

Satisfaction of Maritime Students in using Laboratory Facilities

John Maristela Jr.¹, Denver Moredo¹, Lennon Panaligan¹
Ferdinand Pontalba¹, Paulo Angelo Sabater¹, Beverly T. Caiga²

¹*Lyceum International Maritime Academy, Lyceum of the Philippines University, Batangas City, Philippines*

²*College of Education, Arts and Sciences, Lyceum of the Philippines University, Batangas City, Philippines*

²*beverlycaiga@yahoo.com*

Asia Pacific Journal of
Maritime Education

Vol. 1 No. 1, 33-39

January 2015

P-ISSN: 2423-2033

apjme@lpubatangas.edu.ph

www.apjme.apjmr.com

ABSTRACT

This study aimed to determine the level of Satisfaction of Maritime students in using Laboratory Facilities and the problems encountered with regards to service provided by laboratory facilities. Descriptive type of research was employed in the study. Results showed that the students are satisfied in using each laboratory facility provided by the school administration while the time intended for the use of each laboratory facility does not satisfy the students. The students encounter difficulty on how to operate equipment especially the equipment of GMDSS laboratory. The students are not aware about the fire fighting and first aid equipment beside the point that this is important in emergency purposes.

Keywords: Satisfaction, Laboratory Facilities, Maritime Students, Filipino

INTRODUCTION

Physical plant and facilities are major considerations in developing the proficiency of the students to handle equipment and machines needed for their respective fields of specialization. Making these as requirements for the program of study to be utilized by the students is very important for improving the confidence and competence (Dotong, 2014). Satisfaction of employees and clients is an important element of success for any organization and any sector of the economy (Bay, An & Laguador, 2014). The measurement of student satisfaction can be used to certain educational institutions, to help them consider their strengths and to identify the areas that need improvement. In the Philippines, Higher Education (HE) students were considered to be the “primary customers” of a University, even before they were liable for the payment of “up-front” tuition fees. Students are the primarily recipients of the services offered by the school. It is to confirm that the student is treated as a customer who has the right on meeting his/her value and satisfying needs. According to Carey, Cambiano and De Vore (2002), satisfaction actually covers issues of student’s perception and experiences during the college years. Hence, this will

bring the institution to a competitive environment, service oriented establishments are under the pressure of demonstrating that their services are customer-focused and that continuous performance improvement is being done.

Matzdorf et al., (2003) emphasized that despite rhetoric of added value, facilities management suffers a dearth of objectively researched, publicly available information concerning the impact of facilities on businesses at the level of market sectors or individual organizations. Many institutions view facilities of high standard as a very important factor to students’ choice of school. An Accenture global customer satisfaction report (2008) found that price is not the main reason for customer churn; it is actually due to the overall poor quality of customer service. Customer satisfaction is the metric you can use to reduce customer churn. By measuring and tracking customer satisfaction you can put new processes in place to increase the overall quality of your customer service (Beard, 2014).

Customer satisfaction can be defined as an expectation of a customer regarding a product. Beyond satisfying needs, customer value is the key to establish and maintain long run relationships. Hence,