

Stakeholders' Satisfaction on Institutional Assessment: A Proposal for Unified Feedback Management System with Text Analytics and Sentiment Analysis

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Abstract: *In higher educational institutions, the collection and analysis of stakeholder feedback, comprising students, parents, faculty, and staff, plays a crucial role in assessing the effectiveness of various aspects of the institution's operations. The process of manually evaluating and consolidating this information is both time-consuming and prone to errors. Thus, delays in data evaluation and consolidation lead to delays on generating reports. To address this challenge and to align with the ISO 9001 requirements, the study aims to enhance the customer satisfaction by focusing on feedback collection of services, academic programs, and automation of client satisfaction survey. The descriptive research design involves a combination of qualitative and quantitative methods to gather comprehensive insights and address the project's objectives effectively. Data analysis techniques such as frequency distribution, weighted mean score, and standard deviation help identify patterns and trends in the gathered data. Employing mix-methodology research approach ensures a comprehensive understanding of stakeholders' feedback needs and preferences for the proposed system that is responsive to stakeholders' input and effectively addresses the challenges of the current feedbacking process. The findings of this study underscore the importance of transitioning to a more efficient and automated feedback management system to enhance stakeholder satisfaction, improve institutional performance, and support data-driven decision-making. The proposed web-based Stakeholder Feedback management system holds the potential to address the identified challenges and contribute to the continuous improvement of the institution's feedback management practices.*

Keywords: Web-based Stakeholders Feedback management system, institutional assessment, customer feedback, sentiment analysis.