

Client Satisfaction on the Frontline Services of the Apayao State College

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Abstract**Original Research Article**

This study was purposely conducted to determine the client satisfaction level of the frontline services of the Apayao State College covering from July to December 2023. Descriptive type of research was utilized. The registered Quality Form in ISO 9001:2015 was utilized to gather the client satisfaction on the frontline services of the College. Frequency counts, percentage, and weighted average mean were used in analyzing the data. Total enumeration was applied as the sampling methodology in the sixteen frontline services of the college with a total to 2399 respondents. This study was focused to determine the level of client satisfaction in the frontline services such as timeliness, attitude of the employee, convenience, quality of service and communication; and to determine how the clientele were provided and delivered during transaction with the office concerned. Findings showed that the Guidance Office, Graduate office, Guard, BSF department and Student Affairs Services Office were the top five highest level of satisfaction rating of "Very Satisfied". In conclusion, the clients were all very satisfied with the services offered by the different frontline offices with a general weighted mean of 4.66

Keywords: clients satisfaction survey, front services, quality of services.

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1. INTRODUCTION

Higher Education is increasingly viewed as a service sector, with an emphasis on meeting the needs and expectations of clients, in order to obtain the desired position and share of the student market (Sarsale & Caday, 2020). HEIs' clients include workers, the community, industry, and public sector, businesses, as well as students (Guilbault 2018; Pereira and Kanji 1999; Malek and Tambi Silva (2003). Given the variety of customers among HEIs, the pursuit of appropriate service provision to gratify clients, garner interest from organizations, and nobody is spared. Among Students are the primary clientele of HEIs and have greater authority and expertise in the choice and being aware of the service standards as consumers, increasing their selectivity and responsiveness.

Client satisfaction is paramount for every service delivery entity, as it determines its standing and competitiveness in the market. From a marketing perspective, client satisfaction refers to the degree to which a product or service meets or exceeds customers' expectations (Iberahim *et al.*, 2016). To achieve this goal, institutions employ client-friendly and comprehensive management approaches (Adrutdin *et al.*, 2018). Teshome, Woldeyohans, Haile, and Alene (2018)

emphasized that organizations often define client satisfaction based on market standards and the quality of their offerings. Furthermore, they underscored the significance of the relationship between the client and the product, as well as between the client and the service provider. This highlights the importance of fostering positive interactions and connections to enhance overall client satisfaction. Customer satisfaction is a critical component of frontline services since it has a direct impact on a business's reputation, acquire services, make requests for the issuance of documents and take care of other important matters. Employees who deal directly with consumers, such as customer service agents, salespeople, support workers, and other staff members, provide frontline services.

The general public, as stated by Abocejo and Pañares (2019), watches out for the welfare of its people. with no intention of abusing authority (Evangelio and Abocejo, 2015) or taking advantage of personal explanations. Considering the significant role, the government plays an individual who is employed and paid by the government must sincerely desire the well-being of the occupants (Andaya and Abocejo, 2019), a strong sense of accountability, and a desire to assist.

Ensuring client satisfaction in frontline services is essential to creating a positive and effective learning environment in a college. Frontline services, which are at the heart of the college's operations, typically entail interactions between staff, professors, and students. Some strategies to improve customer satisfaction in front-line college services include the following: effective communication, friendly and approachable staff, accessibility, streamline services, feedback mechanism, training and development, personalized support technology integration collaboration to stakeholders and continuous improvement.

In contemporary times, educational systems function as human services, particularly concerning quality, satisfaction, and performance (Trazo and Abocejo, 2019). Research indicates a positive correlation among these factors, suggesting that happier clients tend to receive better services. As highlighted by Adrutdin *et al.*, (2018), student demands and their perceptions of the value of services received are intricately linked to client satisfaction across various student services. Rodriguez and Abocejo (2018) further emphasize that student activities often necessitate the involvement of interconnected student services, making the utilization of such services imperative. This underscores the importance of ensuring that educational institutions prioritize client satisfaction to enhance the overall quality of service delivery.

By focusing on these strategies, colleges can create a positive and supportive environment for students, contributing to their overall satisfaction and success in their educational journey. Since, every institution seeks to provide the best "transacting experience" for its clients; Martins (2016) observed that in the current digital era, where complaints and grievances can be raised with a text or phone call, and where some are using social media as a platform for doing so, the goal of every institution is to serve each client it does business with in an efficient and effective manner (Pamatong and Abocejo, 2017).

Given that HEIs' major clients are students, it must focus on identifying their needs (Jolejole-Caube, Dumlao and Abocejo, 2019) and seek for measures by which they can efficiently and effectively deliver what their students demand from their services. The goal of every institution is to efficiently and effectively serve every client it deals business with (Pamatong and Abocejo, 2017). In these times where raising of complaints and grievances are just a text or call away, and some are making the social media as their way of raising their complaints, many institutions are trying to give the best "transacting experience" to their clients. Martins (2016) noted that today's digital age. Unquestionably, high satisfaction ratings will enhance not only student retention but potentially draw in new students and provide graduates with access to

networking opportunities, Cuñado and Abocejo (2018)) possess potential that could play a significant role in enhancing the institution's standing in the market and its reputation (Paricio, 2017).

Customers prioritize receiving proper service over anything else, hence promptness is a key sign of customer satisfaction. Fast and timely services are a major issue for clients, according to Bacal (2005). They want the serving staff to put up effort and provide them with effective and efficient assistance. Customers also anticipate that service staff won't set up scenarios or make up justifications for excessive wait times. Frontline employees have a duty to do all within their power to expedite clients' requests. According to Iberahim *et al.*, (2016), timeliness and reliability are related. Reliability is defined as the capacity to consistently meet expectations, handle unforeseen issues, fulfill requests within the allotted time, and keep correct records.

In addition to possessing the necessary expertise, frontline staff members should also understand the organization's mission, goals, and objectives as well as the standards for service quality (Mengesha, 2015). They must be astute in recognizing the issues and worries of their clients and providing prompt answers and solutions. Martins (2016) emphasized that providing quality service requires time and effort. A service provider will improve daily as a result of the trainings and education he receives (Abocejo, 2015). The secret to becoming a front-line employee with constant knowledge is to never stop learning about the industry, stay up to date on trends, and pursue ongoing education in customer service.

Another factor that determines consumer pleasure is competence. It is the adept capacity. shown by a worker when interacting with customers. Competent frontline staff members possess the behavioral and technical skills necessary to recognize client requirements and respond to them properly. Nwulu and Ateke (2018) stressed the value of having knowledgeable staff members in businesses and organizations. They highlighted the fact that businesses and Organizations continually refresh and improve the proficiency of their frontline staff their expertise and abilities for ongoing development.

Similarly, Harcourt and Ateke (2018) emphasized that via proficiency growth, staff members can widen their perspectives and learn new technology to grow more productive, which enhances their capacity for innovation and problem solving. The corporate management can fill up the gaps for better customer service by implementing such improvements, which empower workers and foster an environment where they can contribute to the productivity and competitiveness of the company (Inthiyaz, 2017). (Mengesha, 2015).

Courtesy is another aspect of customer happiness. Being courteous demonstrates the frontline staff member's readiness to assist clients with their needs. Courteous frontline staff always present a warm and inviting environment for clients and guarantee that staff members are capable of providing prompt answers to any given issue (Martins, 2016). In the meanwhile, Bacal (2005) demonstrated how civility fosters an atmosphere that clients who are friendly and speak politely. It is considered necessary to use "please" and "thank you." Being fair to clients goes hand in hand with courtesy. To treat clients equally, properly, and indiscriminately is to be fair. Being on the front lines means treating every customer equally, regardless of background.

This study endeavored to extract the real sentiments of the clients as far as frontline service delivery is concerned in the HEI under study. The study findings can provide open avenues for improvement in the way services are delivered by the different offices of the HEI to lessen the complaints from the clients. This is also an impartial way of evaluating the efforts made by the administration in meeting and supplying the demands and needs of its diverse clientele; and more than just supplying the demands is the quality of service being delivered.

In the pursuit of customer satisfaction, it is imperative for every company to endeavor to offer the highest quality products (Pamantong and Aboejo, 2017). When a customer mises a complaint, it becomes incumbent upon the agency to meticulously examine the underlying causes, thereby facilitating -improvements in service delivery (Nurdin, 2018). This proactive approach not only addresses immediate concerns but also demonstrate a commitment to enhancing overall customer experience and satisfaction.

The highest level of satisfaction for both internal and external clients is the goal of Apayao State College, and it was stated in the college's quality policy "*Apayao State College as an institution of higher learning is totally committed to satisfying excellent education for its stakeholders, empowering human resources and generating innovation-driven technologies anchored on sustainable development goals and clients' satisfaction*". As a government agency, the college reacts to the results of the citizen satisfaction survey. The CSS results serves as the foundation for the College's evaluation of the efficiency of process improvements and simplicity of transaction implementation through defined indicators or service dimensions.

The College regularly surveyed its customers on a quarterly basis regarding all of its frontline services in an effort to streamline and enhance the delivery of frontline services. It looked at the following aspects of service quality in relation to client satisfaction: a) Timeliness of Delivery Service/Responsiveness, or the willingness to support, assist, and give clients prompt service; b) Employee Attitude, or the frontline staff's ability to perform their duties, knowledge of products and services, understanding of clients' needs, helpfulness, and positive work relationships; c) Convenience; d) Quality of Service, or the provision of what is required and what was promised, adhering to policy standards with zero to a minimal error rate; and e) communication, or the act of informing citizens and clients.

Hence, this paper contends to assessing the quality and efficacy of the services delivery to the clients at Apayao State College as HEI. The provision of high-quality service translates to effective and efficient accomplishment which bring about client high satisfaction beneficial to both parties concerned. Knowing how the services are delivered and the problems encountered therein can offer practical guide and feedback for the institution to constantly strive for continuous improvement in meeting clients' needs and satisfaction.

This study aimed to assessed the quality and level of the client satisfaction of the frontline services of the College, Luna Campus, Specifically, it sought to determine the level of client satisfaction in the frontline services such as timeliness, attitude of the employee, convenience, quality and communication, and to determine how the clientele were provided and delivered during transaction with the office concerned

2. METHODOLOGY

Descriptive design was used in this investigation. The 2399 respondents were gathered by complete enumeration from the client satisfaction boxes of every front-line service in the third quarter and fourth quarter of 2023. A five-point Likert scale was included in the researcher-made tool to gauge client satisfaction. The weighted mean of the following frontline offices/services of the college namely: BEED, BSA/BSABE, BSBA, BSF, BSIT, BTVTed, Canteen Services, Cashiers Office, Graduate School Office, health Services Unit, Library Services, Registrars Office, Security Guard and Student Services Unit.

3. RESULT

Table 1: Clients' level of Satisfaction with the services of the BEED Department

Quality of Services	Mean	Descriptive Value	Rank
Timeliness of Delivery of Service/ Responsiveness	4.80	Very Satisfied	2
Employee Attitude	4.69	Very Satisfied	4

Quality of Services	Mean	Descriptive Value	Rank
Convenience	4.61	Very Satisfied	5
Quality of Service	4.80	Very Satisfied	2
Communication	4.80	Very Satisfied	2
Weighted Mean	4.74	Very Satisfied	

The findings of the client satisfaction survey about the services rendered by the Office of Bachelor of Elementary Education are displayed in Table 1. Client satisfaction with BEED Frontline office services is very satisfied, with a rating of 4.80 for Timeliness of Delivery of Service/Responsiveness, Convenience, and

Communication and quality of services. With a weighted mean of 4.74 (Very Satisfied), this indicates that the BEED office generally met the highest level of satisfaction that the clients' expectations were for all of its services.

Table 2: Clients' level of satisfaction with the services of the BSHM Department

Quality of Services	Mean	Descriptive Value	Rank
Timeliness of Delivery of Service/ Responsiveness	4.59	Very Satisfied	2.5
Employee Attitude	4.59	Very Satisfied	2.5
Convenience	4.50	Very Satisfied	5
Quality of Service	4.59	Very Satisfied	1
Communication	4.54	Very Satisfied	4
Weighted Mean	4.56	Very Satisfied	

Table 2 displays the degree of satisfaction that clients have with the Bachelor of Science in Hospitality Management office. With an overall rating of 4.56, the clients are extremely happy with the services provided

by the BSHM office. Quality of service ranks highest with a rating of 4.59 (Very delighted), and convenience received the lowest rating of 4.50.

Table 3: Clients' level of satisfaction with the services of the Bachelor of Science in Agriculture & BSABE Department

Quality of Services	Mean	Descriptive Value	Rank
Timeliness of Delivery of Service/ Responsiveness	4.64	Very Satisfied	4
Employee Attitude	4.73	Very Satisfied	1.5
Convenience	4.64	Very Satisfied	4
Quality of Service	4.64	Very Satisfied	4
Communication	4.73	Very Satisfied	1.5
Weighted Mean	4.68	Very Satisfied	

Table 3 shows the weighted mean of 4.68, or very satisfied, for the client satisfaction rating in the BS Agriculture and BSABE Department. Attitude and communication among employees tied for first place

with a rating of 4.73. This suggests even more that the staff members are kind and have good customer communication skills.

Table 4: Clients' level of satisfaction with the services of the Bachelor of Science in Business Administration Department

Quality of Services	Mean	Descriptive Value	Rank
Timeliness of Delivery of Service/ Responsiveness	4.59	Very Satisfied	2.5
Employee Attitude	4.59	Very Satisfied	2.5
Convenience	4.50	Very Satisfied	5
Quality of Service	4.59	Very Satisfied	1
Communication	4.54	Very Satisfied	4
Weighted Mean	4.56	Very Satisfied	

The degree of customer satisfaction under the office of the Bachelor of Science in Business Administration is displayed in Table 4. First place goes to Quality of Service, with a rating of 4.59 (Very

satisfied). With a weighted mean of 4.56, the clients were generally quite happy with all of the services provided by the BSHM office.

Table 5: Clients' level of satisfaction with the services of the Bachelor of Science in Forestry Department

Quality of Services	Mean	Descriptive Value	Rank
Timeliness of Delivery of Service/ Responsiveness	4.78	Very Satisfied	3.5
Employee Attitude	4.83	Very Satisfied	1.5
Convenience	4.70	Very Satisfied	5
Quality of Service	4.78	Very Satisfied	3.5
Communication	4.83	Very Satisfied	1.5
Weighted Mean	4.78	Very Satisfied	

With a weighted mean of 4.78, Table 5 displays the client's degree of satisfaction from the Bachelor of Science in Forestry office. This demonstrates even more

how pleased the customers are with the department's overall level of high-quality service.

Table 6: Client's level of satisfaction with the services of the Bachelor of Science in Information Technology Department

Quality of Services	Mean	Descriptive Value	Rank
Timeliness of Delivery of Service/ Responsiveness	4.41	Very Satisfied	5
Employee Attitude	4.48	Very Satisfied	1.5
Convenience	4.46	Very Satisfied	4
Quality of Service	4.47	Very Satisfied	3
Communication	4.48	Very Satisfied	1.5
Weighted Mean	4.46	Very Satisfied	

Table 6 demonstrates that, with a weighted mean of 4.46, the Bachelor of Science in Information Technology department's clientele is extremely happy with the services provided to them. When it comes to

providing services, the attitude and communication of the staff come first, then the quality of the work, convenience, and last, the promptness of the work.

Table 7: Clients' level of satisfaction with the services of the Bachelor of the Technical Vocation Teacher Education Department

Quality of Services	Mean	Descriptive Value	Rank
Timeliness of Delivery of Service/ Responsiveness	4.73	Very Satisfied	3
Employee Attitude	4.76	Very Satisfied	1.5
Convenience	4.61	Very Satisfied	5
Quality of Service	4.67	Very Satisfied	4
Communication	4.76	Very Satisfied	1.5
Weighted Mean	4.71	Very Satisfied	

Table 9 shows the client's level of satisfaction under the office of the Bachelor of Technical and Vocational Teacher Education Program with a weighted

mean of 4.71 or very satisfied. This implies that all the services extended by the BTVTEd were all very satisfied.

Table 8: Clients' level of Satisfaction with the services of the Canteen Services

Quality of Services	Mean	Descriptive Value	Rank
Timeliness of Delivery of Service/ Responsiveness	4.40	Very Satisfied	3.5
Employee Attitude	4.67	Very Satisfied	1
Convenience	4.47	Very Satisfied	2
Quality of Service	4.40	Very Satisfied	3.5
Communication	4.33	Very Satisfied	5
Weighted Mean	4.45	Very Satisfied	

The client's degree of satisfaction with the canteen services is displayed in Table 8. This indicates that the weighted mean of 4.45 indicates that the clients are extremely happy with the services provided by the

canteen. Attitude of employees comes in top with a mean score of 4.67, followed by convenience in second place with a mean score of 4.47.

Table 9: Clients' level of satisfaction with the services of the Cashier's Office

Quality of Services	Mean	Descriptive Value	Rank
Timeliness of Delivery of Service/ Responsiveness	4.59	Very Satisfied	4
Employee Attitude	4.61	Very Satisfied	2.5
Convenience	4.61	Very Satisfied	2.5
Quality of Service	4.56	Very Satisfied	5
Communication	4.66	Very Satisfied	1
Weighted Mean	4.61	Very Satisfied	

Table 9 shows the result of client satisfaction in terms of services offered by the Cashier's office. The clients are very satisfied with the services provided as manifested with the weighted mean of 4.61 (Very Satisfied). Communication service ranked number one (4.66); followed by employees' attitude and convenience (4.61) were tie as the 2nd rank; timeliness of delivery of Service/responsiveness as the 4th rank (4.59), and the 5th ranked was on quality of service (4.56). This implies that

communication is important to clients as well as the employee attitude and convenience they received from the provider. However, the Quality of Service from the cashiers' office was rated as the last rank which might be contributed due to the fact that the office is not yet automated and has a lack of staff. This sometimes causes a delay in issuance of official receipts, checks and other documents to clients, especially during the peak collection and payment periods.

Table 10: Clients' level of satisfaction with the services of the Graduate School Office

Quality of Services	Mean	Descriptive Value	Rank
Timeliness of Delivery of Service/ Responsiveness	4.83	Very Satisfied	5
Employee Attitude	4.87	Very Satisfied	2.5
Convenience	4.85	Very Satisfied	4
Quality of Service	4.88	Very Satisfied	1
Communication	4.87	Very Satisfied	2.5
Weighted Mean	4.86	Very Satisfied	

Table 10 shows that the clients are very satisfied with the quality of services extended by the graduate school office with a weighted mean of 4.86.

Table 11: Clients' level of Satisfaction with the services of the Guidance Office

Quality of Services	Mean	Descriptive Value	Rank
Timeliness of Delivery of Service/ Responsiveness	4.95	Very Satisfied	1.5
Employee Attitude	4.93	Very Satisfied	3
Convenience	4.89	Very Satisfied	5
Quality of Service	4.91	Very Satisfied	4
Communication	4.95	Very Satisfied	1.5
Weighted Mean	4.93	Very Satisfied	

Table 11 shows that, with a weighted mean of 4.93, the clients were extremely happy with the caliber of services provided by the advice office

Table 12: Clients' level of Satisfaction with the services of the Health Services Unit

Quality of Services	Mean	Descriptive Value	Rank
Timeliness of Delivery of Service/ Responsiveness	4.76	Very Satisfied	4
Employee Attitude	4.81	Very Satisfied	1.5
Convenience	4.00	Very Satisfied	5
Quality of Service	4.79	Very Satisfied	3
Communication	4.81	Very Satisfied	1.5
Weighted Mean	4.63	Very Satisfied	

Table 12 presents that the clients are very satisfied with the quality of services extended by the health services unit with a weighted mean of 4.63.

Table 13: Clients' level of Satisfaction with the services of the Library Office

Quality of Services	Mean	Descriptive Value	Rank
Timeliness of Delivery of Service/ Responsiveness	4.69	Very Satisfied	3
Employee Attitude	4.75	Very Satisfied	1.5
Convenience	4.66	Very Satisfied	5
Quality of Service	4.68	Very Satisfied	4
Communication	4.75	Very Satisfied	1.5
Weighted Mean	4.71	Very Satisfied	

Table 13 obtained a weighted mean of 4.71. This shows that the clients were very satisfied with the quality of services extended by College Library.

Table 14: Clients' level of satisfaction with the services of the Registrar's Office

Quality of Services	Mean	Descriptive Value	Rank
Timeliness of Delivery of Service/ Responsiveness	4.29	Very Satisfied	5
Employee Attitude	4.39	Very Satisfied	1
Convenience	4.34	Very Satisfied	4
Quality of Service	4.36	Very Satisfied	2.5
Communication	4.36	Very Satisfied	2.5
Weighted Mean	4.35	Very Satisfied	

The outcome of customer satisfaction with regard to the services provided by the college registrar is displayed in Table 14. The weighted mean of 4.35 (Very Satisfied) indicates that the clients are extremely happy

with the services they received. This indicates that the registrar's office provided all of the services that the clients had expected and more.

Table 15: Clients' level of Satisfaction with the services of the Security Guard

Quality of Services	Mean	Descriptive Value	Rank
Timeliness of Delivery of Service/ Responsiveness	4.82	Very Satisfied	3
Employee Attitude	4.82	Very Satisfied	3
Convenience	4.82	Very Satisfied	3
Quality of Service	4.82	Very Satisfied	3
Communication	4.82	Very Satisfied	3
Weighted Mean	4.82	Very Satisfied	

The Security guard office garnered a weighted mean of 4.82 with a descriptive value of very satisfied. All the quality of services got the same rating of 4.82.

Table 16: Clients' level of satisfaction with the services of Student Affairs Services Office

Quality of Services	Mean	Descriptive Value	Rank
Timeliness of Delivery of Service/ Responsiveness	4.70	Very Satisfied	5
Employee Attitude	4.78	Very Satisfied	1
Convenience	4.76	Very Satisfied	3
Quality of Service	7.76	Very Satisfied	3
Communication	4.76	Very Satisfied	3
Weighted Mean	4.75	Very Satisfied	

The weighted mean of 4.75 indicates that the clients are quite satisfied with the services offered by the student affairs services office. The first-ranked factor in customer satisfaction was the attitude of the personnel

(4.78), followed by timeliness and responsiveness in order of ranking. This is a result of the unit's non-automated servicing.

Table 17: Summary of Client Satisfaction among the Frontline Offices

Delivery Unit	GWA	Descriptive Value	Rank
BEEd	4.74	VS	6
BSHM	4.56	VS	12.5
BSA /BSABE	4.67	VS	9
BSBA	4.56	VS	12.5

Delivery Unit	GWA	Descriptive Value	Rank
BSF	4.78	VS	4
BSIT	4.46	VS	14
BTVTEd	4.70	VS	8
Canteen Services	4.45	VS	16
Cashier's Office	4.61	VS	11
Graduate School Office	4.86	VS	2
Guidance Office	4.93	VS	1
Health Services Unit	4.63	VS	10
Library Office	4.71	VS	7
Registrar's Office	4.35	VS	16
Security Guard	4.82	VS	3
Student Affairs Services Office	4.75	VS	5
General Weighted Mean	4.66	VS	

Table 18 summarizes the client's degree of satisfaction with the following frontline services: BEED, BSHM, BSA /BSABE, BSBA, BSF, BSIT, BTVTEd, Canteen Services, Cashiers Office, Graduate School Office, Guidance Office, Health Services Unit, Library Office, Records Office, Registrar's Office, Security Guard, and Student Affairs Services Office. The five (5) service quality dimensions are Timeliness of Delivery Service/Responsiveness; Employee Attitude;

Convenience; Quality of Service; and Communication of the State College of Apayao. The general weighted mean of 4.66 indicated that, overall, clients were quite satisfied with the services provided by the frontline offices. Guidance Office (4.93) ranks first, Graduate School Office (4.86) ranks second, Security Guard (4.82) ranks third, and BSF department (4.78) is top among frontline offices.

Table 18: Summary of Clients Comments and suggestions

PROGRAMS/OFFICE/UNIT	COMMENTS & SUGGESTIONS
BEED	* Teachers are approachable * Good services
BSHM	* All employees are approachable * Very satisfied
BSA /BSABE	*Good service
BSBA	* Teachers should update the student whether they will have class * Further expand their knowledge & strengthen their skills. * BSBA students should have field trips for experience & knowledge. *Very approachable, kind and willing to help
BSF	* No comment
BSIT	* Very accommodating * Good service , napakabait ng staff * Quick response from concerned personnel and unit * Approachable and kind
BTVTEd	* Good job * Very satisfied & approachable * Keep up the good work
Canteen Services	* Kindly see to it that waste are properly disposed * Offer variety of snacks & meals for clients to have more options * Friendly and approachable * Sana madagdagan ng mga pansahog tulad ng suka, patis o pamenta na nilalagay sa table *Very satisfied, maayos naman ang kanilang serbisyo * There is no enough space for eating * The timeliness of delivery of service very good. *Make sure to follow the purchase request
Graduate School Office	* Approachable and had a positive attitude * The employees are all very good * Thank you for the good service
Guidance Office	* Good service

PROGRAMS/OFFICE/UNIT	COMMENTS & SUGGESTIONS
Health Services Unit	*They are approachable and good service *Approachable and accommodating.
Library Office	* I suggest that we can also have an access to fiction books * Library should have more computers w/ free internet connection * More computers with wifi * Very accommodating ang library staff * Online resources for agriculture department * Satisfied w/ the rendered services * Not satisfied kasi agawan kami ng desktop
Registrar's Office	* Employees are very patient * Good and approachable * Very satisfied * Next time be friendly * During ID time, the next in line must proceed even the next number is not here so that we cannot waste our time waiting for nothing
Security Guard	* Continue your good services * Very accommodating and approachable and helpful
Student Affairs Services Office	* Good services and very accommodating staff

4. RESULT AND DISCUSSION

The findings of the client satisfaction survey about the services rendered by the Office of Bachelor of Elementary Education are displayed in Table 3. Client satisfaction with BEED Frontline office services is very satisfied, with a rating of 4.80 for Timeliness of Delivery of Service/Responsiveness, Convenience, and Communication and quality of services. With a weighted mean of 4.74 (Very Satisfied), this indicates that the BEED office generally met the highest level of satisfaction that the clients' expectations were for all of its services.

5. CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

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

5.1.1. Recommendations

It is recommended that intensify efforts in addressing the service delivery gap, especially in the areas of Timeliness of Delivery Service / Responsiveness as manifested in the College Registrar and Cashiers' Office This is by establishing the basic facilities and upgrading the facilities used in the frontline offices.

Furthermore, it is highly recommended that related studies may be conducted exploring associations among age, sex, educational attainment, economic status, and the level of satisfaction and academic performance of the clients.

To further validate the findings of the study, it must be replicated considering guests/visitors who avail of services from the frontline offices. A similar study in the whole College should be undertaken and find out if there is a significant relationship between client satisfaction with the performance of the campuses in the attainment of its targets in PBB and other indicators.

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