

Quality Function Deployment for Service Development of Selected Private Colleges / Universities

Ma. Teodora E. Gutierrez

*Industrial Engineering Department
Technological Institute of the Philippines – Manila
1338 Arlegui Street, Quiapo Manila
dhorie_gutierrez@yahoo.com*

Abstract

The study aimed to identify the preferences of the parents and the senior high school students in private colleges and universities. On the basis of these preferences, House of Quality (HOQ) was then applied to capture the whole picture of the organization relative to the needs of its customers and its strengths and weakness to its competitor. Sixty (60) senior high school students have been asked to accomplish a 21-item survey questionnaire about their requirements in choosing a college/university. The results of this is a prioritize criteria list of six elements namely; Curriculum, Quality of Instruction, Security and Safety, Achievement of School, Technological Advancement, Cost of Education. Considering these criteria, a customer satisfaction survey was developed and was given to thirty-four (34) randomly selected senior college students from University/College X and two focus groups from University/College Y and Z were then asked to fill out the customer satisfaction survey. The data obtained were then transferred to one of the tools in Quality Function Deployment that is the House of Quality. This resulted to competitive-assessment of University/College X. The House of Quality revealed that the percentage passer in board examination is the most critical factor in translating the desirable criteria of the respondents in choosing a University/College. It was followed by the faculty qualification tied with the achievement of the students. Third critical factor is upgraded instructional facilities. On the other hand, Competitive Advantage of the University/College X was also revealed where the cost of education is its current strength. In the end, recommendations were made for service development of University/College X relative to the needs of its incoming customers and current customers.