



RESEARCH DEVELOPMENT AND EXTENSION PROPOSAL

PANGASINAN STATE UNIVERSITY
Lingayen Campus

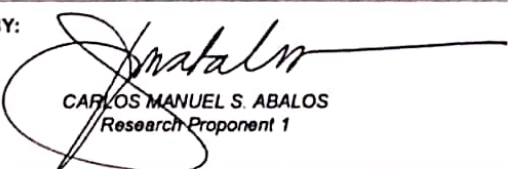


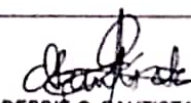



BASIC INFORMATION

RESEARCH TITLE	GENDER DIFFERENCES IN CUSTOMER SATISFACTION: THE CASE OF AN INFORMATION TECHNOLOGY HELP DESK IN A HIGHER EDUCATIONAL INSTITUTION	
PROPOSERS	Carlos Manuel S. Abalos - Project Leader	Brayan Roy C. Inacay
	May Ann D. Bruan	Debbie C. Bautista
	Karen T. Palma	
IMPLEMENTING AGENCY	Pangasinan State University	
PROJECT DURATION	2021-2022	
LOCATION	Pangasinan State University ICT Management Office	
BUDGET REQUESTED	PhP 20,000.00	

TECHNICAL DESCRIPTION

RATIONALE CHWPS6000	The ICT Management Office is one of the departments that offers frontline services needed by various clients of the University. The adoption of the quality management system in 2016 committed the University to continuously improve its service delivery and aim for client satisfaction. Customer satisfaction measures how the needs and responses are delivered to excel the expectation of customers. Customer satisfaction is a composite emerging from many factors. It has been studied with different themes like the correlation of customer satisfaction with service recovery and failure, quality of the product or service, and such other themes. This study will investigate the role that gender of customers can play in the process of service encounter interactions on the customer satisfaction.	
OBJECTIVES	The objective of this study is to determine whether there is a significant difference in level of customer satisfaction in terms of gender among the clients of the ICT Management Office along the areas of Timeliness, Access, Convenience, Staff Attitude, and End Result.	
METHODOLOGY	The study employs a correlational design to understand the relationship between the variables and the five dimensions of customer satisfaction used in the Customer Satisfaction Survey accomplished by clients of the ICT Management Office. Only customer satisfaction surveys which were 100% accomplished will be used for the analysis. The data will be imported into IBM SPSS and analyze the difference using independent samples t-test.	
REFERENCES	<p>Gonzales, R. D., Lumanta, C. N., & Vingua, P. D. Customers' Satisfaction on Campus Related Delivery Services.</p> <p>Macalalad, M. B., & Ballia, J. S. (2019). CUSTOMER SERVICE SATISFACTION OF FRONTLINE EMPLOYEES. Journal of Business, Governance, and Information Technology, 1(1), 172.</p> <p>Mansoor, A. (2017). A study on impact of gender differences on customer satisfaction, case of educational sphere. Marketing, 3(1).</p> <p>Musekiwa, A., Njanike, K., & Mukucha, P. (2011). Gender effects on customer satisfaction in banking industry: a case of commercial banks in Bindura, Zimbabwe.</p> <p>Nava, M. P., Malicdem, M. R. E., Quimson, P. J. S., & Cacapit, J. Z. (2020). Extent of Customers' Satisfaction on Different Services of Pangasinan State University Lingayen Campus. Asian Journal of Business and Technology Studies, 3(1).</p> <p>Patacsil, F. F., Jacobo, A. M., Roaring, B. F., & Parrone, J. M. (2020). Frontline Services Performance Assessment Utilizing Numerical Analysis and Text Analytics. International Journal, 9(5).</p> <p>Ventayen, R. J. M., & Orlanda-Ventayen, C. C. (2018). Customer Satisfaction Results of the Open University Systems. Available at SSRN 3153261.</p>	
EXPECTED OUTPUT	Published article, Knowledge Generation, Integration and Production, User Evaluation for Compliance to Auditors, Accrediting and Regulatory Bodies, Identified Areas of Improvement, Corrective Actions, Recommendations for Improvement of ICTMO Processes	
POTENTIAL IMPACT	Improvement of frontline service, Incorporation of principles of gender sensitivity in handling client issues	
MILESTONE	Targeted Date	Description
	July 2021	Compilation and Printing of Downloaded Related Literature and Studies
	August 2021	Initial drafting and testing of survey instrument
	September 2021	Fielding of survey instrument and analysis of results
	October 2021	Final draft and peer review
	November 2021	Publication

USERS OR BENEFICIARIES	Improvement of frontline service, determination of emerging requests due to new assets acquired by the University	
DETAILED BUDGET REQUIREMENT	Amount	Description
	5,000	Honoraria to Investigators and Co-Investigators
	5,000	Statistician
	5,000	Enumerator
	5,000	Binding and Printing Expenses

BRIEF PROFILE OF PROPONENTS	
<p align="center">Research Proponent 1</p> <p>CARLOS MANUEL S. ABALOS is a recent graduate of Bachelor of Science in Business Administration major in Operations Management from Pangasinan State University. Currently, he is an Administrative Aide for the ICT Management Office of his Alma Mater. He has taken units in Masters in Business Administration from the PSU School of Advanced Studies in Bayambang.</p>	<p align="center">Research Proponent 2</p> <p>BRAYAN ROY S. INACAY is a recent graduate of Bachelor of Science in Business Administration major in Operations Management from Pangasinan State University. Currently, he is an Administrative Aide for the ICT Management Office of his Alma Mater.</p>
<p align="center">Research Proponent 3</p> <p>MAY ANN D. BRUAN is a graduate of AB English Language from PSU Urdaneta. She has taken her Professional Education units from the same University and passed the Licensure Examination for Teachers last 2018. Currently, she is working as an Administrative Aide at the ICT Management Office.</p>	<p align="center">Research Proponent 4</p> <p>DEBBIE C. BAUTISTA is a graduate of Bachelor of Science in Information Technology from Pangasinan State University. Currently, she is an Administrative Aide for the ICT Management Office of his Alma Mater.</p>
<p align="center">Research Proponent 5</p> <p>KAREN T. PALMA is a graduate of Bachelor of Science in Information Technology from Pangasinan State University. Currently, she is an Administrative Aide for the ICT Management Office of his Alma Mater.</p>	
<p>SUBMITTED BY:</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  CARLOS MANUEL S. ABALOS <i>Research Proponent 1</i> </div> <div style="text-align: center;">  BRAYAN ROY S. INACAY <i>Research Proponent 2</i> </div> </div>	
<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  MAY ANN D. BRUAN <i>Research Proponent 3</i> </div> <div style="text-align: center;">  DEBBIE C. BAUTISTA <i>Research Proponent 3</i> </div> </div>	
<div style="text-align: center;">  KAREN T. PALMA <i>Research Proponent 5</i> </div>	
<p>NOTED BY:</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  JUN S. CAMARA, Ph. D. <i>Campus Research Coordinator</i> </div> <div style="text-align: center;">  LORNA G. URBIZTONDO, Ed. D. <i>Campus Executive Director</i> </div> </div>	