

Streamlining the Student Experience: Assessing Satisfaction with the One-Stop-Shop Enrollment System at Wesleyan University-Philippines

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Abstract: This study presents a descriptive assessment of Wesleyan University-Philippines' One-Stop-Shop (OSS) Enrollment System, implemented under the new president's leadership. The research involved 361 university students across various programs, selected through simple random sampling from a population of over 5000 college students. The Raosoft online calculator was utilized to determine the sample size, ensuring a 5% margin of error. The researcher-developed questionnaire, evaluated by six experts in education and business, demonstrated high reliability (Cronbach's $\alpha = 0.912$). Findings reveal the OSS Enrollment System's resounding success, which simplifies processes and fosters a positive student environment. Enrollees express complete satisfaction, emphasizing the system's convenience and efficiency. Furthermore, the helpful feedback from the student respondents reflects a collective effort to enhance the system, showing dedication to ongoing improvement and receptiveness to consumer needs. This research contributes relevant insights into the effective implementation and ongoing improvement of WU-P enrollment systems.

Keywords: One-Stop-Shop Enrollment System, Resounding Success, Satisfaction, Streamline, Wesleyan University-Philippines

INTRODUCTION

In the ever-evolving landscape of educational institutions, the need for streamlined and efficient processes has become paramount. Wesleyan University-Philippines, recognizing this imperative, has recently undergone a transformative shift in its enrollment system (Paudel, Luitel, & Dahal, 2023). WU-P has transitioned from the traditional multi-building approach to the innovative One-Stop-Shop Enrollment (OSS-Enrollment). The conventional method required students to navigate various administrative buildings, from the registrar's office for transcripts to the commissary for book and uniform payments. However, the university's new management has ushered in a paradigm shift, consolidating all Enrollment-related processes and payments into a centralized location (Guo, et al., 2023), the university gymnasium.

This pioneering initiative raises questions about its effectiveness and impact on the overall student experience. Is the One-Stop-Shop Enrollment system truly delivering on its promise of convenience and efficiency for the student body, or does it pose challenges that need to be addressed (Sharma & Bumb, 2021; Abelardo, et al., 2019)? To answer these critical queries, a comprehensive evaluation of the OSS-Enrollment project is vital. By examining the experiences, feedback, and satisfaction levels of student enrollees, this evaluation aims to shed light on the success and potential areas of improvement for this innovative approach to Enrollment at Wesleyan University-Philippines. Through a thorough examination, we seek to understand whether the One-Stop-Shop Enrollment system has become a seamless solution, fostering a positive and streamlined Enrollment experience for the university's diverse student population.

METHODOLOGY

This study conducted a descriptive assessment of the one-stop-shop enrollment system implemented by Wesleyan University-Philippines in Cabanatuan City under the leadership of the new president. The respondents are university students enrolled in various programs at WU-P. Using the Raosoft online calculator, a sample size of 361 respondents was generated from a population of over 5000 college students, with a margin of error of 5%. The respondents were selected using the simple random sampling technique (Thomas, 2023). The questionnaire employed in this study is a

researcher-developed questionnaire (Liu & Wang, 2023) that has been evaluated for its content by six experts in the fields of education and business. The instrument's reliability was assessed by administering it to 10 individuals, and the coefficient was calculated using Cronbach's alpha. The instrument demonstrated high reliability, as shown by a reliability coefficient of 0.912.

RESULTS AND DISCUSSION

1. Assessment of the One-Stop-Shop Enrollment Process

The table shows the assessment by the respondents on the newly introduced one-stop-shop enrollment process at Wesleyan University-Philippines.

Table 1. Assessment of the OSS Enrollment Process

Assessment of the One-Stop-Shop (OSS) Enrollment Process (N=361)	WM	Verbal Description
1. The One-Stop-Shop has simplified the enrollment process for me.	3.58	Agree/Completely Satisfied
2. I find the centralized location of the university gymnasium convenient for all enrollment-related activities.	3.69	Agree/Completely Satisfied
3. The One-Stop-Shop enrollment system has reduced the time and effort required for enrollment procedures.	3.52	Agree/Completely Satisfied
4. The transition to the new enrollment system has positively impacted my overall satisfaction with the enrollment process.	3.51	Agree/Completely Satisfied
5. I feel well-informed about the enrollment procedures and requirements under the One-Stop-Shop system.	3.34	Agree/Completely Satisfied
6. The One-Stop-Shop enrollment system has improved my experience in accessing necessary documents.	3.47	Agree/Completely Satisfied
7. The staff at the centralized location (university gymnasium) are helpful and efficient in assisting with Enrollment-related queries.	3.55	Agree/Completely Satisfied
8. The One-Stop-Shop enrollment system has effectively addressed the challenges posed by the previous multi-building approach.	3.49	Agree/Completely Satisfied
9. The convenience of the One-Stop-Shop enrollment system has positively influenced my perception of Wesleyan University-Philippines.	3.53	Agree/Completely Satisfied
10. Overall, I am satisfied with the One-Stop-Shop enrollment system after assessment in the college.	3.57	Agree/Completely Satisfied

Likert Scale :

3.25 – 4.00- Agree. Completely Satisfied. The implementation of the OSS is a complete success.

2.50- 3.24- Moderately Agree- Moderately Satisfied. The implementation of the OSS requires minor improvements/enhancements.

1.75 -2.49- Slightly Agree – Slightly Satisfied. The implementation of the OSS requires major improvements/enhancements.

1.00- 1.74- Disagree – Dissatisfied. The implementation of the OSS is unsuccessful.

The One-Stop-Shop (OSS) Enrollment System introduced by Wesleyan University-Philippines' new president has achieved resounding success, as evidenced by overwhelmingly positive feedback from students. With an average rating of 3.57 to 3.69 in various aspects, including the simplification of the enrollment process, the convenience of the centralized gymnasium location, and the helpfulness and efficiency of the staff, students express their complete satisfaction (Wong& Chapman, 2023). The president's strategic implementation of the OSS has not only streamlined Enrollment procedures but also fostered a positive environment for students. The overall assessment reflects a remarkable 3.57 rating, affirming the system's triumph in enhancing the Enrollment experience at Wesleyan University-Philippines, marking a significant achievement (Rafiola et al., 2020) under the new leadership.

Enrollees at Wesleyan University-Philippines commend the One-Stop-Shop Enrollment System with phrases like "Excellent job," "Very good and comfortable," and praise for the "excellent flow of processing." The system's

convenience is emphasized, underscoring its positive impact on the overall Enrollment experience, reinforcing its successful implementation and widespread satisfaction (Naaj, Nachouki, & Ankit, 2012).

Enrollees provided constructive feedback to enhance Wesleyan University-Philippines' One-Stop-Shop Enrollment System, suggesting improvements such as an additional cashier booth for faster transactions, larger signage for clearer guidance, increased LED number size for visibility, and the addition of more water refilling stations. These insightful recommendations highlight a collaborative effort to further optimize and refine the system based on student preferences and needs (Hamida, Zhang, Ortiz, & Bluysen, 2023).

CONCLUSIONS

Based on the study's findings, the researchers draw the following conclusions:

1. Wesleyan University-Philippines' OSS Enrollment System, implemented under the new president's leadership, has achieved resounding success, showcasing its effectiveness in simplifying Enrollment processes and fostering a positive environment for students.
2. Enrollees at Wesleyan University-Philippines express complete satisfaction with the OSS Enrollment System, emphasizing its convenience and efficiency, indicating widespread contentment and success in the system's implementation.
3. The constructive feedback provided by enrollees, suggesting practical improvements for the OSS system, reflects a collaborative effort between students and the university to enhance the user experience and showcases a commitment to continuous improvement.

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