



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

Email Address: gwdcoc295@yahoo.com

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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 89 concessionaires were randomly given the Concessionaire's Feedback Survey Form during work days from the period covered July 6 – December 28, 2020. The Concessionaire's Feedback Survey Form was made available at the Cashier's counter 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	4	4.49%
02. Saranay & Zulueta	9	10.11%
03. -04. Sto. Cristo	4	4.49%
05.-06. Sta. Veronica	8	8.99%
07. Public Market	0	0.00%
08. Cavite & Rufina Homes	4	4.49%
09. San Roque & Sto. Cristo Lote	1	1.12%
10. Bantug	2	2.25%
11. Maturanoc	2	2.25%
12. Bacayao	1	1.12%
13. Pasong Inchik & San Rafael	1	1.12%
14. Casongsong	2	2.25%
15. Banitan	1	1.12%
16. Cawayan Bugtong	3	3.37%
17. Consuelo	1	1.12%
18. Caballero	2	2.25%
19. Triala	5	5.62%
20. Pacac	1	1.12%
21. Cabaruan	0	0.00%
22. Lennec	0	0.00%
23. Narvacan 1	1	1.12%
24. Culong	3	3.37%
25. Ayos Lomboy	0	0.00%
26. San Andres	1	1.12%
27. Camiing	1	1.12%
28. Guiset	2	2.25%
29. Balbalino	4	4.49%
30. Narvacan 2	1	1.12%
31. Manggang Marikit	1	1.12%
32. Balingog East	0	0.00%
33. Bunol	1	1.12%
34. Naglabrahan	1	1.12%
35. Sitio San Felipe	0	0.00%
36. Sta. Lucia	2	2.25%
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	2	2.25%
41. Cardinal	0	0.00%
42. Tampac I	2	2.25%
43. Manacsac	1	1.12%
44. Nagpandayan	0	0.00%
45. Catimon	0	0.00%
46. Balingog West	1	1.12%
47. Partida 1	0	0.00%
48. San Miguel	1	1.12%
49. Macatcatuit	3	3.37%
50. Sitio San Miguel	0	0.00%
51. Subol	1	1.12%
52. Maybubon	2	2.25%
53. Lamorito	0	0.00%
54. Galvan	0	0.00%
55. Calem	1	1.12%
56. Partida 2	0	0.00%
57. Macamias	0	0.00%
58. Sinulatan	0	0.00%
59. Bagong Barrio	2	2.25%
60. Agcano	1	1.12%
61. Yuson	0	0.00%
62. San Agustin	1	1.12%
63. Escaño	0	0.00%
64. Sta. Ana & Cavite Plum	1	1.12%
65. Faigal	1	1.12%
66. Caingin Tabing Ilog	0	0.00%
67. Licab-Bulakid	0	0.00%
68. Bulakid	0	0.00%
69. Macapabellag	0	0.00%
TOTAL	89	100.00%

Table 1 shows the distribution of 89 respondents according to zone being served by GWD. Majority of the respondents (10.11%) were from Zone 2 (Saranay & Zulueta), findings show that 66.67% of the total zones have gathered respondents while the remaining 33.33% from the total zones have no respondents.



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Table 2.

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

Uri ng Transaksyon	F	Percentage
1. Pagbabayad sa Cashier	40	44.94%
2. New Service Connection	11	12.36%
3. Reconnection	4	4.49%
4. Service Disconnection	5	5.62%
5. Service line leak	7	7.87%
Iba pang service request		
6. Re-reading of water meter	2	2.25%
7. Low water supply/no water supply	3	3.37%
8. Change name	5	5.62%
9. Relocation ng water meter	4	4.49%
10. Request para sa senior citizen discount	5	5.62%
11. Meter calibration	3	3.37%
TOTAL	89	100.00%

The table 2 above shows the distribution of respondents according to their transaction and services provided by GWD. Majority of the respondents (44.94%) were concessionaires paying for their water bills. In contrast, the smallest number of transaction (2.25%) came from those who ask to re-read their water meter.



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Table 3.

DISTRIBUTION OF RESPONDENTS ACCORDING TO THE QUALITY OF WATER

Item Statement	Responses			TWF	WM	Verbal Interpretation
I. Serbisyon Pantubig	3	2	1			
▪ Linaw ng tubig ng GWD sa inyong lugar?	87	2	0	265	2.98	Very Good
▪ Lasa ng tubig ng GWD sa inyong lugar?	84	5	0	262	2.94	Very Good
▪ Amoy ng tubig ng GWD sa inyong lugar?	84	4	1	261	2.93	Very Good
▪ Lakas ng pressure ng tubig ng GWD sa inyong lugar?	80	5	4	254	2.85	Very Good
Average Weighted Mean					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 GWD within its area. Findings show that 97.75 among 89 respondents agreed that the water being served by GWD is clear, obtaining both 94.38% were among those concessionaires that were satisfied to the taste of the water and the smell of the water being produced by GWD, and finally regarding the pressure of water produced by GWD although it only obtains 89.89% and became the lowest among all the aspects as compared to the three aspects above still the final rating falls to the verbal rating of "very good" therefore come up to the conclusion that majority of the respondents are satisfied when it comes to the quality of water being served by GWD.



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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. Serbisyon Pantao	3	2	1			
▪ Oras ng paghihintay	80	9	0	258	2.90	Very Good
▪ Malinaw ang ibinigay na panuto	85	4	0	263	2.96	Very Good
▪ Magalang at propesyunal ang mga empleyado	86	3	0	264	2.97	Very Good
Average Weighted Mean					2.94	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 89.89% among the 89 respondents believe that the time of waiting before they are to be served is reasonable. When asked on the clarity of instruction from the employees 95.51% respond that they were given a clear and understandable instruction, while there were no (0.00%) respondents who answered that they are given a misleading or unclear direction or instruction. Regarding the attitude of the employees 96.63% of the respondents answered that the employees are professional and courteous. Over all based on the topics to measure the level of customer service quality it has been rated "very good".



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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	86	2	1	263	2.96	Very Good
Average Weighted Mean					2.96	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, 96.63% among 89 respondents answered that the office is comfortable and is well- ventilated thus gaining a rate of “very good”.



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V. SUMMARY, CONCLUSION AND RECOMMENDATION

Customer satisfaction is the degree to which products or services provided by a company meet a customer's expectations. In other words, customer satisfaction is how satisfied a customer is after doing business with a company. Customer satisfaction not only measures how happy a customer is with their transactions with the business, but also their 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 July 6-December 28, 2020, this present report with an increase of 23.61% random samples has proved that GWD's performance with each transaction and services is more efficient than the recent report. Compared to the previous survey where we get 2.81 this present survey has 2.93 average weighted mean equivalent to "very good" rate. 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 2.94 implies that the overall quality of customer service that GWD provides is "very good" same with the previous report concluded. 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 2.96 as compared to the previous survey



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with 2.90 weighted mean it only shows that the overall quality of facilities that GWD have in terms of the quality of GWD facilities is “very good”.

For the past few months although we have been encountering hardships due to this pandemic, GWD is still committed to provide the highest standard of quality service.

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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