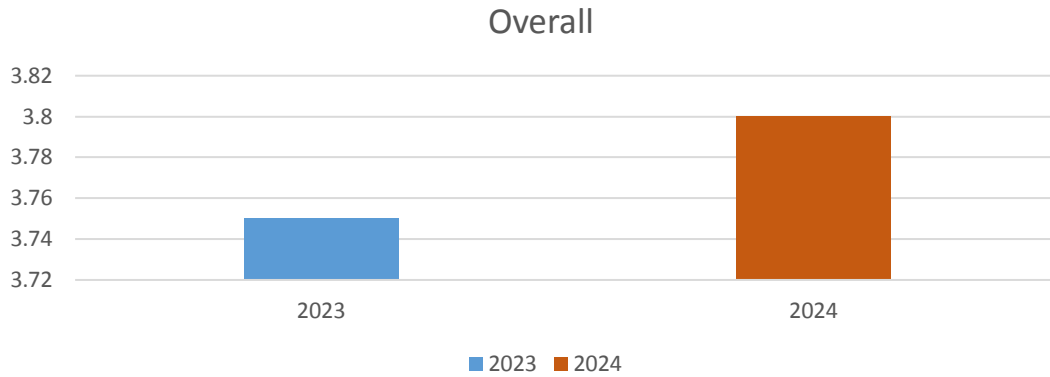
Information		2003	2004	Change
IN20	The university provides various communication channels.	3.86	3.85	-0.01
IN21	The university's news and information are accurate and up to date.	3.84	3.84	0.00
IN22	You can contact the relevant department directly regarding issues.	3.77	3.79	0.02
IN23	Suggestion and complaint channels are provided.	3.77	3.71	-0.06
IN24	Your complaints and suggestions have been responded.	3.71	3.73	0.02

The perception of information services remained mostly unchanged. While response to complaints improved slightly, the availability of suggestion channels saw a slight drop, suggesting engagement and feedback mechanisms may need refinement.

Recommendation:

Create more interactive and visible feedback systems—such as QR-code suggestion boxes and student response dashboards—to promote transparency and trust.

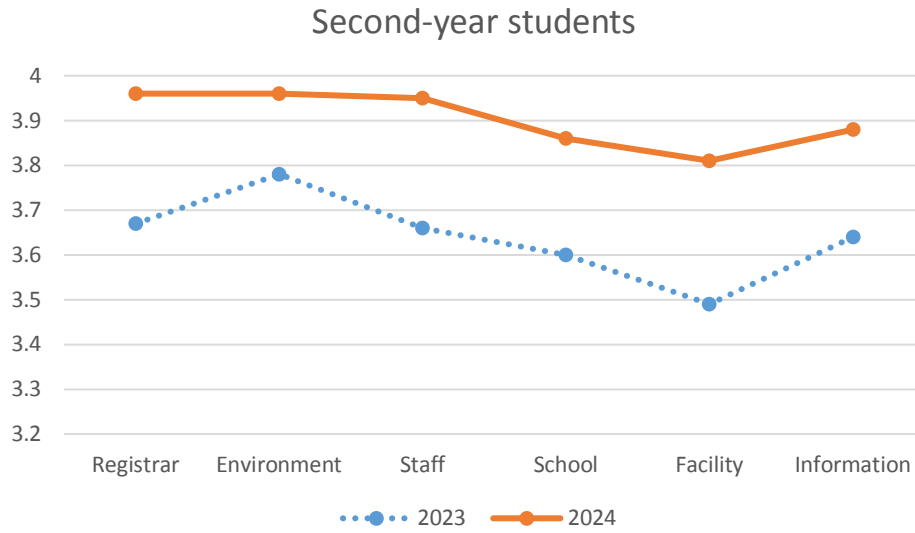
Overall Satisfaction Scoring



Aspect	2003	2004	Change
Overall Performance	3.75	3.80	0.05

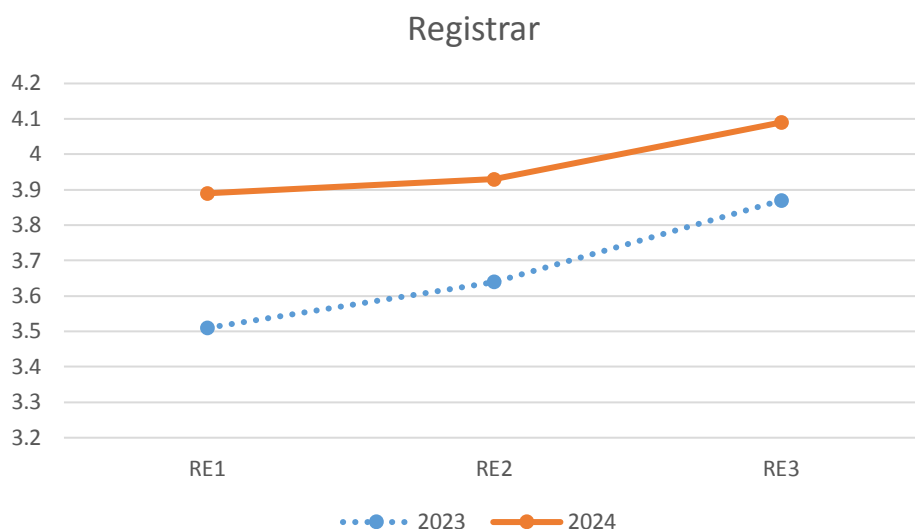
The overall satisfaction score of first-year students increased slightly (+0.05). Key gains were in registration system usability, tram services, and One Stop Service, while WiFi and feedback mechanisms continue to require attention. Second-year students

Second-year students



Aspects	2003	2004	Change	Result
Registrar	3.67	3.96	0.29	Significantly Improved
Environment	3.78	3.96	0.18	Improved
Staff	3.66	3.95	0.29	Significantly Improved
School	3.60	3.86	0.26	Significantly Improved
Facility	3.49	3.81	0.32	Significantly Improved
Information	3.64	3.88	0.24	Significantly Improved

Service and Information Satisfaction Scoring by Sub-Dimension



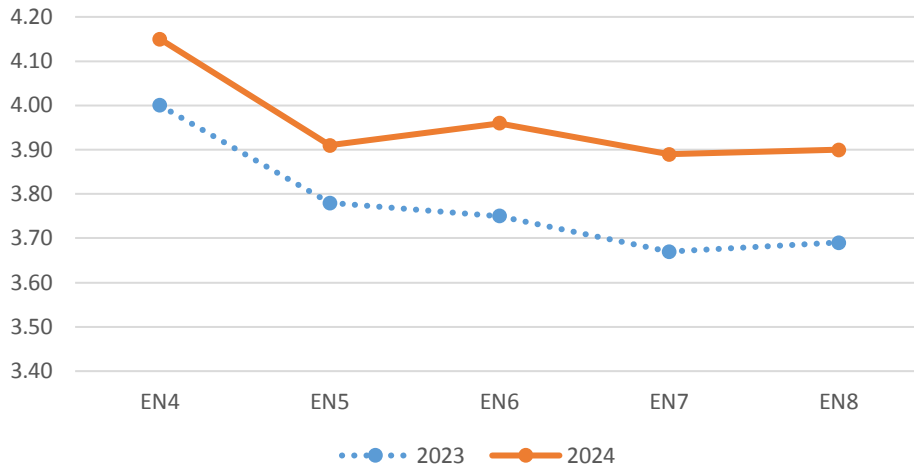
Registrar		2003	2004	Change
RE1	The registration system is user-friendly.	3.51	3.89	0.38
Re2	This semester, you've successfully registered for the subjects and sections you desired.	3.64	3.93	0.29
Re3	Having knowledge and understanding in registration system process.	3.87	4.09	0.22

All registrar-related items showed strong improvement. The most notable increase was in the user-friendliness of the registration system (+0.38). These results suggest that second-year students are experiencing greater confidence and ease when interacting with academic systems.

Recommendation:

Continue refining the digital registration platform and offer refresher workshops each semester to maintain high confidence among returning students.

Environment

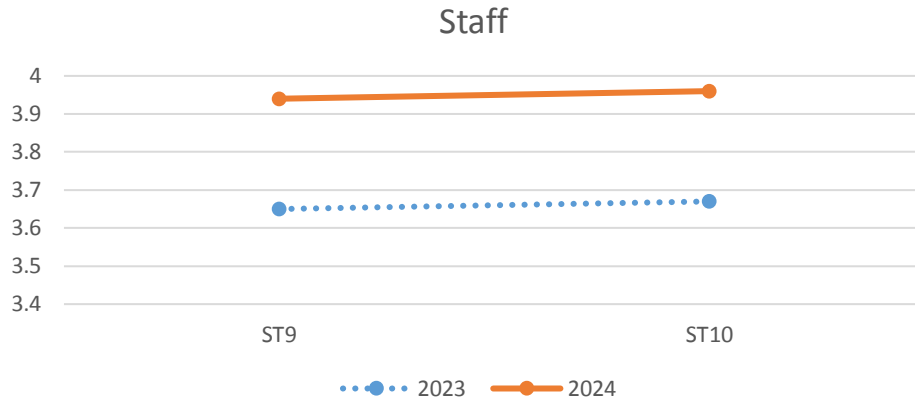


Environment	2003	2004	Change
EN4 Cleanliness of the Surrounding Area/Central Area.	4.00	4.15	0.15
EN5 Cleanliness of the Restroom.	3.78	3.91	0.13
EN6 There is sufficient seating/resting area.	3.75	3.96	0.21
EN7 On campus dining facilities provide sufficient service.	3.67	3.89	0.22
EN8 The general shops within the campus provide sufficient service. (Fulfill your needs).	3.69	3.90	0.21

Every environmental item improved, with campus shop services (+0.22) and campus shops (+0.21) leading the way. This indicates visible improvements in physical infrastructure and cleanliness standards.

Recommendation:

Maintain cleanliness efforts and explore expanding retail and dining services to accommodate the growing expectations of students.

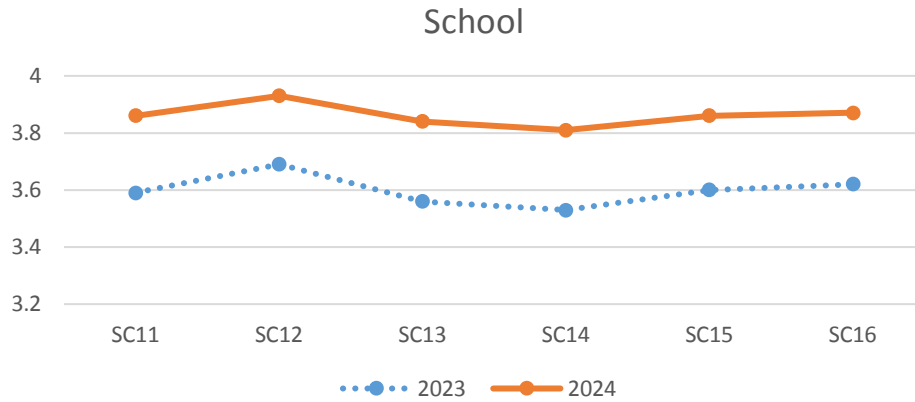


Staff		2003	2004	Change
ST9	The staff have knowledge and the capability to solve problems.	3.65	3.94	0.29
ST10	The staff provides friendly service.	3.67	3.96	0.29

There was a remarkable improvement in staff-related ratings. Second-year students feel more supported and respected, as seen in a +0.29 jump in perceived problem-solving and friendliness.

Recommendation:

Use this year group's feedback as a model—continue regular training for staff in empathy, efficiency, and communication skills.

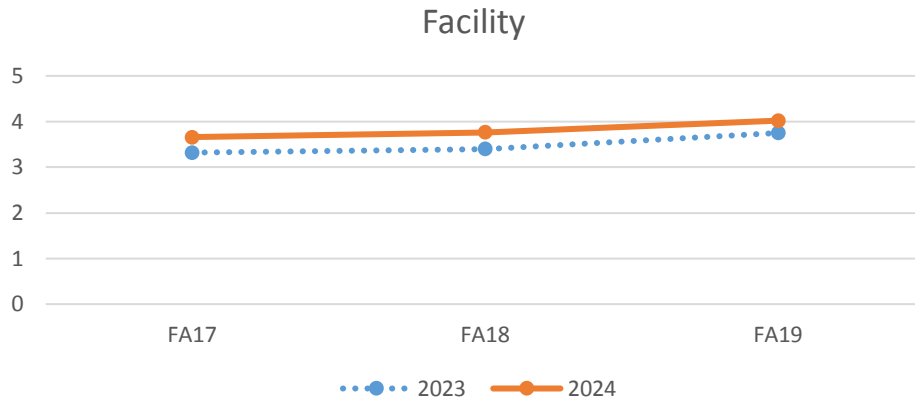


School		2003	2004	Change
SC11	Easy to contact the faculties/departments within the university.	3.59	3.86	0.27
SC12	Faculties/Departments provide friendly service.	3.69	3.93	0.24
SC13	Faculties/Departments provide a One Stop Service.	3.56	3.84	0.28
SC14	Faculties/Departments can resolve your problem on their first attempt.	3.53	3.81	0.28
SC15	Issues are correctly addressed and completely every time.	3.60	3.86	0.26
SC16	Faculties/Departments keep updated on your requested issues.	3.62	3.87	0.25

Faculty-related services improved across the board, especially in accessibility and issue resolution. The One Stop Service (+0.28) and communication follow-ups showed notable gains.

Recommendation:

Sustain and formalize follow-up processes and use CRM-style platforms to track issue handling across departments.

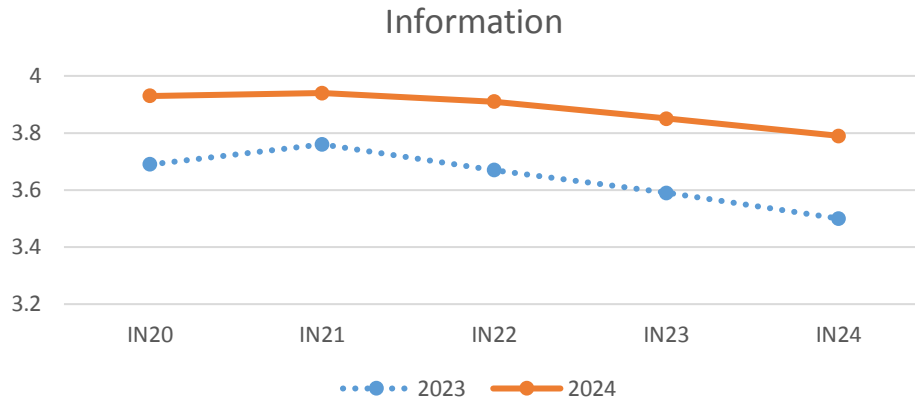


Facility		2003	2004	Change
FA17	The stability of WIFI network connection.	3.32	3.66	0.34
FA18	Adequate Tram Service on campus.	3.40	3.76	0.36
FA19	Campus Security and safety.	3.75	4.02	0.27

Facility ratings saw substantial growth, especially in WiFi stability (+0.34)—the largest improvement across all items—and tram services (+0.36). This reflects successful investments in technology and transportation services.

Recommendation:

Continue to upgrade campus internet zones and review student transportation schedules to ensure consistent satisfaction.



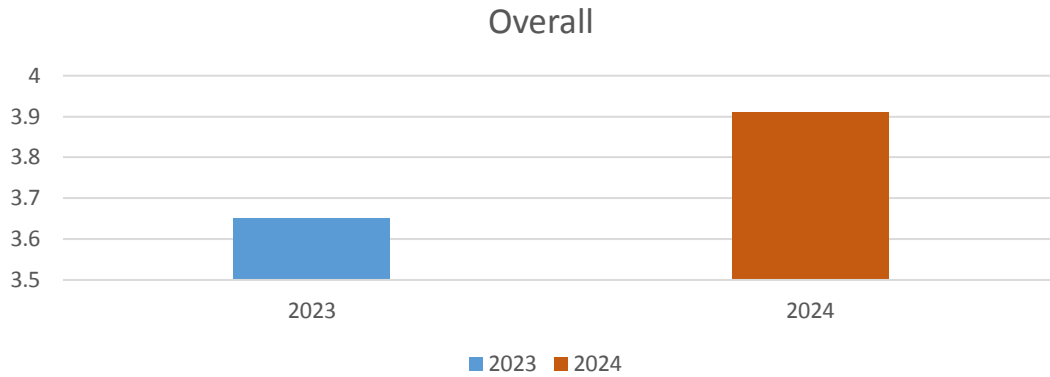
Information		2003	2004	Change
IN20	The university provides various communication channels.	3.69	3.93	0.24
IN21	The university's news and information are accurate and up to date.	3.76	3.94	0.18
IN22	You can contact the relevant department directly regarding issues.	3.67	3.91	0.24
IN23	Suggestion and complaint channels are provided.	3.59	3.85	0.26
IN24	Your complaints and suggestions have been responded.	3.50	3.79	0.29

Students recognized clear improvements in communication, especially in complaints and suggestions (+0.29) and complaint channels (+0.26). This reflects AU's growing commitment to student-centered communication.

Recommendation:

Adopt transparent communication dashboards or response trackers to close the loop and assure students that their voices are heard.

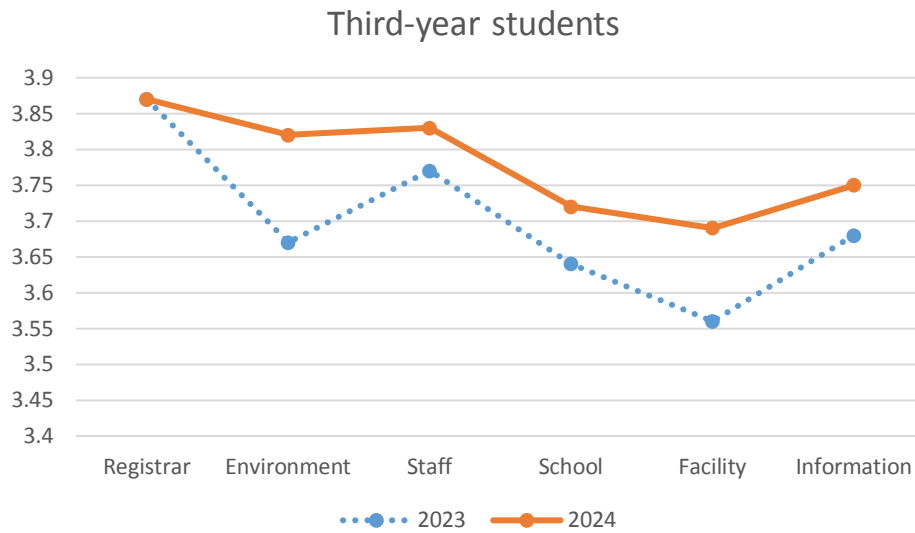
Overall Satisfaction Scoring



Aspect	2003	2004	Change
Overall Performance	3.65	3.91	0.26

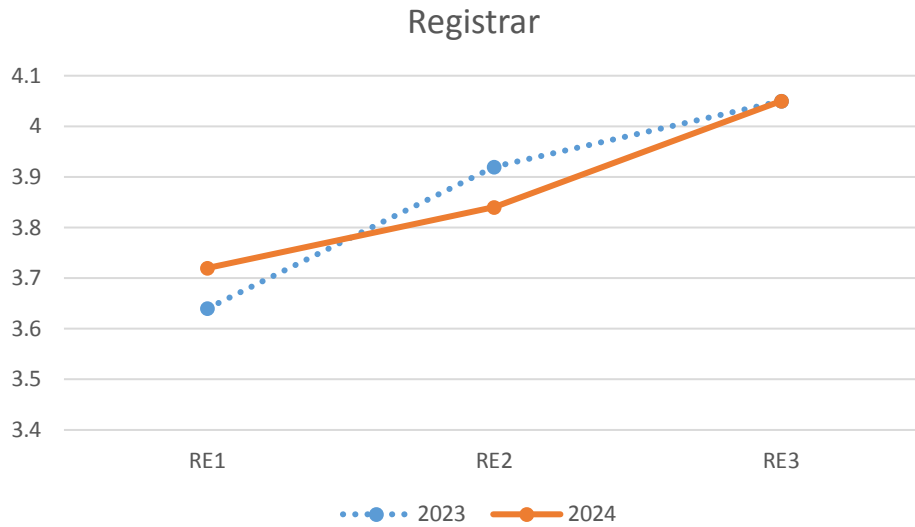
Second-year students showed the largest improvement in overall satisfaction (+0.26) among all groups. Gains were widespread, with standout improvements in WiFi, staff interaction, registration, and faculty accessibility.

Third-year students



Aspects	2003	2004	Change	Result
Registrar	3.87	3.87	0.00	Stable
Environment	3.67	3.82	0.15	Improved
Staff	3.77	3.83	0.06	Slightly Improved
School	3.64	3.72	0.08	Improved
Facility	3.56	3.69	0.13	Improved
Information	3.68	3.75	0.07	Improved

Service and Information Satisfaction Scoring by Sub-Dimension



Registrar		2003	2004	Change
RE1	The registration system is user-friendly.	3.64	3.72	0.08
Re2	This semester, you've successfully registered for the subjects and sections you desired.	3.92	3.84	-0.08
Re3	Having knowledge and understanding in registration system process.	4.05	4.05	0.00

Third-year students reported a slight decline in satisfaction with registration services remained stable between 2003 and 2004. Students maintained strong knowledge of the registration system, but satisfaction regarding successful enrollment slightly declined (-0.08), suggesting potential difficulties during the registration process.

Recommendation:

Evaluate pain points in the registration system specifically for mid-program students, and offer support such as clearer advising or real-time issue resolution during enrollment periods.

Environment



	Environment	2003	2004	Change
EN4	Cleanliness of the Surrounding Area/Central Area.	3.88	4.02	0.14
EN5	Cleanliness of the Restroom.	3.50	3.80	0.30
EN6	There is sufficient seating/resting area.	3.69	3.80	0.11
EN7	On campus dining facilities provide sufficient service.	3.65	3.73	0.08
EN8	The general shops within the campus provide sufficient service. (Fulfill your needs).	3.63	3.73	0.10

All aspects of campus environment satisfaction improved notably, with the most significant increase seen in restroom cleanliness (+0.30). Dining and shopping services also showed slight improvements.

Recommendation:

Maintain regular facility audits and implement student feedback systems, such as QR-code surveys placed in restrooms and dining areas, to sustain and further improve environmental quality.

Staff



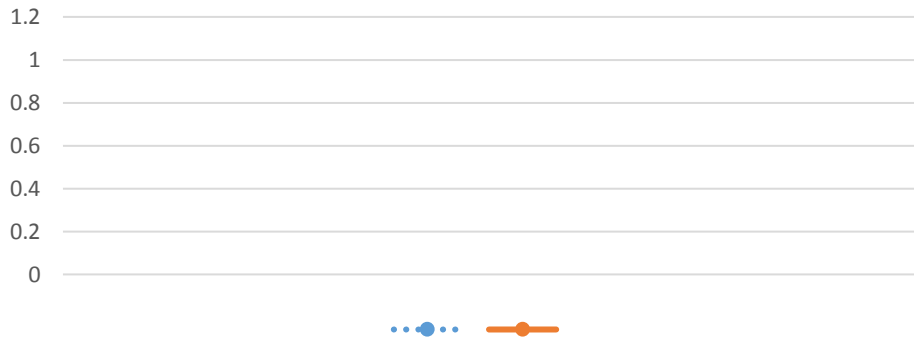
	Staff	2003	2004	Change
ST9	The staff have knowledge and the capability to solve problems.	3.79	3.84	0.05
ST10	The staff provides friendly service.	3.59	3.82	0.23

There was a slight improvement in perceptions of staff problem-solving ability and friendliness, particularly in the latter (+0.23), indicating consistently positive service experiences.

Recommendation:

Strengthen student-staff engagement through academic mentoring programs or personalized advising sessions, particularly for third-year students.

School



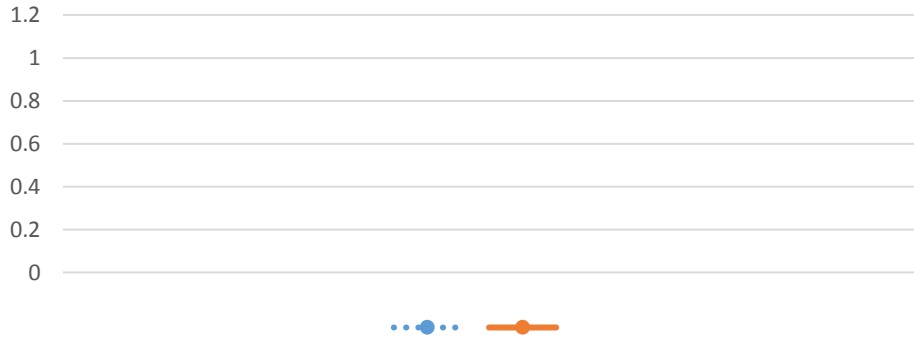
School		2003	2004	Change
SC11	Easy to contact the faculties/departments within the university.	3.59	3.72	0.13
SC12	Faculties/Departments provide friendly service.	3.71	3.82	0.11
SC13	Faculties/Departments provide a One Stop Service.	3.58	3.66	0.08
SC14	Faculties/Departments can resolve your problem on their first attempt.	3.60	3.67	0.07
SC15	Issues are correctly addressed and completely every time.	3.69	3.74	0.05
SC16	Faculties/Departments keep updated on your requested issues.	3.65	3.70	0.05

Satisfaction with faculty services showed consistent improvement across all items, especially in ease of contact and friendly service. However, "One Stop Service" performance, while improved, remained relatively lower compared to other items.

Recommendation:

Implement a centralized service system to coordinate inquiries and requests across departments to offer a truly integrated "One Stop Service" experience.

Facility



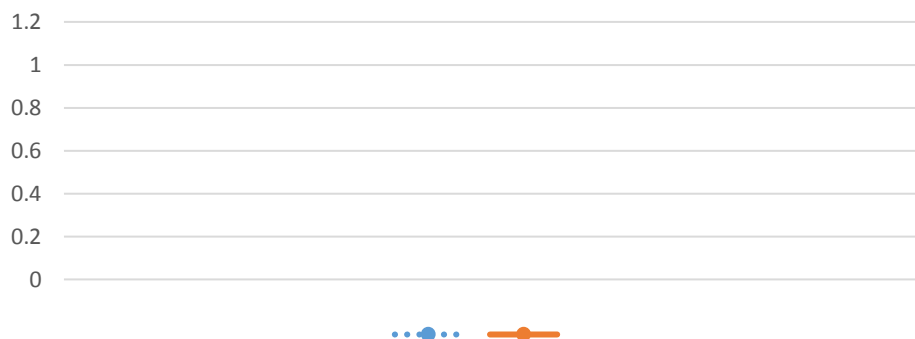
Facility		2003	2004	Change
FA17	The stability of WIFI network connection.	3.37	3.49	0.12
FA18	Adequate Tram Service on campus.	3.45	3.64	0.19
FA19	Campus Security and safety.	3.87	3.94	0.07

WiFi stability showed slight improvement (+0.12) but remained a concern compared to other facility services. Security and tram services also improved moderately.

Recommendation:

Prioritize upgrading WiFi networks in key student activity areas and strengthen the campus digital infrastructure to match students' academic needs.

Information



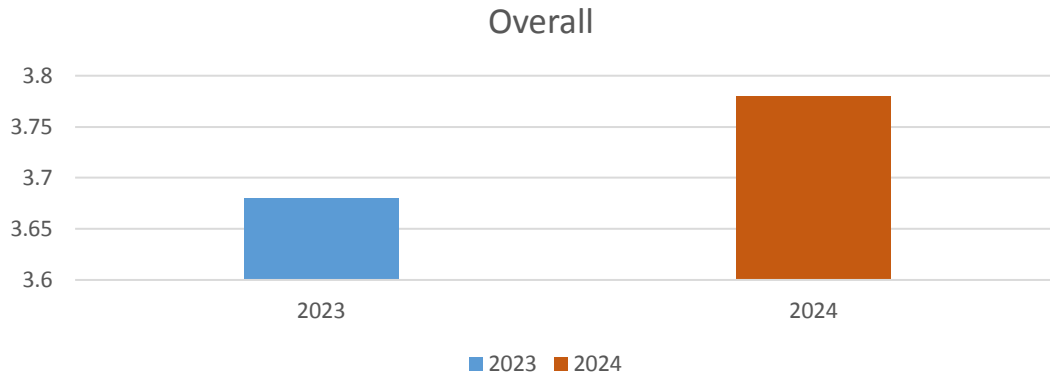
Information	2003	2004	Change
IN20 The university provides various communication channels.	3.74	3.79	0.05
IN21 The university's news and information are accurate and up to date.	3.70	3.82	0.12
IN22 You can contact the relevant department directly regarding issues.	3.69	3.75	0.06
IN23 Suggestion and complaint channels are provided.	3.66	3.71	0.05
IN24 Your complaints and suggestions have been responded.	3.58	3.66	0.08

Information service satisfaction improved slightly across all dimensions, with the largest gain seen in the accuracy and timeliness of university news (+0.12). However, responsiveness to complaints and suggestions remains an area for improvement.

Recommendation:

Establish a real-time feedback tracking system to ensure students are aware that their feedback is being acknowledged and processed.

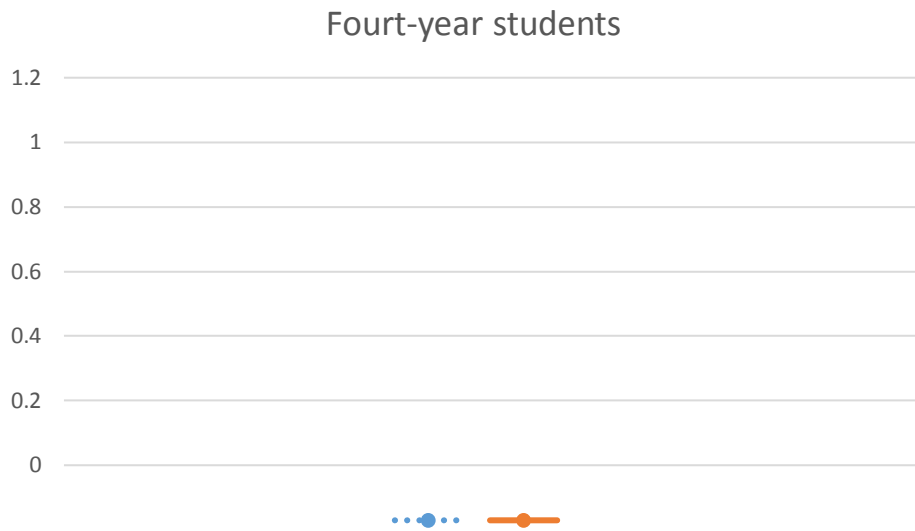
Overall Satisfaction Scoring



Aspect	2003	2004	Change
Overall Performance	3.68	3.78	0.10

Overall satisfaction among third-year students increased slightly (+0.10), with the most noticeable improvements in campus cleanliness, WiFi, and faculty accessibility. However, the marginal growth suggests a plateauing of satisfaction, possibly due to increased expectations as students' progress through their program.

Fourth-year students



Aspects	2003	2004	Change	Result
Registrar	4.00	3.91	-0.09	Decreased
Environment	3.83	3.79	-0.04	Slight Decrease
Staff	3.85	3.79	-0.06	Decreased
School	3.75	3.60	-0.15	Decreased
Facility	3.70	3.67	-0.03	Slight Decrease
Information	3.76	3.70	-0.06	Decreased

Service and Information Satisfaction Scoring by Sub-Dimension



Registrar		2003	2004	Change
RE1	The registration system is user-friendly.	3.84	3.72	-0.12
Re2	This semester, you've successfully registered for the subjects and sections you desired.	4.05	3.97	-0.08
Re3	Having knowledge and understanding in registration system process.	4.10	4.03	-0.07

Satisfaction with registrar services decreased slightly (-0.07), with declines in system usability (-0.12) and successful registration (-0.08), although students' understanding of the registration process remained strong. This may suggest rising expectations or increasing complexity in course selection during the final year.

Recommendation:

Offer targeted, personalized course advising and prioritize live support during registration, particularly for final-year students whose course selections are critical for graduation.

Environment



Environment	2003	2004	Change
EN4 Cleanliness of the Surrounding Area/Central Area.	4.02	4.04	0.02
EN5 Cleanliness of the Restroom.	3.75	3.78	0.03
EN6 There is sufficient seating/resting area.	3.80	3.78	-0.02
EN7 On campus dining facilities provide sufficient service.	3.82	3.66	-0.16
EN8 The general shops within the campus provide sufficient service. (Fulfill your needs).	3.77	3.67	-0.10

Environmental satisfaction produced mixed results. While cleanliness (both surroundings and restrooms) slightly improved, satisfaction with campus dining (–0.16) and general shopping facilities (–0.10) declined.

Recommendation:

Survey final-year students on specific needs regarding dining and shopping services, and collaborate with vendors to adjust services accordingly.

Staff



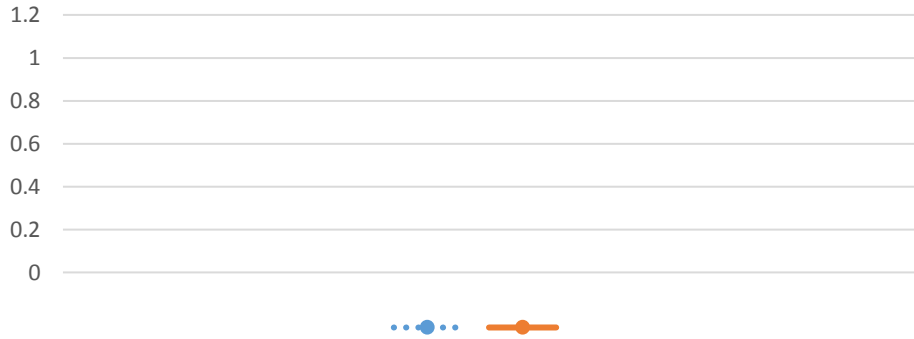
Staff		2003	2004	Change
ST9	The staff have knowledge and the capability to solve problems.	3.87	3.79	-0.08
ST10	The staff provides friendly service.	3.83	3.78	-0.05

Satisfaction with staff friendliness and effectiveness saw a modest decline, which could indicate that final-year students experience more complex issues or time-sensitive needs not adequately addressed.

Recommendation:

Assign dedicated academic advisors or senior-student service officers to fourth-year students for more responsive and tailored support

School



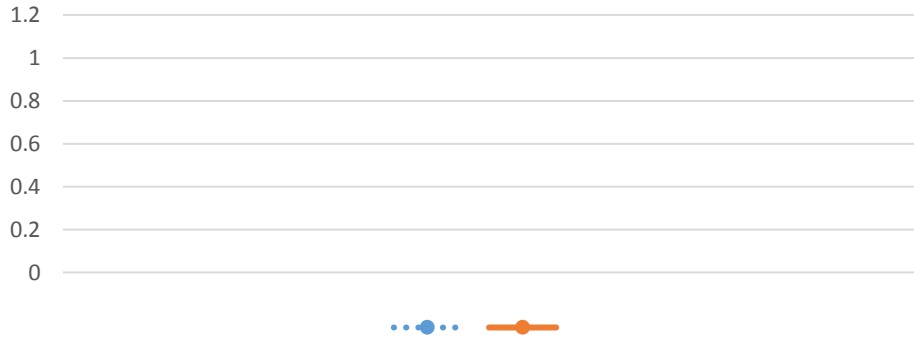
	School	2003	2004	Change
SC11	Easy to contact the faculties/departments within the university.	3.73	3.58	-0.15
SC12	Faculties/Departments provide friendly service.	3.86	3.70	-0.16
SC13	Faculties/Departments provide a One Stop Service.	3.69	3.50	-0.19
SC14	Faculties/Departments can resolve your problem on their first attempt.	3.71	3.56	-0.15
SC15	Issues are correctly addressed and completely every time.	3.77	3.63	-0.14
SC16	Faculties/Departments keep updated on your requested issues.	3.76	3.63	-0.13

This category experienced the most consistent decline across all items, especially in One Stop Service (-0.19) and follow-up communication. These results indicate growing dissatisfaction with how well faculties address and communicate about student issues.

Recommendation:

Revamp One Stop Services with a digital ticketing system for tracking and follow-up, and ensure faculty staff are trained to prioritize final-year student cases.

Facility



Facility		2003	2004	Change
FA17	The stability of WIFI network connection.	3.63	3.52	-0.11
FA18	Adequate Tram Service on campus.	3.57	3.58	0.01
FA19	Campus Security and safety.	3.89	3.91	0.02

Facilities remained relatively stable with slight improvements in WiFi and safety. However, these changes are not sufficient to shift perceptions significantly, and WiFi still remains among the lower-rated aspects.

Recommendation:

Implement targeted WiFi enhancements in faculty areas and high-usage student zones. Introduce student awareness campaigns on available facility services to maximize usage.

Information



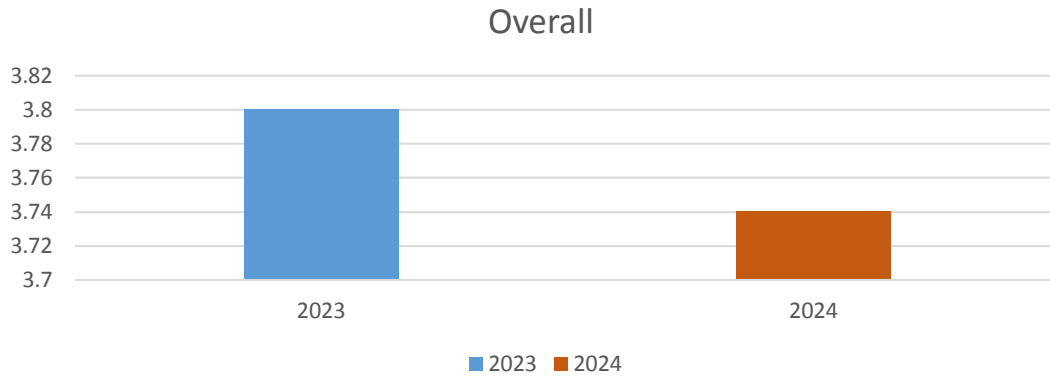
Information	2003	2004	Change
IN20 The university provides various communication channels.	3.79	3.77	-0.02
IN21 The university's news and information are accurate and up to date.	3.84	3.76	-0.08
IN22 You can contact the relevant department directly regarding issues.	3.73	3.71	-0.02
IN23 Suggestion and complaint channels are provided.	3.74	3.66	-0.08
IN24 Your complaints and suggestions have been responded.	3.72	3.61	-0.11

Information-related services remained largely unchanged. While access and communication methods remained solid, complaint responsiveness slightly declined, again pointing to weakness in feedback loops for this cohort.

Recommendation:

Establish end-of-program "exit feedback clinics" or surveys to ensure students feel heard before they graduate. Additionally, increase visibility of how student feedback is acted upon.

Overall Satisfaction Scoring



Aspect	2003	2004	Change
Overall Performance	3.80	3.74	-0.06

Fourth-year students were the only group to show an overall decrease in satisfaction (-0.06). While some areas (e.g., cleanliness, safety) improved slightly, the decline in faculty services, staff responsiveness, and One Stop Services likely had the strongest negative influence.

Discussion

The analysis shows that while overall satisfaction remains in the "Satisfied" range, a clear decline is observed among fourth-year students. This could be attributed to increased academic pressure, complex graduation procedures, or unmet expectations in service responsiveness. Interestingly, while registrar services scored highest across all years, WiFi stability consistently ranked lowest, suggesting a gap between academic support and digital infrastructure. Moreover, the correlation between One Stop Service scores and overall satisfaction indicates that seamless administrative support is a key driver of positive student perception.

Conclusion and Recommendations

In conclusion, Assumption University continues to deliver satisfactory service across all key areas. However, strategic focus is required on digital infrastructure (e.g., campus WiFi), feedback responsiveness, and service integration—particularly for students in later years. To address these, the university should consider:

- Developing a digital feedback dashboard that shows students the status of submitted suggestions or complaints.
- Investing in high-speed WiFi zones in libraries and faculty buildings.
- Launching a Graduation Service Desk exclusively for fourth- and fifth-year students to streamline support before graduation.

Questionnaire

Performance of Service and Information Quality

Summary Service delivery and Information on Service and Support measures

Please select the answer that matches with your opinion, 1 to 5, which reflects the degree of service and information provided by the university. (5=Very High and 1=Very Low)

	<u>Service Delivery Dimension</u>	Degree of EXCELLENT PERFORMANCE
Re1	The registration system is user-friendly.	1 2 3 4 5
Re2	This semester, you've successfully registered for the subjects and sections you desired.	1 2 3 4 5
Re3	Having knowledge and understanding in registration system process.	1 2 3 4 5
En4	Cleanliness of the Surrounding Area/Central Area.	1 2 3 4 5
En5	Cleanliness of the Restroom.	1 2 3 4 5
En6	There is sufficient seating/resting area.	1 2 3 4 5
En7	On campus dining facilities provide sufficient service.	1 2 3 4 5
En8	The general shops within the campus provide sufficient service. (Fulfill your needs)	1 2 3 4 5
St9	The staff have knowledge and the capability to solve problems.	1 2 3 4 5
St10	The staff provides friendly service.	1 2 3 4 5
Sc11	Easy to contact the faculties/departments within the university.	1 2 3 4 5
Sc12	Faculties/Departments provide friendly service.	1 2 3 4 5
Sc13	Faculties/Departments provide a One Stop Service	1 2 3 4 5
Sc14	Faculties/Departments can resolve your problem on their first attempt.	1 2 3 4 5
Sc15	Issues are correctly addressed and completely every time.	1 2 3 4 5
Sc16	Faculties/Departments keep updated on your requested issues.	1 2 3 4 5
Fa17	The stability of WIFI network connection.	1 2 3 4 5
Fa18	Adequate Tram Service on campus.	1 2 3 4 5
Fa19	Campus Security and safety.	1 2 3 4 5
In20	The university provides various communication channels.	1 2 3 4 5
In21	The university's news and information are accurate and up to date.	1 2 3 4 5
In22	You can contact the relevant department directly regarding issues.	1 2 3 4 5
In23	Suggestion and complaint channels are provided.	1 2 3 4 5
In24	Your complaints and suggestions have been responded.	1 2 3 4 5