



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 52 concessionaires were randomly given the Concessionaire's Feedback Survey Form during work days from the period covered November 4 – December 27, 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	1.92%
02. Saranay & Zulueta	2	3.58%
03. -04. Sto. Cristo	1	1.92%
05.-06. Sta. Veronica	1	1.92%
07. Public Market	0	0.00%
08. Cavite & Rufina Homes	1	1.92%
09. San Roque & Sto. Cristo Lote	1	1.92%
10. Bantug	2	3.58%
11. Maturanoc	2	3.58%
12. Bacayao	0	0.00%
13. Pasong Inchik & San Rafael	2	3.58%
14. Casongsong	0	0.00%
15. Banitan	1	1.92%
16. Cawayan Bugtong	0	0.00%
17. Consuelo	0	0.00%
18. Caballero	1	1.92%
19. Triala	2	3.58%
20. Pacac	1	1.92%
21. Cabaruan	1	1.92%
22. Lennec	0	0.00%
23. Narvacan 1	0	0.00%
24. Culong	2	3.58%
25. Aynos Lomboy	0	0.00%
26. San Andres	1	1.92%
27. Camiing	1	1.92%
28. Guiset	0	0.00%
29. Balbalino	1	1.92%
30. Narvacan 2	1	1.92%
31. Manggang Marikit	0	0.00%
32. Balingog East	0	0.00%
33. Bunol	1	1.92%
34. Naglabrahan	0	0.00%
35. Sitio San Felipe	1	1.92%
36. Sta. Lucia	1	1.92%
37. San Marcelino	0	0.00%
38. Sta. Cruz	2	3.58%
39. San Bernardino	1	1.92%



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Continuation of Table 1. DISTRIBUTION OF RESPONDENTS ACCORDING TO ZONE

40. Tampac II-III	2	3.58%
41. Cardinal	0	0.00%
42. Tampac 1	1	1.92%
43. Manacsac	0	0.00%
44. Nagpandayan	0	0.00%
45. Catimon	0	0.00%
46. Balingog West	0	0.00%
47. Partida 1	0	0.00%
48. San Miguel	0	0.00%
49. Macatcatuit	5	9.62%
50. Sitio San Miguel	1	1.92%
51. Subol	1	1.92%
52. Maybubon	2	3.58%
53. Lamorito	1	1.92%
54. Galvan	0	0.00%
55. Calem	0	0.00%
56. Partida 2	1	1.92%
57. Macamias	1	1.92%
58. Sinulatan	1	1.92%
59. Bagong Barrio	1	1.92%
60. Agcano	0	0.00%
61. Yuson	1	1.92%
62. San Agustin	1	1.92%
63. Escaño	1	1.92%
64. Sta. Ana & Cavite Plum	1	1.92%
65. Faigal	1	1.92%
66. Caingin Tabing Ilog	3	5.77%
67. Licab-Bulakid	0	0.00%
68. Bulakid	2	3.58%
69. Macapabellag	1	1.92%

Table 1 shows the distribution of 52 respondents according to zone being served by the GWD. Majority of the respondents (9.62%) were from Macatcatuit while there are no recorded respondents (0.00%) on 34.78% from the 69 Zones served by the GWD.

Findings from the above table show that during the survey period gathered thru convenience sampling 65.22% become the respondents from 69 zones. Whereas the remaining 34.78% from Public Market, Bacayao, Casongsong, Cawayan Bugtong, Consuelo, Lennec, Narvacan 1, Ayos Lomboy, Guiset, Manggang Marikit, Balingog East, Naglabrahan, San Marcelino,



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Cardinal, Manacsac, Nagpandayan, Catimon, Balingog West, Partida 1, San Miguel, Galvan, Calem, Agcano, Licab-Bulakid 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	13	25.00%
2. New Service Connection	5	9.62%
3. Reconnection	4	7.69%
4. Service Disconnection	1	1.92%
5. Service line leak	13	25.00%
Iba pang service request		
6. Re-reading of water meter	5	9.62%
7. Low water supply/no water supply	7	13.46%
8. Change name	1	1.92%
9. Relocation ng water meter	2	3.85%
10. Request para sa senior citizen discount	1	1.92%
11. Meter calibration	0	0.00%
TOTAL	52	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 (25.00%) were concessionaires paying for their water bills and another 25.00% from requests for service line leak repair. In contrast, there is no (0.00%) recorded sample 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 Pantubig	3	2	1			
▪ Linaw ng tubig ng GWD sa inyong lugar?	50	1	1	153	2.94	Very Good
▪ Lasa ng tubig ng GWD sa inyong lugar?	50	1	1	153	2.94	Very Good
▪ Amoy ng tubig ng GWD sa inyong lugar?	48	3	1	151	2.90	Very Good
▪ Lakas ng pressure ng tubig ng GWD sa inyong lugar?	45	7	0	149	2.87	Very Good
Average Weighted Mean					2.91	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 96.15% among 52 respondents answered that the water being produced by GWD based on clarity is graded "very good" while 1.92% out of 52 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 96.15% rated it "very good" while 1.92% among 52 respondents answered that the taste of the water needs improvement, while the remaining 1.92% said that the water has a lot of chlorine thus suggesting that there is a need to lessen the amount of chlorine being distributed. Regarding on the smell of water being supplied, 92.30% among 52 respondents rated it "very good" while 5.77% out of 52 respondents asked for improvement and the remaining 1.92% of 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, 86.54% among 52 respondents answered that water being supplied to them is enough thus obtaining a rate of "very good", while 13.46% among 52 respondents 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	49	2	1	152	2.92	Very Good
▪ Malinaw ang ibinigay na panuto	50	1	1	153	2.94	Very Good
▪ Magalang at propesyunal ang mga empleyado	50	2	0	154	2.96	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 94.23% among the 52 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 3.85% answered that the time of waiting needs to be improved while the remaining 1.92% answered that the time of waiting is not reasonable. When asked for the clarity of instruction from the employees 96.15% responds that they are given a clear and understandable instruction thus being rated as "very good". Regarding the attitude of the employees 96.15% among the 52 respondents answered that the employees are professional and courteous thus gain a verbal rate of "very good" while 3.85% 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	50	2	0	154	2.96	Very Good
▪ Nakatatanggap ng text message mula sa GWD	48	0	4	148	2.85	Very Good
Average Weighted Mean					2.91	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, 96.15% among 52 respondents answered that the office is comfortable and is well-ventilated thus gaining a rate of "very good", 3.85% answered the facilities need improvements. On asked if they are able to receive text messages about announcements and other concerns, 92.31% answered they are able to receive messages being rated as "very good", while 7.69% among 52 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 November 4-December 27, 2019, this present report with an increase of 23.81% random samples has proved that GWD's performance with each transaction and services is more efficient than the recent report. This is evident with the average weighted mean of 2.91 versus the previous with 2.81 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 2.94 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 2.91 on the results of survey pertaining to the overall quality of facilities that GWD have versus 2.69 from the previous report, 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



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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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