



Republic of the Philippines
METRO KIDAPAWAN WATER DISTRICT
 Lanao, Kidapawan City
 Tel nos. (064)577-1533, 577-1865, Fax no. (064) 572-5555
 E-mail Address: metrokidapawan_wd@yahoo.com
 Website: www.metrokidapawanwd.gov.ph
"Committed to Service, Development and Self-Reliance"



ISO 9001:2015 Certified
 Cert. No. 66478

METRO KIDAPAWAN WATER DISTRICT CUSTOMER SATISFACTION REPORT C.Y. 2021

I. INTRODUCTION

Rationale

Inter-Agency Task Force on the Harmonization of National Government Performance Monitoring, Information and Reporting Systems MC-2021-1, also known as AO25 IATF, evaluates government agencies, with the goal of promoting accessibility of information on programs, targets, and performance of all bureaus and offices in the public sector. The AO25 IATF aims to continually achieve a government-wide improvement through seamless public service delivery. In achieving this, Service Quality Standards (SQS) in delivering critical services, doing business with the government, industries, various sectors, and the citizens must be institutionalized across all government agencies.

This study is intended for obtaining the level of satisfaction of Metro Kidapawan Water District's customers for Calendar Year 2021.

Significance

Measuring and reporting the satisfaction level of chs/clients that were served in FY 2021 is vital in ensuring that these standards are attained. This is shown in the fulfillment of the services through a Citizen/Client Satisfaction Survey (CCSS) report. This shall generate verifiable data and tangible evidence to assist agencies determine the effectiveness of implemented streamlining and process improvements through identified indicators or service dimensions that were identified by the agencies and their citizen/clients served. Further, this gives guidance to identify areas and processes to be refined.

II. METHODOLOGY

A. Data Gathering Methods

The evaluation of customer satisfaction of Metro Kidapawan Water District was made through a quantitative approach. The conclusiveness of the outputs obtained was supported by descriptive statistics tools.

Except for Online Services, the questionnaires were distributed to walk-in clients using systematic random sampling technique. Type of questionnaire is different depending on the services availed.

B. Respondent

Respondents were not categorized during random sampling, regardless if they are customers with active account, customers with no active account, private individuals, business owners, or representative of other agencies, as long as they are doing transaction with MKWD but they properly represent the clients served for each service based on the services they marked in the questionnaire.

C. Survey Sampling Coverage

The samples were taken from walk-in clients of MKWD and clients who availed the online services of MKWD within January to December of calendar year 2021.

D. Sampling Procedure

The following are the number of respondents for each questionnaire at 95% confidence level:

Service	Volume of Transaction in FY 2021	Required Minimum No. of Respondents	Number of Respondents
a. Water Bill Payment	380,497	300	300
b. Customer Services	1,654	300	1,215
c. Online Services	89	For less than 100, all clients	45
d. Laboratory Service	687	300	345
e. Engineering Services	42	For less than 100, all clients	42
e. Bulk Water Services	38	For less than 100, all clients	38
f. Other Unbilled Transactions	50	For less than 100, all clients	50

E. Survey Instrument

Data were gathered using survey questionnaire. Questionnaires were custom-designed depending on the service provided.

The instruments consisted of structured survey questionnaires using 5-point Likert Scale, with equivalent spectrum as follows:

Numerical Scale	Adjective Scale	Spectrum	Explanation
1	Very Dissatisfied	Negative	Performance of the department/agency does not meet most or did not meet any of the expectations of the citizens/clients served. There a number of elements or aspects in the department/agency's service that reflects a serious problem for which the department/agency has not yet identified corrective actions. If there were corrective actions, then the action is perceived by the citizens/clients served as very ineffective or has totally been disregarded.
2	Dissatisfied	Negative	Performance of the department/agency does not meet the minimum expectations of the citizens/clients served. There are several elements or aspects in the department/agency's service that reflects a problem for which the department/agency has not yet identified corrective actions. If there were corrective actions, then the action is perceived by the citizens/clients served as very ineffective or has not been fully implemented to be effective.
3	Neither Satisfied nor Dissatisfied	Neutral	This is the midpoint in which the respondents cannot truly pick a side in the spectrum. However, this does not mean that the respondents have no opinion or do not know. Performance of the department/agency neither meets nor does not meet the minimum expectations of the citizens/clients served
4	Satisfied	Positive	Performance of the department/agency meets the minimum expectations of the citizen's/clients served. The service was provided with a few minor problems or none at all. If there were few minor problems, a corrective action might have already taken place which is deemed highly effective
5	Very Dissatisfied	Positive	Performance of the department/agency meets and exceeds the needs and expectations for the benefit of the citizens/clients served. The service was provided with a few minor problems, a corrective action might have already taken place which is deemed highly effective.

The instruments used were developed based on Annex 4 of AO25 IATF Memorandum Circular 01, Series of 2020 entitled "Guide for Conducting Citizen/Client Satisfaction Surveys". The dimensions of customer satisfaction considered in the study are the following:

- a. **Responsiveness** - the willingness to help, assist, and provide prompt service to citizens/clients and/or businesses.
- b. **Reliability (Quality)** - the provision of what is needed and what was promised, in accordance with the policy and standards, with zero to a minimal error rate.

- c. **Access & Facilities** - the convenience of location, ample amenities for a comfortable transaction, and the use of clear signages and modes of technology.
- d. **Communication** - the act of keeping citizens and businesses informed in a language they can easily understand, as well as listening to their feedback.
- e. **Costs** - the satisfaction with timeliness of the billing, billing process/es, preferred methods of payment, reasonable payment period, value for money, acceptable range of costs, and qualitative information on the cost of each service.
- f. **Integrity** - the assurance that there is honesty, justice, fairness, and trust in each service while dealing with the citizens/clients and businesses.
- g. **Assurance** - the capability of frontline staff/s to perform their duties, product and service knowledge, understanding citizen/client needs, helpfulness, and good work relationships.
- h. **Outcome** - the rate in terms of achieving outcomes or realizing the intended benefits of government services.

The services covered in the evaluation are all the services included in Citizen's Charter 3rd Edition (2021) which are grouped to properly represent the citizens/clients served for each service and to collect accurate data, as follows:

a. Water Bill Payment

b. Customer Services

Includes: New Service Connection, Transfer Connection, Transfer Source, Transfer Meter Stand, Transfer Name/Change Name, Test Water Meter, Test Bench, Reclassification, Plumbing Services, Voluntary Disconnection, Reconnection/Re-Open, Balik Connection, Charging of Inactive to Active Account, Promissory Bill, Billing Adjustment, and Application on Senior Citizen Discount

c. Online Services

Includes: Electronic Bills Payment, and Outstanding Bill Inquiry

d. Laboratory Services

e. Engineering Services

f. Bulk Water

g. Other Unbilled Transactions

Includes: Court Rental, Ledger Printing, Plumber Accreditation Fee, Bid Security and Bid Docs

III. RESULTS AND DISCUSSION

A. Data Analysis

Table 1 Scores per Critical Services and Overall Service

Service Quality Dimension	Critical Services							Overall Service
	Water Bill Payment	Customer Services	Online Services	Laboratory Services	Engineering Services	Bulk Water	Other Unbilled Transactions	
1. Responsiveness	5.00	4.38	4.59	4.95	4.66	4.16	4.95	4.67
2. Reliability (Quality)	5.00	4.59	4.52	5.00	4.45	4.45	4.16	4.60
3. Access and Facilities	4.16	4.95	4.59	5.00	4.74	4.24	4.88	4.65
4. Communication	4.88	4.95	4.66	4.31	4.52	4.45	4.59	4.62
5. Costs	5.00	4.16	4.45	4.31	4.31	4.31	4.90	4.49
6. Integrity	5.00	4.24	4.74	4.45	4.81	4.24	4.66	4.59
7. Assurance	4.45	4.50	4.90	4.74	4.88	4.90	4.52	4.70
8. Outcome	4.88	4.38	4.66	4.66	4.80	4.81	4.88	4.72
Overall Score	4.80	4.52	4.64	4.68	4.65	4.45	4.69	4.63

Table 2 Rating of Services in Percentage

Service Quality Dimension	Critical Services							Overall Service
	Water Bill Payment	Customer Services	Online Services	Laboratory Services	Engineering Services	Bulk Water	Other Unbilled Transactions	
1. Responsiveness	100.00%	87.60%	91.80%	99.00%	93.20%	83.20%	99.00%	93.40%
2. Reliability (Quality)	100.00%	91.80%	90.40%	100.00%	89.00%	89.00%	83.20%	91.91%
3. Access and Facilities	83.20%	99.00%	91.80%	100.00%	94.80%	84.80%	97.60%	93.03%
4. Communication	97.60%	99.00%	93.20%	86.20%	90.40%	89.00%	91.80%	92.46%
5. Costs	100.00%	83.20%	89.00%	86.20%	86.20%	86.20%	98.00%	89.83%
6. Integrity	100.00%	84.80%	94.80%	89.00%	96.20%	84.80%	93.20%	91.83%
7. Assurance	89.00%	90.00%	98.00%	94.80%	97.60%	98.00%	90.40%	93.97%
8. Outcome	97.60%	87.60%	93.20%	93.20%	96.00%	96.20%	97.60%	94.49%
Overall Score	95.93%	90.38%	92.78%	93.55%	92.93%	88.90%	93.85%	92.61%

The table above shows the result of the customer satisfaction survey conducted. The overall average rating for all the services is 4.63 or equivalent to 92.61%, slightly higher than the target 90% average rating for the year 2021. This result shows that the performance of MKWD meets and exceeds and needs the expectations for the benefit of the clients served.

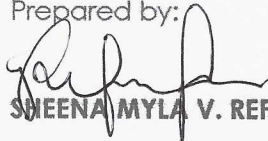
Comparing the ratings by critical services, Customer Services received the lowest rating (4.52 = 90.38%), indicating that although performance still meets the expectation, there is still a room for improvement especially in terms of responsiveness of the online websites. Water Bill Payment got 4.80 score (equivalent to 95.93%), indicating that clients are highly satisfied with the service.

Overall, the office must continue to improve its services specifically in reliability aspect and integrity (91.9% on both dimensions).

There is a slight decrease in customer satisfaction in 2021 compared to the results of customer satisfaction in 2020 (92.61 and 92.8, respectively) which shall be the benchmark for the improvement in services for 2022.

Segmented/aggregated result shall be incorporated to customer satisfaction survey 2022 to include ratings by type of client and by respondent profile.

Prepared by:



SHEENA MYLA V. REFUILA, CE

Head Secretariat, CART

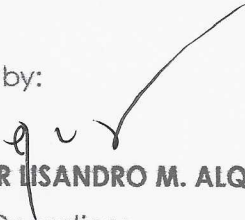
Checked by:



MYRNA R. VICTORIA, MBA

Department Manager A - AHRD

Verified by:



WILESPER LISANDRO M. ALQUEZA, CE, RMP, MBA

AGM - Operations

Vice Chairperson, SPRING ARTA

Approved/Disapproved:



STELLA M. GONZALES, MPS

General Manager

Chairperson, SPRING ARTA