



REPUBLIC OF THE PHILIPPINES
GUIMBA WATER DISTRICT

TELEPHONE NO. (044) 611-1207

TELEFAX NO. (044) 611-0141

Corner Faigal and Danzalan Street, Brgy. Sta. Veronica, Guimba, Nueva Ecija

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REPORT ON CUSTOMER SATISFACTION ASSESSMENT

I. PURPOSE

To evaluate the customer satisfaction thru feedback survey form on the services provided by the GWD that will help improve the quality of services the GWD provides.

II. SCOPE

A total of 28 concessionaires were randomly given the Concessionaire's Feedback Survey Form during work days from the period covered January 7-February 28, 2019. The Concessionaire's Feedback Survey Form was made available at the customer service desk and will be dropped in the suggestion box located at the entrance door.

The sampling method used was Accidental sampling (grab, convenience or opportunity sampling), a non-probability sampling which involves the sample being drawn from the part of the population which is close to hand. That is, a population is selected because it is readily available and convenient. (*en.m.wikipedia.org*)

III. REFERENCES

- 3.1 Concessionaire's Feedback Survey Form
- 3.2 Civil Service Commission Guidelines
- 3.3 Citizen's Charter

IV. DEFINITION OF TERMS

- 4.1 GWD- Guimba Water District
- 4.2 F- Frequency
- 4.3 TWF- Total Weighted Frequency
- 4.4 WM- Weighted Mean



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Table 1.

DISTRIBUTION OF RESPONDENTS ACCORDING TO ZONE

ZONE	Frequency (f)	PERCENTAGE
01. St. John	1	3.57%
02. Saranay& Zulueta	0	0.00%
03. -04. Sto. Cristo	1	3.57%
05.-06. Sta. Veronica	1	3.57%
07. Public Market	0	0.00%
08. Cavite & Rufina Homes	0	0.00%
09. San Roque & Sto. Cristo Lote	4	14.29%
10. Bantug	1	3.57%
11. Maturanoc	0	0.00%
12. Bacayao	0	0.00%
13. Pasong Inchik & San Rafael	1	3.57%
14. Casongsong	0	0.00%
15. Banitan	0	0.00%
16. Cawayan Bugtong	1	3.57%
17. Consuelo	0	0.00%
18. Caballero	0	0.00%
19. Trialala	1	3.57%
20. Pacac	0	0.00%
21. Cabaruan	0	0.00%
22. Lennec	0	0.00%
23. Narvacan 1	0	0.00%
24. Culong	1	3.57%
25. Ayos Lomboy	0	0.00%
26. San Andres	0	0.00%
27. Camiing	0	0.00%
28. Guiset	0	0.00%
29. Balbalino	1	3.57%
30. Narvacan 2	0	0.00%
31. Manggang Marikit	1	3.57%
32. Balingog East	1	3.57%
33. Bunol	1	3.57%
34. Naglabrahan	1	3.57%
35. Sitio San Felipe	0	0.00%
36. Sta. Lucia	0	0.00%
37. San Marcelino	0	0.00%
38. Sta. Cruz	0	0.00%
39. San Bernardino	0	0.00%



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Continuation of Table 1. DISTRIBUTION OF RESPONDENTS ACCORDING TO ZONE

40. Tampac II-III	0	0.00%
41. Cardinal	0	0.00%
42. Tampac 1	1	3.57%
43. Manacsac	1	3.57%
44. Nagpandayan	0	0.00%
45. Catimon	0	0.00%
46. Balingog West	0	0.00%
47. Partida 1	1	3.57%
48. San Miguel	0	0.00%
49. Macatcatuit	0	0.00%
50. Sitio San Miguel	1	3.57%
51. Subol	0	0.00%
52. Maybubon	1	3.57%
53. Lamorito	0	0.00%
54. Galvan	0	0.00%
55. Calem	1	3.57%
56. Partida 2	0	0.00%
57. Macamias	1	3.57%
58. Sinulatan	1	3.57%
59. Bagong Barrio	1	3.57%
60. Agcano	0	0.00%
61. Yuson	0	0.00%
62. San Agustin	0	0.00%
63. Escaño	1	3.57%
64. Sta. Ana & Cavite Plum	1	3.57%
65. Faigal	0	0.00%

Table 1 shows the distribution of 28 respondents according to zone being served by the GWD. Majority of the respondents (14.29%) were from the combination of zones from San Roque and Sto. Cristo Lote while there are no recorded respondents (0.00%) on 58.46% from 65 Zones served by the GWD.

Findings from the above table show that during the survey period since it is gathered thru convenience sampling only few or 41.54% become the respondents from 65 zones. Whereas the 60.87% from 65 zones like Saranay & Zulueta Subdivision, Public Market, Cavite & Rufina Homes, Maturanoc, Bacayao, Casongsong, Banitan, Consuelo, Caballero, Pacac, Cabaruan, Lennec, Narvacan 1, Ayos Lombay, San Andres, Camiing, Guiset, Narvacan 2, Sitio San Felipe, Sta. Lucia, San Marcelino, Sta. Cruz, San Bernardino, Tampac 2-3, Cardinal, Nagpandayan, Catimon, Balingog West, Sitio San Miguel, Macatcatuit, Subol, Lamorito,



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Galvan, Partida 2, Agcano, Yuson, San Agustin and Faigal has no respondents present during the survey.

Table 2.

**DISTRIBUTION OF RESPONDENTS ACCORDING TO TRANSACTION AND
 OTHER SERVICE REQUEST**

Uri ng Transaksyon	F	Percentage
1. Pagbabayad sa Cashier	9	32.14%
2. New Service Connection	2	7.14%
3. Reconnection	5	17.86%
4. Service Disconnection	2	7.14%
5. Service line leak	5	17.86%
Iba pang service request		
6. Re-reading of water meter	1	3.57%
7. Low water supply/no water supply	3	10.71%
8. Change name	0	0.00%
9. Relocation ng water meter	1	3.57%
10. Request para sa senior citizen discount	0	0.00%
11. Meter calibration	0	0.00%
TOTAL	28	100.00%

The table 2 above shows the distribution of respondents according to their transaction and services provided by the GWD. Majority of the respondents (32.14%) were concessionaires paying for their water bills. In contrast, there is no (0.00%) recorded respondents during their transaction for Change name, Request for senior citizen discount and request for meter calibration.



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Table 3.

DISTRIBUTION OF RESPONDENTS ACCORDING TO THE QUALITY OF WATER

Item Statement	Responses			TWF	WM	Verbal Interpretation
I. Serbisyon ng Pantubig	3	2	1			
▪ Linaw ng tubig ng GWD sa inyong lugar?	26	2	0	82	2.93	Very Good
▪ Lasa ng tubig ng GWD sa inyong lugar?	27	1	0	83	2.96	Very Good
▪ Amoy ng tubig ng GWD sa inyong lugar?	27	1	0	83	2.96	Very Good
▪ Lakas ng pressure ng tubig ng GWD sa inyong lugar?	25	2	1	80	2.86	Very Good
Average Weighted Mean				82	2.93	Very Good

***Interpretation on responses**

3- Malinaw, Walang lasa, Walang amoy, Malakas

2- Kailangan ng pagbabago

1- Malabo, May lasa, May amoy, Mahina

***Weighted Mean Variance**

3.00-2.50 - Very Good

2.49-2.00 - Good

1.99-1.00 - Poor

Table 3 shows the distribution of respondents according to the quality of water being served by the GWD within its area. It shows that 92.86% among the 28 respondents answered that the water being produced by GWD base on clarity is graded "very good" while 7.14% out of 28 respondents answered that the clarity of water being supplied to the concessionaires needs improvement. When it comes to the taste of the water being supplied 96.43% rated it "very good" while 3.57% among 28 respondents answered that the taste of the water needs improvement. Regarding the smell of water being supplied, 96.43% among 28 respondents rated it "very good" while 3.57% out of 28 respondents asked for improvement and no one among the respondents answered that there is a foul odor coming from the water being supplied. When it comes to the pressure being supplied by the GWD, 89.29% among respondents answered that water being supplied to them is enough thus obtaining a rate of "very good", 3.57% among 28 respondents said that the water is too low or sometimes has no water supply within their area, while 7.14% asked for the improvement on the water pressure being supplied.



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Table 4.

**DISTRIBUTION OF RESPONDENTS ACCORDING TO THE LEVEL OF
 CUSTOMER SERVICE QUALITY**

Item Statement	Responses			TWF	WM	Verbal Interpretation
II. Serbisyong Pantao	3	2	1			
▪ Oras ng paghihintay	25	2	1	80	2.86	Very Good
▪ Malinaw ang ibinigay na panuto	26	1	1	81	2.89	Very Good
▪ Magalang at propesyunal ang mga empleyado	26	1	1	81	2.89	Very Good
Average Weighted Mean				80.67	2.88	Very Good

**Interpretation on responses*

3- Oo

2- Kailangan ng pagbabago

1- Hindi

**Weighted Mean Variance*

3.00-2.50 - Very Good

2.49-2.00 - Good

1.99-1.00 - Poor

Table 4 shows the distribution of respondents according to the level of customer service quality among the concessionaires. It shows that 89.29% among 28 respondents believe that the time of waiting before they are to be served is reasonable enough and so it was rated as "very good" while 7.14% answered that the time of waiting needs to be improved. When asked on the clarity of instruction from the employees 92.86% responds that they are given a clear and understandable instruction thus being rated as "very good" while only 3.57% answered that the instructions given to them needs to be improved. Regarding the attitude of the employees 92.86% among the 28 respondents answered that the employees are professional and courteous thus gain a verbal rate of "very good" while 3.57% answered that employees are unprofessional and impolite.



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Table 5.

**DISTRIBUTION OF RESPONDENTS ACCORDING TO THE LEVEL OF QUALITY
ON THE FACILITIES AND AMENITIES PROVIDED BY GWD**

Item Statement	Responses			TWF	WM	Verbal Interpretation
III. Pasilidad	3	2	1			
▪ Malinis at komportable na pasilidad	27	1	0	83	2.96	Very Good
▪ Nakatatanggap ng text message mula sa GWD	24	0	4	76	2.71	Very Good
Average Weighted Mean				79	2.84	Very Good

****Interpretation on responses***

3- Oo

2- Kailangan ng pagbabago

1- Hindi

****Weighted Mean Variance***

3.00-2.50 - Very Good

2.49-2.00 - Good

1.99-1.00 - Poor

Table 5 shows the distribution of respondents according to the level of quality on the facilities and amenities provided by GWD, when asked about the level of comfortableness and cleanliness on the workspace, 96.43% among 28 respondents answered that the office is comfortable and is well- ventilated thus gaining a rate of “very good”, 3.57% answered the facilities needS improvement. On asked if they are able to receive text messages about announcements and other concerns, 85.71% answered they are able to receive messages being rated as “very good”, while 14.29% among 28 respondents failed to receive any messages.



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V. SUMMARY, CONCLUSION AND RECOMMENDATION

Customer satisfaction indicates the fulfillment that customers derive from doing business with ease and comfort. In other words, it's how happy and satisfied the customers are with their transaction and overall experience with the company.

Customer satisfaction can be defined as an overall customer attitude towards a service provider, an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some need, goal or desire. It is a highly variable personal assessment that is greatly influenced by individual expectations based on its own information, expectations, direct contact and interactions, and circumstances. Customer satisfaction characterizes itself by a high degree of word-of-mouth where satisfied customers are most likely to share their experiences with other people. Equally well, dissatisfied customers are more likely to tell another people their unfortunate experience.

The results of the survey provide evidence that GWD concessionaires are satisfied with the services provided. Comparing from the recent concluded customer satisfaction held from January 7- February 28, 2019, report shows that 2.93 average weighted mean which implies that the overall quality of water that GWD provide is "very good". This is a proof that GWD is true to its vision of providing clean, clear and safe water to all concessionaires of the municipality of Guimba. In terms of concessionaires' satisfaction on Customer Service of GWD, it is also apparent that concessionaires are pleased with how GWD employees transact with them. The average weighted mean of 2.88 implies that the overall quality of customer service that GWD provides is "very good". As stated in the Citizen's Charter, GWD officials and personnel are committed to serve with utmost courtesy, efficiency and urgency. Lastly the average weighted mean of 2.84 on the results of survey pertaining to the overall quality of facilities that GWD which implies that the quality of GWD facilities is "very good".

Though the overall result of the customer feedback provided a very good result, it is strongly recommended that GWD should continue to strive harder to continuously achieve its vision and mission and always comply with the response time to customer feedback according to its Citizen's Charter. The monthly conducting of water tests and flushing, and chlorine residual testing must be done frequently to ensure that water provided to all concessionaires is safe and clear. Monitoring of pressure and ocular inspection should be conducted to areas with low pressure complaints to assess and plan for effective and efficient way to improve water pressure. Guimba Water District's employees should always be equipped with knowledge, skills and right attitude to serve with utmost courtesy, efficiency and urgency. They should respond to every queries and complaints about the district's services the soonest possible time. Employees should also welcome every concessionaire's comments, suggestions and needs, including those with special needs such as PWDs, pregnant women and senior citizens. Lastly, the GWD employees should deliver services under strict compliance with prescribed standards.



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