



CARCAR WATER DISTRICT

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Carcar Water District

Customer Satisfaction Survey

CY 2021

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I. Introduction

Carcar Water District's dedication in providing the highest quality of potable water and best value of services has become our commitment principle: a commitment to ensure that what was planned and promised is actually being delivered.

As competition, demands and technology change dynamically, it has now become a challenge on how to achieve a higher level of performance and being able to deliver the expected service as perceived by the customers. This is the gap that needs to be identified and studied. In order to minimize or eliminate the gap, there is a need to focus on the factors that contribute to this gap. Thus, it is needed to conduct a survey to aid in determining the level of satisfaction of the customers.

Customer satisfaction and service quality are positively correlated. Of late, quality is being redefined as a state in which value entitlement is realized for the customer and provided in every aspect of the business relationship -Mikel Harry (Jan'2000a). True entitlement is realized when the customer gets the highest possible product or service quality at the lowest price on time, and the provider brings forth these products and services in a manner that minimizes the cost and cycle times and maximizes profit-RSChalapati.

A survey on customer satisfaction last year 2020 was conducted to determine the level of customer satisfaction of Carcar Water District on the following services: Water Distribution, Customer Service, Billing and Collection. Based on the results of the survey, concessionaires were very satisfied with the services being offered by the district. After the 2020 survey, the management undertook efforts to continuously provide the highest quality of potable water and best value of services that the customers deserve. This year the Commercial Division will conduct a confirmatory survey to determine any changes on their level of satisfaction in line with the Service Quality Dimensions identified by the IATF as guidelines in conducting this activity. This year's survey will also include the customers' level of satisfaction on the same frontline services assessed last year.

II. Survey Methodology

According to an article entitled Methodology of Measurement of Customer Satisfaction for Business Growth by V. Viswanathan and Dr. K.M. Mohanasundaram, customer expectations are currently identified using various methodologies, including focus groups, surveys, and analysis of complaints.

If customer satisfaction is defined as “meeting or exceeding customer expectations” (Brown and Swartz 1984), then the first step in addressing customer satisfaction is to assess customer expectations. Multiple methodologies exist for obtaining customer input, including focus groups, surveys, and analysis of customer complaints.

Due to COVID-19 preventive measures, the survey will be conducted through telephone interview. The Water District will still be using a customized questionnaire. This year, the MWater application was used for recording and tabulation of data collected during the survey. Questions formulated were encoded into the system. During the survey, the enumerators will just log in to this application and encode the answers from there. Also, a systematic sampling technique will be used. Systematic sampling technique is a type of probability sampling method in which sample members from a larger population are selected according to a random starting point and a fixed, periodic interval. This interval, called the sampling interval, is calculated by dividing the population by the desired sample size.

The population will be the total active connections of the district. As of December 2020, the total number of connections is 20,751.

In determining the sample size, the survey will use the Slovin's formula:

$$n = \frac{N}{1+Ne^2}$$

Computation:

$$\begin{aligned} n &= \frac{N}{1+Ne^2} &= \frac{20,751}{1+48.45} \\ &= \frac{20,751}{1+(20,751 \times .05^2)} &= 398 \end{aligned}$$

where:

N -equals to the total number of population

n- sample size

e- margin of error

The office will need 398 respondents for this survey for a population of 20, 751 active concessionaires. Given the margin of error of 5% (tolerance for error), there is a 95% certainty and accuracy of the result.

III. Survey Results and Analysis

This chapter presents, analyzes and interprets the data gathered during the survey. Below are the following statistical tools used for the analysis of data.

- A. Percentage is the tool that will be used to describe the demographic profile of the respondents. Below is the formula to be used.

$$P = F/N \times 100$$

Where, P = is the Percentage (%)

F = is the Frequency

N= is the total number of respondents

- B. The responses for each question were scaled using a “five point scale” or “Likert scale system” and given weight using the interpretation below.

Legend Guide:

Range	Interpretation
4.20-5.00	Very Satisfied (VS)
3.40-4.19	Somewhat Satisfied (SS)
2.60-3.39	Undecided (U)
1.80-2.59	Somewhat Dissatisfied (SD)
1.00-1.79	Very Dissatisfied (VD)

- C. To compute the weighted mean or average of the responses, below is the formula to be used.

$$W = \frac{\sum X}{N}$$

Where, W = is the weighted mean

\sum = Summation

X = weighted variable

N= total number of respondents

DEMOGRAPHIC PROFILE

Respondents were profiled according to their Relationship with the Account Owner, Gender and the Type of Home Ownership. Tables 1-3 will show the demographic profile of the 398 respondents for the conducted survey.

Table 1: Relationship Distribution of 398 respondents with the account owner

Profile 1	Relationship	Frequency	Percentage (%)
A	Head of household and also account owner	235	59%
B	Spouse of Head of Household/Account owner	71	18%
C	Head of household but not the account owner	26	6%
D	Others (pls. specify)	66	17%
Total		398	

Table 2: Gender Distribution of 398 Respondents

Profile 2	Gender	Frequency	Percentage (%)
A	Male	130	33%
B	Female	268	67%
Total		398	100%

Table 3: Type of Home Ownership Distribution of 398 Respondents

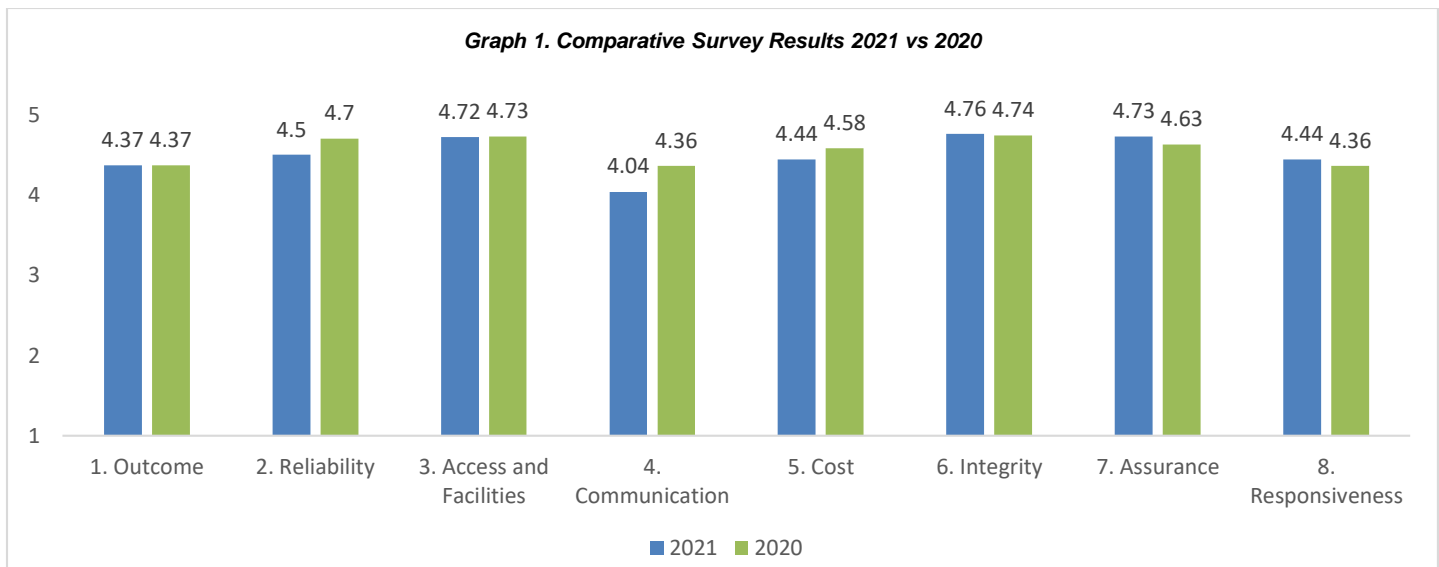
Profile 3	Type of Home Ownership	Frequency	Percentage (%)
A	Owned	368	92%
B	Rented	8	2%
C	Living with relatives	14	4%
D	None of the Above	8	2%
Total		398	100%

SURVEY RESULTS

Table 4 shows the results of the survey in accordance with IATF Memorandum Circular No. 2021-1. The memorandum states that the survey must capture the total citizen/client experience, expectations, and satisfaction in the delivered public service with the following service quality dimensions: Responsiveness, Reliability, Access and Facilities, Communication, Cost, Integrity Assurance and Outcome. The questions formulated for the survey were based on these dimensions. For this survey, three frontline services were covered which include Billing, Bills Payment and Water Distribution & Customer Service. As shown in the table below, the organization was able to get a Very Satisfactory interpretation from the 7 identified dimensions except for Communication, wherein the Overall Score is 4.04 with a Somewhat Satisfactory interpretation. However, the overall rating remained to be within the Very Satisfactory level with a score of 4.50. The highest rated service was Bills Payment with a rating of 4.73. Availability of payment centers and online payments through Gcash and PayMaya could be a factor for this level of satisfaction.

Service Quality Dimension	Water Distribution & Customer Service	Billing	Bills Payment	Scores In All Services	Interpretation
1. Outcome	4.37	-		4.37	VS
2. Reliability	4.22	-	4.78	4.5	VS
3. Access and Facilities		-	4.72	4.72	VS
4. Communication	4.04			4.04	SS
5. Cost		4.44		4.44	VS
6. Integrity		4.76		4.76	VS
7. Assurance	4.73			4.73	VS
8. Responsiveness	4.44			4.44	VS
Total	4.39	4.6	4.73	4.5	VS

Table 4: Overall Survey Results 2021



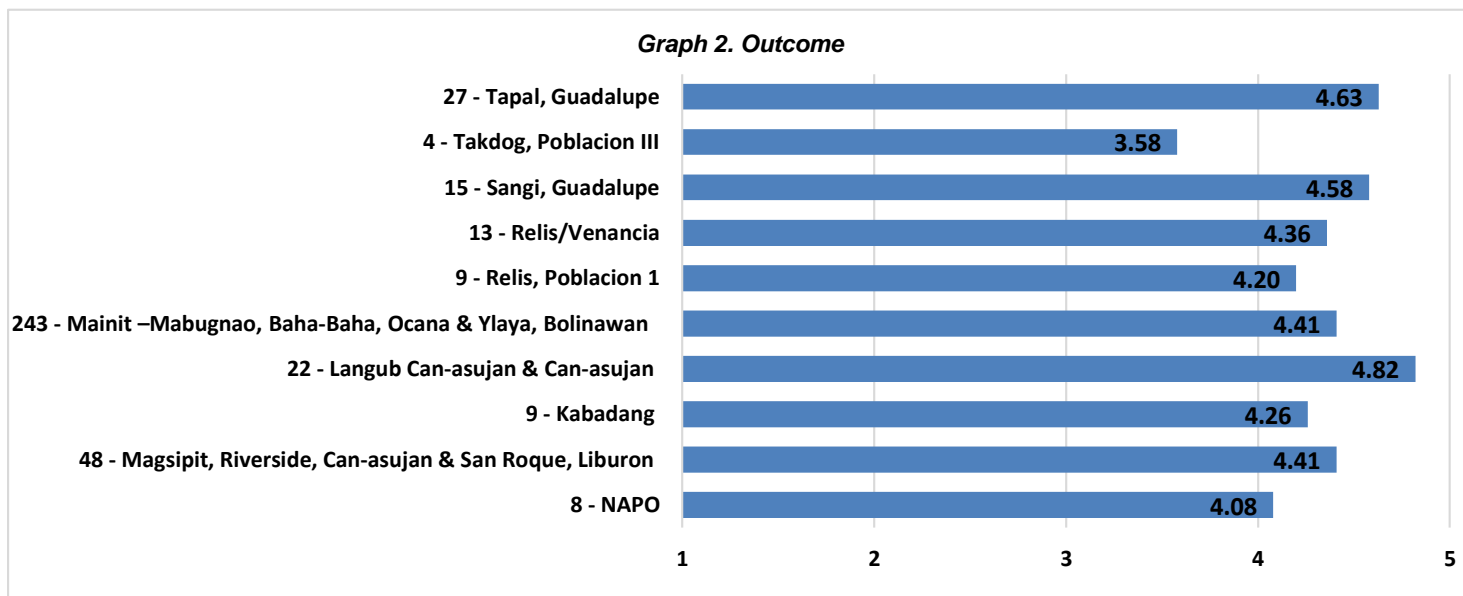
The graph above shows the comparative results of the survey for the year 2021 vs 2020 for all the services offered by the water district in line with the Service Quality Dimensions. Among the eight dimensions, the lowest ratings in 2020 fall under Communication and Responsiveness, both with a score of 4.36, with an interpretation of Very Satisfactory. For 2021, the lowest rating is in the area of Communication for a score of 4.04, with an interpretation of Somewhat Satisfied. The highest rating for 2020 is 4.74 under Integrity, similar to the year 2021 wherein the overall score is 4.76, both having Very Satisfactory interpretations. As the data shows, there is consistency on the part of the Water District in making sure that concessionaires will feel secure and safe for all the services offered to them. The overall rating for 2021 is 4.50 while for 4.62 for 2020. There may be a slight decrease in results from 2020-2021 but the overall rating remains to be within the Very Satisfactory Level.

An in-depth analysis was also made to show the results of the survey focusing on Water Distribution and Customer Service. The graphs below will show the data per Water System (see Annex A. Name of Water System & Zone Number Supplied) under the identified Service Quality Dimensions. The results were tabulated per Water System to know which of these systems need improvement and on what dimension or service should be focused on.

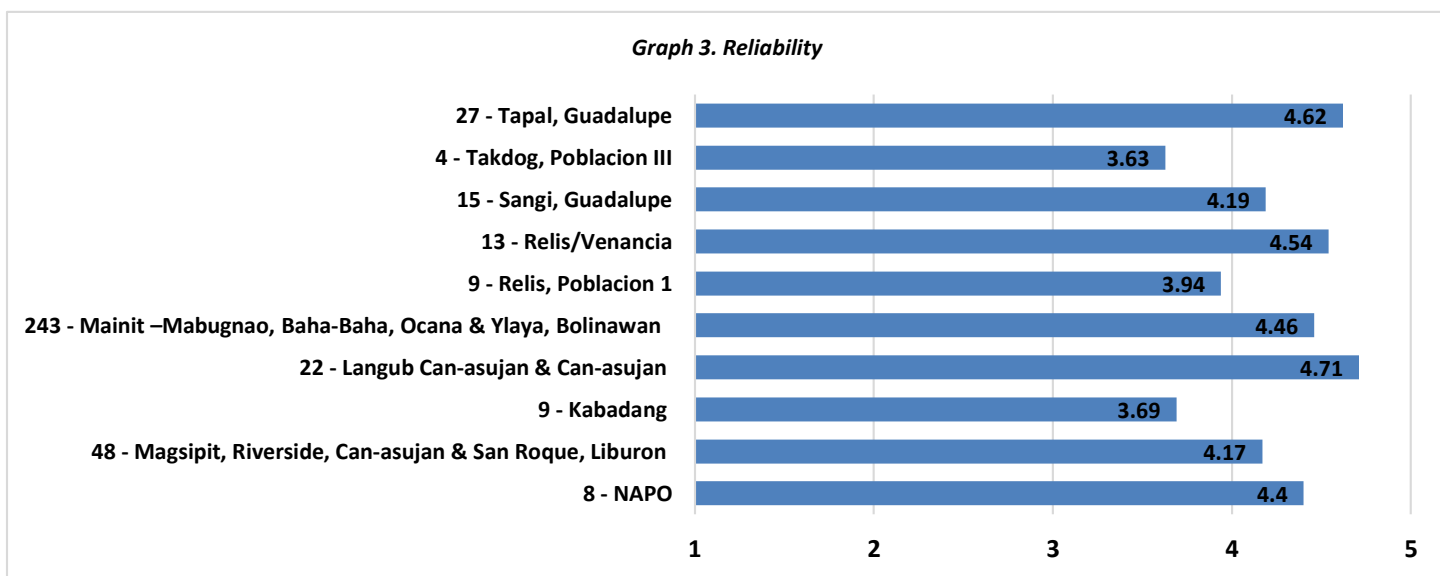
Graph 2 shows the results of the survey under the dimension- Outcome. This dimension covers the Quality of water provided to the concessionaires. The data below shows that Takdog, Poblacion III got a 3.58 rating while Napo garnered a rating of 4.08, both having interpretations of Somewhat Satisfied. However, it can also be seen on the data that out of the 398

respondents only 4 of them were from Takdog, Poblacion III and 8 were from Napo. The highest rating came from Langub, Can-asujan System with a rating of 4.82 and an interpretation of Very Satisfactory.

Graph 3 shows the results of the survey under the dimension- Reliability. This dimension covers the supply of water distributed to the concessionaires. The data below shows that 5 out of 10 Water Systems got an overall interpretation of



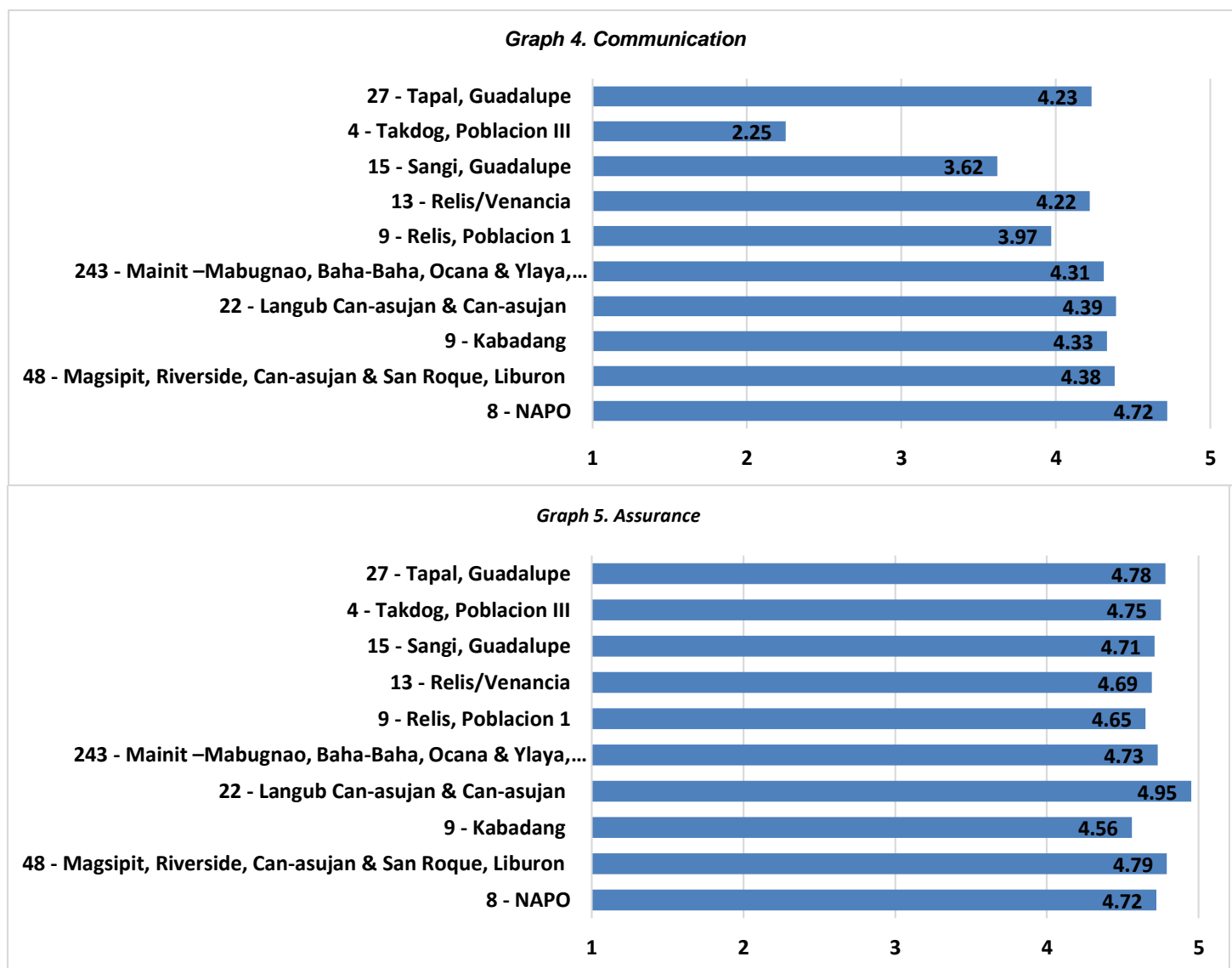
Somewhat Satisfied, namely Takdog, Poblacion III- 3.63; Kabadang- 3.69; Relis-Poblacion -3.94; Magsipit, Riverside – 4.17 and Sangi, Guadalupe- 4.19. Almost all of these Systems are servicing highly elevated areas which could be one of the reasons why the supply is not 24/7. However, 5 Systems still got a Very Satisfactory interpretation and the overall rating on this dimension in terms of Water Distribution is **4.22** (Very Satisfactory).



Graph 4 shows the results of the survey under the dimension- Communication which pertains to the announcements and advisories issued by the organization to inform the concessionaires about the district's activities. The data below shows that the highest rating came from Napo with a score of 4.72. The lowest score which is 2.25 still came from Takdog, Poblacion III with an interpretation of Somewhat Dissatisfied. Relis,Poblacion I and Sangi, Guadalupe both had an overall interpretation of Somewhat Satisfied with ratings of 3.97 & 3.62, respectively. Annex B- Comments, Suggestions & Recommendations, will show the respondents comments for the very low rating. The overall rating on this dimension is 4.04 with a Somewhat

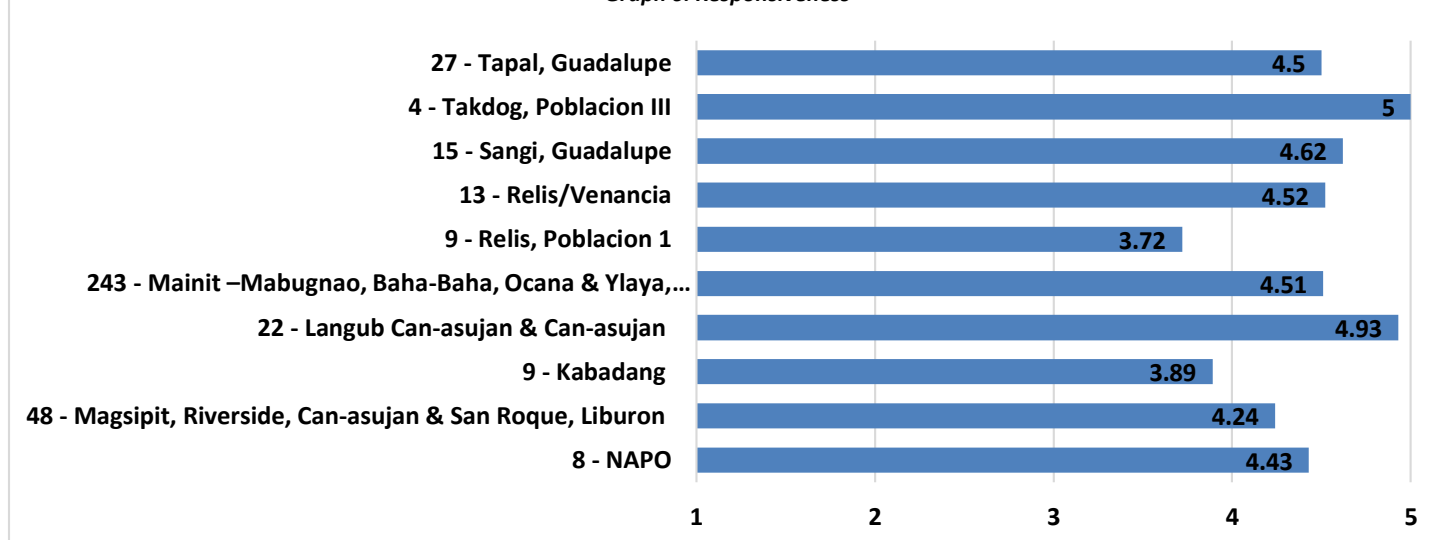
Satisfied interpretation. There may be a need to look closely on this matter and find other options and how to effectively communicate with the concessionaires.

Graph 5. This dimension focuses on the knowledge, skills, expertise and the professionalism of the employees of the Water District. The data in Table 8 shows that the concessionaires have full trust in the ability and knowledge of the employees of CWD. This is shown by the graph indicating that in every water system, the interpretation is Very Satisfactory with an overall rating of 4.73.



Graph 6. This graph below will now show the results of the survey about CWD's promptness in responding to the complaints and concerns of concessionaires. The lowest rating came from the zones supplied by Kabadang with a rating of 3.89 and Relis, Poblacion I with a rating of 3.72, having an interpretation of Somewhat Satisfied. Despite having low ratings on areas mentioned earlier, the district was still able to get an overall rating of 4.44 on this dimension with an interpretation of Very Satisfactory.

Graph 6. Responsiveness



IV. Conclusions and Recommendations

In view of the results of the survey, the Commercial Division was able to draw conclusions and recommendations in line with the objectives of the survey. It is seen in the results from the analysis that the level of satisfaction of the concessionaires is very high which implies that they are pleased with the services provided to them. Although there were decreases in the numerical rating on the three identified services namely Water Distribution & Customer Service, Billing and Bills Payment as compared to the 2020 survey results, the overall interpretation is still “Very Satisfied”.

As to the Water Distribution & Customer Service, the overall rating is 4.39 (Very Satisfactory). In terms of the level of satisfaction on the frontline services provided by the district, it is also apparent that the concessionaires were pleased with how they were dealt with by the CWD employees since the highest rated frontline service is Bills Payment with an overall rating of 4.73. This means that CWD concessionaires are very satisfied with the services provided. However, it is evident on the results that the primary concern of the concessionaires is on communication, or the lack thereof, especially during water interruptions.

The overall result of the 2021 Customer Satisfaction Survey provided us with a very good result. Even then, it is still strongly recommended that CWD will continue to improve its services for the continuous improvement of its operations. It is also necessary to be able to provide immediate action on areas of concern identified in this survey which is on Communication. We may take into consideration the utilization of Text Blast service as some would still prefer to be informed through text messages, considering that not all concessionaires have access to social media or are capable of checking their Facebook page every time notice of interruption is issued. The provision of immediate actions will make the concessionaires feel that their concerns are being heard, thus, increasing their level of satisfaction on one hand, while on the other hand, the water district will be able to maintain its reputation as one of the most outstanding Water Districts all over the country.

V. Annexes

A. Name of Water System & Zone Number Supplied

System	Zone	Location	System	Zone	Location
Tapal, Guadalupe	211	Tapal/Bagakay/Danao II	Kabadang	82	Cristorey To Mangkabayo
	212	Danao I/Cabiawon/Buenavista	Napo	101	Napo/ Kamang2X
	213	Danao II/Valencia Proper		102	Riverside
	214	Tal-Ut Valencia		114	Banica
Langub Can-asujan & Can-asujan	154	Esperanza Homes	Magsipit, Riverside, Can-asujan & San Roque, Liburon	123	Ibabao Perrelos
	163	Oliveros/Saay/Tindahan		127	Ibabao Perrelos
	164	Lumbia, Saymon		128	Ibabao Perrelos
	166	Mohon		129	Theotokos
Sangi, Guadalupe	81	Guadalupe		135	Camagayan/Tindahan
	83	Mainit		153	Liburon
Relis/Venancia	11	Caipilan, Guadalupe		165	Danawan
	22	TIMAPOSA		167	Riverside
Relis, Poblacion 1	13	Caipilan Larry		168	Camella Communities
	14	Maximina, Dandan		169	Lumina
Takdog, Poblacion III	184	Bhokyol		181	Magsipit
	185	To-Ong, Mahahay Liburon		126	Katugasan
Main: Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan	12	Proper Cogon/Camomot	Main: Mainit –Mabugnao, Baha-Baha, Ocana & Ylaya, Bolinawan	131	Perrelos
	21	Camomot, Sol Carmel		132	Camagayan
	31	Dr. Rizal St.		133	San Isidro
	32	Fraternidad St., H. Del Pilar		134	San Isidro/Bas
	41	Upper Gen. Luna, San Tiago		141	Tangasan
	42	Gen. Luna St.		142	Valladolid
	43	Tulay		143	Valladolid/Pajo
	45	Tapon		144	Boloc2X/Valladolid
	46	Tapon, Baracca		145	Upper Lamakan
	51	Public Market		151	Albur/Kalubihan
	52	P. Burgos St.		152	Tuyom Proper & Tuyom Mahayahay
	53	Sta. Catalina		161	Lumboy
	62	P. Vasquez St.		162	Kalindoy
	71	San Jose St.		171	Bas
	72	Dam		172	Bantayan
	91	Mancao/Albur		173	Tawog
	92	Awayan		174	Tubod
	93	Dapdap		175	Pungtod
	94	Pugon		182	Cambuntan
	103	P. Nellas St.		183	Cambuntan
	104	Ocaña		191	Tugas
	105	P. Nellas St./Central		192	Lagang Highway
	106	Bonbon		193	Dungo-An
	107	Kamang2X		194	Bolinawan
	111	Ocaña		195	Dancing Sun
	112	Bacseji		196	Tapok
	113	Abugon		197	Ilaya
	121	Dungo-An		198	Bonsai, Bolinawan
	122	Nangka-An		199	Lagang/Turo Unabia
	124	Nangka-An		201	Lagang/Ligas Paka
	125	Kapatagan		202	Lagang/Eddie Killer

B. Comments/ Recommendations/ Suggestions/ Opportunities for Improvement

Tables below will show the breakdown of comments according to the identified Service Quality Dimensions

Table 5: Comments relating to Outcome (Quality of water)

Comments	Frequency
Naay chemical.	17
Usahay naay murag residue	
Usahay mo lubog ang tubig	
Usahay nay color brown, yellow or puti samot na mg uwan.	

Table 6: Comments relating to Reliability (Supply of water)

Comments	Frequency
Hinay kayo ang agas.	79
Inoras ang agas.	
Hinaot nga ang agas naa ra pirmente bahalag hinay	
Improve the water supply during the day, kay water system man unta pero walay tubig gisupply.	

Table 7: Comments relating to Communication

Comments	Frequency
Dili mgpahibaw kung naay interruption.	40
So far nindot ra ang serbisyo pero usahay pero dili magpahibalo kung magpalong sa tubig.	
Walay maabot nga notice bisan ug text man lang.	
Magtext unta kung naay interruption sa tubig within that area.	
Dili magpahibalo dayon late na makapost sa facebook.	

Table 8: Comments relating to Responsiveness

Comments	Frequency
Dugay kaayo mo responde..	45
Naay time nga wala dayon ni responde ang CWD sa buslot sa tubo sayang kaayo ang tubig nabuntagan nalang diha na ni responde.	
Wala gyuy aksyon, sige walay agas sa tubig.	
Improve the water supply during the day, kay water system man unta pero walay tubig gisupply.	

Table 9: Positive Comments

Comments	Frequency
Okay ra jud kaayo ang serbisyo.	215
Ok ra ang serbisyo. Nasulbad na ang problema sa supply sa tubig sauna.	
So far wala nami problema kay ang sa last year nga hinay mo agas karon kay kusog na..	
Pasalamat lang nga naa nay supply sa tubig sa mahayahay kay kung wala, magsige lang gyud ug sag-ob sa tabay.	
Nagpasalamat nga naa ang carcar water district kay naa silay igo nga supply sa tubig;	
Walay lain masuggest kay 100% mga nindot ang serbisyo sa CWD	

C. Survey Questionnaire

Customer Satisfaction Survey

Account No. _____

Objective (**Katuyuan**):

- This survey will be used to improve the services of Carcar Water District. Please answer it as honest as possible. Rest assured your answer will be kept confidential.

(Kani nga survey gihimu para sa pagpalambo sa serbisyo sa Carcar Water District. Palihug hatag sa inyung matinuorung tubag. Amung ipasalig nga kini huptang namung kompidensyal.)

PROFILE 1:

- ☒ Head of Household and also account owner ☒ Head of Household but not the account owner
- ☒ Spouse of Head of Household/Account Owner ☒ Others (Pls specify):

PROFILE 2:

GENDER: ☒ MALE ☒ FEMALE

PROFILE 3:

TYPE OF HOME OWNERSHIP:

- ☒ Owned ☒ Rented ☒ Living with relatives ☒ None of the Above

Please rate your level of satisfaction with Carcar Water District's efforts to provide the following services... (Please mark all answers with "✓")

		Very Satisfied	Somewhat Satisfied	Undecided	Somewhat Dissatisfied	Very Dissatisfied	Remarks (if rating is 2 or 1)
		5	4	3	2	1	
A	Provide water that is safe to drink (<i>Paghatag og tubig nga luwas imnon</i>)						
B	Provide water that tastes good (<i>Paghatag og tubig nga maayo ang lami</i>)						
C	Provide water that is free of color and odor (<i>Paghatag og tubig nga walay baho og walay color</i>)						
D	Provide adequate supply & pressure of water (<i>Paghatag ug igo nga supply og gikusgon sa tubig</i>)						
E	Provide reasonable water tariff (<i>Paghatag ug makatarunganon nga presyo sa tubig</i>)						
F	Provide accurate billing statements delivered in a timely manner (<i>Paghatag sa ensaktong husay sa bayranan sa ensaktong oras</i>)						
G	Provide convenient payment system (<i>Paghatag ug sayon nga sistema sa pagbayad</i>)						
H	Accuracy and promptness of tellers (<i>Katukma ug kapasas sa mga tellers</i>)						
I	Responds promptly to customer's requests and complaints (<i>Paspas nga pagresponde sa mga hangyo ug reklamo</i>)						
J	Communicate with customers about scheduled repairs, service interruptions and other information on CWD services (<i>Pagpahibalo sa mga takda sa pagkapalong sa tubig og bisan unsa nga mga interapsyon og mga impormasyon kabahin sa mga serbisyo sa CWD</i>)						
K	Competent employees (<i>Kahanas sa mga empleyado</i>)						
RECOMMENDATIONS/SUGGESTIONS/OPPORTUNITIES FOR IMPROVEMENT							