



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](mailto:gwdcoc295@yahoo.com)

Website: [guimbawaterdistrict.gov.ph](http://guimbawaterdistrict.gov.ph)



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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 115 concessionaires were randomly given the Concessionaire's Feedback Survey Form during work days from the period covered June 29, 2021- December 28, 2021. 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.

Accidental sampling method was used in gathering the data. Wherein the researcher identifies the population and decides on the sample size. The researcher may decide to select members of the population that are easily accessible, readily available, willing to participate, available in close proximity, etc. Since most of the time the researcher selects participants because of their situation and ease of access, we call it both accidental and convenience sampling.

### 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	3.48%
02. Saranay & Zulueta	1	0.87%
03.-04. Sto. Cristo	13	11.30%
05.-06. Sta. Veronica	8	6.96%
07. Public Market	0	0.00%
08. Cavite & Rufina Homes	0	0.00%
09. San Roque & Sto. Cristo Lote	5	4.35%
10. Bantug	6	5.22%
11. Maturanoc	5	4.35%
12. Bacayao	4	3.48%
13. Pasong Inchik & San Rafael	4	3.48%
14. Casongsong	1	0.87%
15. Banitan	1	0.87%
16. Cawayan Bugtong	4	3.48%
17. Consuelo	0	0.00%
18. Caballero	3	2.61%
19. Triala	5	4.35%
20. Pacac	1	0.87%
21. Cabaruan	2	1.74%
22. Lennec	0	0.00%
23. Narvacan 1	2	1.74%
24. Culong	1	0.87%
25. Ayo Lomboy	0	0.00%
26. San Andres	0	0.00%
27. Camiing	2	1.74%
28. Guiset	0	0.00%
29. Balbalino	0	0.00%
30. Narvacan 2	2	1.74%
31. Manggang Marikit	5	4.35%
32. Balingog East	1	0.87%
33. Bunol	3	2.61%
34. Naglabrahan	0	0.00%
35. Sitio San Felipe	1	0.87%
36. Sta. Lucia	1	0.87%
37. San Marcelino	0	0.00%
38. Sta. Cruz	0	0.00%
39. San Bernardino	1	0.87%



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*Continuation of Table 1. DISTRIBUTION OF RESPONDENTS ACCORDING TO ZONE*

40. Tampac II-III	2	1.74%
41. Cardinal	1	0.87%
42. Tampac 1	1	0.87%
43. Manacsac	3	2.61%
44. Nagpandayan	2	1.74%
45. Catimon	0	0.00%
46. Balingog West	1	0.87%
47. Partida 1	1	0.87%
48. San Miguel	2	1.74%
49. Macatcatuit	3	2.61%
50. Sitio San Miguel	2	1.74%
51. Subol	1	0.87%
52. Maybubon	2	1.74%
53. Lamorito	2	1.74%
54. Galvan	0	0.00%
55. Calem	0	0.00%
56. Partida 2	3	2.61%
57. Macamias	2	1.74%
58. Sinulatan	0	0.00%
59. Bagong Barrio	0	0.00%
60. Agcano	0	0.00%
61. Yuson	0	0.00%
62. San Agustin	1	0.87%
63. Escaño	0	0.00%
64. Sta. Ana & Cavite Plum	0	0.00%
65. Faigal	0	0.00%
66. Caingin Tabing Ilog	0	0.00%
67. Licab-Bulakid	0	0.00%
68. Bulakid	0	0.00%
69. Macapabellag	2	1.74%
<b>TOTAL</b>	<b>115</b>	<b>100.00%</b>

Table 1 shows the distribution of 115 respondents according to zone being served by GWD. Majority of the respondents (11.30%) is from Zone 3-4 of Sto. Cristo. Findings show that 62.32% or 43 out of 69 zones answered the feedback survey form while 37.68% has no respondents.



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**Table 2.**

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

<b>Uri ng Transaksyon</b>	<b>F</b>	<b>Percentage</b>
1. Pagbabayad sa Cashier	45	39.14%
2. New Service Connection	6	5.22%
3. Reconnection	9	7.83%
4. Service Disconnection	7	6.09%
5. Service line leak	18	15.65%
<b>Iba pang service request</b>		
6. Re-reading of water meter	9	7.83%
7. Low water supply/no water supply	6	5.22%
8. Change name	6	5.22%
9. Relocation ng water meter	5	4.35%
10. Request para sa senior citizen discount	4	3.48%
11. Meter calibration	0	0.00%
<b>TOTAL</b>	<b>115</b>	<b>100.00%</b>

The table 2 above shows the distribution of respondents according to their transaction and services provided by GWD. Majority of the respondents (39.14%) were concessionaires paying for their water bills (*Pagbabayad sa Cashier*). In contrast, the smallest number of transaction (3.48%) are from those requesting for a senior citizen discount. Also, there are no recorded request for meter calibration (0.00%).



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Table 3.

**DISTRIBUTION OF RESPONDENTS ACCORDING TO THE QUALITY OF WATER**

Item Statement	Responses			TWF	WM	Verbal Interpretation
	3	2	1			
<b>I. Serbisyong Pantubig</b>	<b>3</b>	<b>2</b>	<b>1</b>			
▪ Linaw ng tubig ng GWD sa inyong lugar?	98	10	7	<b>321</b>	<b>2.79</b>	<b>Very good</b>
▪ Lasa ng tubig ng GWD sa inyong lugar?	111	4	0	<b>341</b>	<b>2.97</b>	<b>Very good</b>
▪ Amoy ng tubig ng GWD sa inyong lugar?	113	2	0	<b>343</b>	<b>2.98</b>	<b>Very good</b>
▪ Lakas ng pressure ng tubig ng GWD sa inyong lugar?	96	10	9	<b>317</b>	<b>2.76</b>	<b>Very good</b>
<b>Average Weighted Mean</b>					<b>2.89</b>	<b>Very good</b>

*\*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 85.22% among 115 respondents agreed that the water being served by GWD is clear, when it comes to the taste of the water 96.52% agreed that it has no taste and the smell of the water being produced by GWD, 98.26% for they said it has no foul odor, and finally regarding the pressure of water produced by GWD although it only obtains 83.48% and 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
	3	2	1			
<b>II. Serbisyon Pantao</b>	<b>3</b>	<b>2</b>	<b>1</b>			
▪ Oras ng paghihintay	111	4	0	<b>341</b>	<b>2.97</b>	<b>Very Good</b>
▪ Malinaw ang ibinigay na panuto	113	0	2	<b>341</b>	<b>2.97</b>	<b>Very Good</b>
▪ Magalang at propesyunal ang mga empleyado	113	2	0	<b>343</b>	<b>2.98</b>	<b>Very Good</b>
<b>Average Weighted Mean</b>					<b>2.97</b>	<b>Very Good</b>

***\*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 96.52% among the 115 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 98.26% respond that they were given a clear and understandable instruction. Regarding the attitude of the employees 98.26% 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
	3	2	1			
<b>III. Pasilidad</b>	<b>3</b>	<b>2</b>	<b>1</b>			
▪ Malinis at komportable na pasilidad	100	15	0	330	2.87	Very Good
<b>Average Weighted Mean</b>					2.87	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, 86.96% among 115 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 recently concluded customer satisfaction held from June 29, 2021- December 28, 2021, this present report with an increase of 25% random samples has proved that GWD's performance with each transaction and services is still efficient. Although compared to the previous survey where we get 2.96, this present survey has 2.89 average weighted mean still it gets a "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 2.97 implies that the overall quality of customer service that GWD provides is "very good" compared to the previous report with 2.95. 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 2.87 although it is lower as compared to the



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previous survey with 2.97 weighted mean it still shows that the overall quality of facilities that GWD have in terms of the quality of GWD facilities is “very good”.

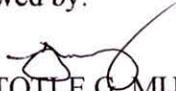
For the past few months although we have been encountering hardships due to this pandemic, GWD is still committed to provide the highest standard of quality service.

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 all queries and complaints about the district’s services the soonest possible time. Employees should also welcome every concessionaire’s comment, 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.

Prepared by:

  
 DIANE ERICA B. BALTAZAR  
 Sr. Customer Service Officer

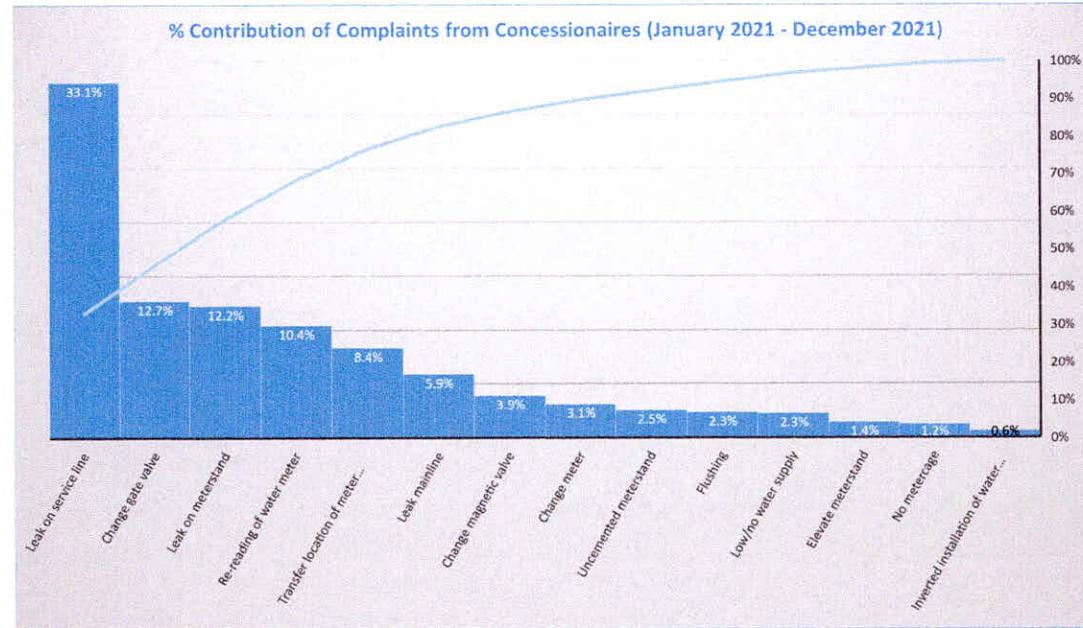
Reviewed by:

  
 ARISTOTLE G. MUÑOZ  
 Division Manager C- Administrative

Noted by:

ENGR. FELIXBERTO C. LEGARDA  
 General Manager C

Description	Total	% contr.
Leak on service line	467	33.1%
Change gate valve	179	12.7%
Re-reading of water meter	147	10.4%
Leak on meterstand	173	12.2%
Transfer location of meter/tapping	118	8.4%
Change magnetic valve	55	3.9%
Leak mainline	83	5.9%
Flushing	33	2.3%
Low/no water supply	32	2.3%
Change meter	44	3.1%
Uncemented meterstand	36	2.5%
Elevate meterstand	20	1.4%
No metercage	17	1.2%
Inverted installation of water met	9	0.6%
Total	1413	100.0%





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**SUMMARY OF COMPLETED COMPLAINTS FOR F.Y 2021**

SERVICE REQUESTS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Leak mainline	7	3	5	11	7	6	3	5	3	10	14	9	83
Leak on service line	53	38	30	32	51	51	38	38	21	26	46	43	467
Transfer location of meter/tapping	9	6	13	15	22	5	9	9	6	7	7	10	118
Change meter	2	0	6	5	5	3	3	10	3	3	3	1	44
Change gate valve	10	15	12	13	17	10	10	13	12	13	32	22	179
Change magnetic valve	6	2	1	3	4	1	4	13	5	11	2	3	55
Re-reading of water meter	11	10	21	16	9	1	15	10	22	10	11	11	147
Low/no water supply	5	1	3	6	6	1	0	3	2	2	1	2	32
Uncemented meterstand	7	5	2	0	2	3	5	2	4	5	0	1	36
Leak on meterstand	20	9	15	13	9	8	9	18	12	23	22	15	173
No metercage	3	0	0	2	3	2	4	0	1	1	1	0	17
Flushing	2	3	1	4	2	7	4	2	2	4	2	0	33
Elevate meterstand	2	1	2	1	9	1	0	0	0	1	2	1	20
Inverted installation of water meter	0	0	2	0	0	2	0	1	0	3	0	1	9
<b>TOTAL</b>	<b>137</b>	<b>93</b>	<b>113</b>	<b>121</b>	<b>146</b>	<b>101</b>	<b>104</b>	<b>124</b>	<b>93</b>	<b>119</b>	<b>143</b>	<b>119</b>	<b>1413</b>

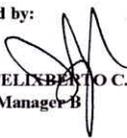
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