

## A study of student personnel services and practices at WVSU-LC

<sup>1</sup> Dr. Nelson G Laru-an, <sup>2</sup> Meraluna P Catinan

<sup>1</sup> Associate Professor & Study Leader, University-Lambunao Campus, Lambunao, Iloilo, Philippines

<sup>2</sup> Professor, University-Lambunao Campus, Lambunao, Iloilo, Philippines

### Abstract

The purpose of the study is to determine the perceived level of effectiveness of student personnel services and practices of service providers at West Visayas State University-Lambunao Campus, Lambunao, Iloilo for School Year 2014-2015 using descriptive survey design. The respondents of this study were the 815 students grouped as to course and year level. The data gathering instrument was adopted from the study of Senador (2010). Statistical tools employed were the mean and standard deviation. The findings revealed that the level of effectiveness of student personnel services by course as an entire group was effective. A very effective level was perceived when group as to computer technology and food trades technology. Likewise the student personnel services by year level as an entire group had effective level, however, a very effective level was revealed when grouped as to fourth year. As to level of effectiveness of student personnel practices by course as an entire group an effective level was revealed, and a very effective level when grouped as to computer technology and food technology. When classified as to year level as an entire group, an effective level was revealed, and very effective level for the fourth year. In like manner, the level of effectiveness of student personnel services by office was effective, and very effective level in the library services. Finally, the level of effectiveness of student practices by office as an entire group was effective, and very effective in the library services.

**Keywords:** WVSU-LC, computer technology, food technology, library services

### Introduction

Public service means services provided by the government to its citizens, either directly or financing private provision of services. Public servants of the government are the carriers of public service. Their orientation, readiness, availability, in-service trainings and personal values are the vital attributes for the effective delivery of services to the general public.

Likewise customer service is the organization’s responsiveness to the needs of the customers or students. It is services that combine technical knowledge and professional attitude with friendliness, and courtesy toward clientele. Customer service means going out of your way for the customer, doing everything possible to satisfy the customers (USAID, 2006).

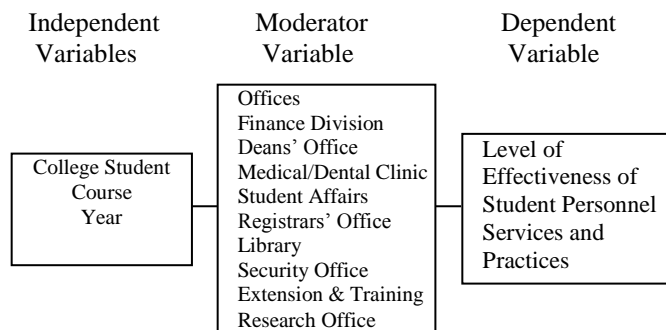
Further, practices is the act of rehearsing a behavior over and over for the purpose of improving or mastering it, as in the phrase “practice makes perfect”. Development Dimensions Inc (2009) [2] has identified five practices that are essential for front-line service providers to students: 1) operational service vision-identifying student expectation and clearly describe the practical actions service providers must take to meet or exceed them; 2) creation of student-focused processes-analyzing, modifying, and improving the sequence of tasks required to serve students; 3) develop partnerships-identifying, analyzing, and enhancing the internal relationships required to meet or exceed student expectation; 4) increase skills and knowledge-making learning an expectation and giving service provider opportunities to learn and grow; and 5) give authority-empowering service providers to take action and make the decisions that create satisfied, loyal clientele.

The present study was anchored on Locke’s Goal Setting Theory cited by Senador (2010) [3] which states that specific goals increases the performance, and difficult goals, when

accepted, result in higher performance that easy goals. The researchers would like to find out the level of effectiveness of personnel services and practices of service providers of WVSU-LC for school year 2014-2015. Likewise, the present study used a descriptive survey. The respondents are the college students of WVSU Lambunao Campus classified as to course and by year level for the school year 2014-2015.

What is the level of effectiveness of student personnel services and practices of service providers at WVSU-LC hence, this study.

The paradigm in Figure I showed the level of student personnel services and practices of service providers at WVSU-LC as perceived by the students.



**Fig 1:** Student Personnel Services and Practices at WVSU-LC as Perceived by the Students.

### Statement of the Problem

The primary purpose of this study is to determine the level of effectiveness of student personnel services and practices of service providers at WVSU-LC as perceived by the students for School Year 2014-2015.

Specifically, it sought answer to this question: What is the level of effectiveness of student personnel services and practices of service providers at WVSU-LC as an entire group and when classified as by course and year level?

**Significance of the Study**

The result of the study maybe significant to the following:

- *Campus Administrators.* The Campus Administrators would determine the effectiveness of the services and practices of the personnel and prescribe solution to the improvement of the implementation set by the university in accordance with the CSC campaign.
- *Human Resource Management Officers.* This study might be useful to the Human Resource Officers for taking actions in the orientation in the conformity with or compliance with CSC.
- *Personnel.* This would enable the personnel to know their practices of the services. This would help them adjust and improve their practices to conform to the standards set by the concerned officials on civil service.
- *Students.* This would help the clientele in determining the effectiveness of the delivery of services.

**Review of Related Literature**

Customer service is the organization’s responsibilities to the needs of the clientele. It is the service that combines technical knowledge and professional attitude with friendliness, and courtesy towards the clientele. It involves all the activities that the organization conducts or performs to satisfy its clientele. According to Bitner (2006) [1], customer service is so critical. Some executives refer it as the “front door”, “the face” of the organization. While almost everyone is interested in talking about the customer and the importance of good customer service, very few organizations truly understand what is required to create a service culture which is focused on attracting and retaining loyal customers (DDI, 2009) [2]. Practice as cited by Senador (2010) [3] is the act of rehearsing a behavior over and over, or engaging in an activity again and again, for the purpose of improving or mastering it, as in the phrase “practice makes perfect”. How well one improves with practice depends on several factors, such as the frequency it engage in, and the type of feedback that is available for improvement. Practice is often scheduled, to ensure enough of it, is performed to reach one training objectives. How much practice is required, it depends upon the nature of activity and upon each individual.

**Scope and Limitation of the Study**

This study covers the effectiveness of student personnel and practices of service providers as perceived by the students at the West Visayas State University Lambunao Campus for School Year 2014-2015. The respondents of the study were the college students taken from each curriculum year by course. The instrument used in the study was a questionnaire adopted from the study of (Senador, 2010) [3]. To determine the level of effectiveness of student personnel services and practices of service providers of WVSU-LC as

perceived by the students, the mean and standard deviation were used as basis of interpretation.

The following scale of the mean was employed.

Scale	Description
3.26-4.00	Very Effective
2.51-3.25	Effective
1.76-2.50	Less Effective
1.00-1.75	Not Effective

**Research Methods**

The respondents of this study were the college students in different schools enrolled at the West Visayas State University-Lambunao Campus, during the School Year 2014-2015.

In order to determine the sample size by course and year level, simple random by lottery method by Sevilla *et al* (1992) [4] was employed.

**Table 1 reflects the data**

**Table 1:** Distribution of Respondents by Course

Course	No. of Students	Percentage
Entire Group	815	100
Education	160	20
Criminology	224	27
HRM	158	19
Computer Tech	48	6
Industrial Tech	183	23
Food Tech	42	5

**Table 2:** Distribution of Respondents by Year Level

Year Level	No. of Students	Percentage
Entire Group	815	100
First Year	358	44
Second Year	168	21
Third Year	270	33
Fourth Year	19	2

**Results and Discussion**

Initially, the level of effectiveness of student personnel services and practices of service providers at WVSU-LC were determined in this research.

**Level of Effectiveness of Student Personnel Services by Course**

When taken as an entire group, the level of effectiveness of student personnel services was “effective” the obtained mean was (M=3.11, SD=.54). This fell within the range of 2.51-3.25.

When classified by course, a very effective level were noted by students in school of computer technology (M=3.31, SD=.50), and food technology (M=3.48, SD=.32), and effective level were noted by students in the college of education (M=3.15, SD=.45), college of criminal justice education, (M=3.12, SD=.45), hotel and restaurant management (M=3.00, SD=.59) and, industrial technology (M=3.02, SD=.66).

**The data is reflected in Table 3.**

**Table 3:** Level of Effectiveness of Student Personnel Services by Course

Category	Mean	Description	SD
Entire Group	3.11	Effective	.54
Education	3.15	Effective	.45
Criminology	3.12	Effective	.45
Comp. Tech.	3.31	Very Effective	.50
H.R.M.	3.00	Effective	.59
Food Tech.	3.48	Very Effective	.32
Ind. Tech.	3.02	Effective	.66

Scale	Description
3.26-4.00	Very Effective
2.51-3.25	Effective
1.76-2.50	Less Effective
1.00-1.75	Not Effective

**Level of Effectiveness of Student Personnel Services by Year Level**

The perceived level of effectiveness of student services by year level as an entire group was effective. However, a very effective as when grouped as to fourth year students.

**Table 4 showed the data.**

**Table 4:** Level of Effectiveness of Student Personnel Services by Year Level

Category	Mean	Description	SD
Entire Group	3.11	Effective	.54
First Year	3.06	Effective	.56
Second Year	3.21	Effective	.52
Third Year	3.10	Effective	.52
Fourth Year	3.48	Very Effective	.54

**Level of Effectiveness of Student Personnel Practices by Course**

When classified as an entire group and by course the level of effectiveness was effective (M=3.12, SD=.63). When classified by course, a very effective level was noted by computer students, (M=3.26, SD=.64) and food technology (M=3.43, SD=.33), effective level was noted by students in the college of education (M=3.15, SD=.61), criminology (M=3.13, SD=.54), hotel and restaurant (M=3.04, SD=.69), and industrial technology (M=3.06, SD=.70).

**Table 5:** Level of Effectiveness of Student Personnel Practices by Course

Category	Mean	Description	SD
Entire Group	3.12	Effective	.63
Education	3.15	Effective	.61
Criminology	3.13	Effective	.54
Comp. Tech.	3.26	Very Effective	.64
H.R.M.	3.04	Effective	.69
Food Tech.	3.43	Very Effective	.33
Ind. Tech.	3.06	Effective	.70

**Level of Student Personnel Practices by Year Level**

When classified by year level as an entire group, the level of student personnel services by year level was effective

(M=3.11, SD=.54). A very effective level when classified as first year (M=3.06, SD=.56) second year (M=3.21, SD=.52), and third year (M=3.10, SD=.52) were noted. A very effective level when classified as to fourth year (M=3.48, SD=.54) was also noted.

**Table 6 shows the data**

**Table 6:** Level of Effectiveness of Student Personnel Practices by Year Level

Category	Mean	Description	SD
Entire Group	3.11	Effective	.54
First Year	3.06	Effective	.56
Second Year	3.21	Effective	.52
Third Year	3.10	Effective	.52
Fourth Year	3.48	Very Effective	.54

Scale	Description
3.26-4.00	Very Effective
2.51-3.25	Effective
1.76-2.50	Less Effective
1.00-1.75	Not Effective

**Level of Effectiveness of Student Personnel Services by Offices**

Level of effectiveness of student personnel services as an entire group by offices revealed an effective level of student services. A very effective level in the library services (M=3.47, SD=.30) and an effective level in finance (M=3.10, SD=.63), registrar (M=3.14, SD=.57), medical/dental (3.02, SD=.68), office of student affairs (M=3.14, SD=.64) and guidance (M=2.96, SD=.71) were noted.

**This reflected in Table 7.**

**Table 7:** Level of Effectiveness of Student Personnel Services by Office

Category	Mean	Description	SD
Entire Group	3.11	Effective	.54
Finance	3.10	Effective	.63
Registrar	3.14	Effective	.57
Medical/Dental	3.02	Effective	.68
OSA	3.14	Effective	.64
Guidance	2.96	Effective	.71
Library	3.47	Very Effective	.30

Scale	Description
3.26-4.00	Very Effective
2.51-3.25	Effective
1.76-2.50	Less Effective
1.00-1.75	Needs Improvement

**Level of Effectiveness of Student Personnel Practices by Office**

The level of effectiveness of personnel practices by office as an entire group revealed effective (M=3.12, SD=.63). A very effective personnel practices in the library (M=3.40, SD=.30) and effective practices in finance (M=3.03, SD=.63), registrar (M=3.09, SD=.57), medical/dental (M=3.11, SD=.68), office of student affairs (M=3.24, SD=.64) and guidance (M=3.07, SD=.71).

**Table 8:** Level of Effectiveness of Student Practices by Office

Category	Mean	Description	SD
Entire Group	3.12	Effective	.54
Finance	3.03	Effective	.63
Registrar	3.09	Effective	.57
Medical/Dental	3.11	Effective	.68
OSA	3.24	Effective	.64
Guidance	3.07	Effective	.71
Library	3.40	Very Effective	.30

**Conclusions**

As a result of the investigation, the level of student personnel services and practices as an entire group and in college of education, school of criminal justice education, hotel and restaurant management, and industrial technology revealed an effective level of student personnel service. Probably this is due the series of orientation of the concerned department of the campus, the administration and the human resource department of the campus. As provider of student services, they always did their services according to established standards.

A very effective level of student personnel services and practices in computer technology, and food technology. This seems to indicate that student personnel services of the campus really focused to the welfare of the students in a facilitative way. This might be due to love and dedication to work by the personnel and other staff.

An effective level of student personnel services and practices of office personnel and staff as an entire group seems to prove that they are knowledgeable of their front line services to their clientele. They really extend public service to each students directly or indirectly that certain services should be available to all. A very effective level of student personnel services and practices in the library. These seems to prove that the staff of the library practices the essential needs of students like operational services, creation of customer-focused processes, develop and enhancing business relationship required to meet or exceed customer expectations.

**Recommendations**

Based on the findings and conclusions, these are recommended: Student personnel services and practices service providers must be given a thorough orientation of the latest update about front-line services and practices concerns, the do’s and don’ts in front-line services should be focused. Student personnel services and practices should be further motivated to provide proper services to every clientele in accordance to the standard. Immediate heads of the different service and practices providers must monitor and evaluate the performance of the staff. In the process of assessment, constructive comment, suggestions should be established. Acknowledgment for excellent performance in this area of services and practices should be established.

**References**

1. Bitner. *Services marketing and management*, 2006. Retrieved from: <http://www.gremler.net/SERVSI/Syllabi/bitner>.
2. Development Dimension International Inc., 2009.
3. Senador J. *Knowledge and practices of the front service providers at the WVSU external campuses*, unpublished masters’ thesis, WVSU-LC, Lambunao, Iloilo.

4. Sivilla *et al.* *Research methods*. Rex Book Store, Quezon City, 1992.