



CUSTOMER ENGAGEMENT SATISFACTION ON THE ACADEMIC SERVICES AND CURRICULAR INTERNATIONALIZATION OF THE BACHELOR OF SCIENCE IN INDUSTRIAL TECHNOLOGY PROGRAM

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ABSTRACT

Quality education is at risk during the pandemic. Philippine Quality Award (PQA) and the Accrediting Agency for Chartered Colleges and Universities (AACCUP) are unanimously measuring the performance of learning institutions on their response to the internationalization of curricular programs as their response to borderless education through customer satisfaction. Hence, this study aims to describe the level of satisfaction of the students with the academic services of the program despite the unexpected lockdowns. It also analyzes the competitive edge of the lone Level IV accredited program of the university. Descriptive quantitative and correlational design is used wherein students coming from all over Mindanao Island responded via an online survey application. They responded to a technology-assisted survey form. Studies found that abrupt online classes are not a hindrance, yet, they are very satisfied with the services of the University delivery mode, and the expertise of the professors including the other services student service have high ratings too. They are halfway to having relatives working abroad after graduating with a degree majoring in Food, Drafting, Automotive, Electrical, and Electronics Technology. They also believed that the university is pursuing to elevate to international standards despite the meager budget. Finally, the industrial technology curriculum shows evidence of international competence and is able to shift from face-to-face to totally online mode and is perceived to have an edge in the international market. Thus, it is recommended to sustain various means of engaging with international learning institutions and firms.

Keywords: Quality assurance, customer service satisfaction, online survey, Mindanao Philippines