

Assessing the University Image of La Consolacion University Philippines through its International Clientele and Its Student Satisfaction: A Correlational Study

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Abstract

This study analyzed the student satisfaction of La Consolacion University Philippines foreign students and recognized the image of La Consolacion University Philippines to its International Clientele.

Specifically, this research assessed the satisfaction of La Consolacion University Philippines' international students; the image of La Consolacion University Philippines to its international clientele; determination of how the university portrays its role to its international clientele; the level of the satisfaction of the foreign students to the services offered by the university; and how the university deals with uncontrollable needs and desires of its foreign students.

The researcher utilized Quantitative method to conduct the study which was done by gathering information using Standardized Survey Questionnaires that was disseminated to the international students of the university who were currently enrolled for the academic year. There were two (2) different sets of Standardized Survey Questionnaires used to measure the Students' Satisfaction and the University Image. A descriptive correlation design was the research design used in this study to describe the level of satisfaction and the university image.

In so far as what LCUP'S foreign clientele has experienced, the institution provided them satisfactorily. The same thing can be said for the university image assessment. As to whether these results have any relationship with each other, the Spearman rank-order correlation test revealed that there was a statistical significance. The study has provided a link between university image and student satisfaction. Hence, it can be said that the way a university was perceived by its foreign clientele has something to do with the foreign students' satisfaction.

Keywords: *student satisfaction, university image, education, teaching*