

## CARCAR WATER DISTRICT

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## **Carcar Water District**

# **Customer Satisfaction Survey**

CY 2022

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### I. Introduction

dedication in providing the highest quality of potable water and the best value of services has become its commitment principle- a commitment to ensure that what was planned and promised is actually being delivered.

CWD has been conducting surveys to determine the level of customer satisfaction on the water distribution and frontline services offered by the agency. Through these surveys, the customers are given the opportunity to express their impressions on the quality of the services they get. CWD undertook efforts to minimize or eliminate any gaps identified to continuously provide the highest quality of potable water and best value of services that the customers deserve.

This year, CWD conducted a survey to determine if there were any changes on the level of customer satisfaction, in accordance with the guidelines set by the Inter-Agency Task Force (IATF) and the Local Water Utilities Administration (LWUA).

### II. Survey Methodology

In an article entitled Methodology of Measurement of Customer Satisfaction for Business Growth, V. Viswanathan and Dr. K.M. Mohanasundaram mention that customer expectations are identified using various methodologies, which include focus groups, surveys, and analysis of complaints.

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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.

The survey was conducted through face-to-face interviews. The MWater Survey application was the tool used for the recording and tabulation of the data collected. A customized questionnaire was uploaded onto the application which was used in the survey.

In determining the sample size, the survey uses

where:

N = number of active accounts per CWD Water Supply System
 n = sample size
 e = margin of error = 5%

Also, a systematic random sampling technique was used to identify the respondents. This 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.

Water Supply System	Active Connections (as of December 31, 202	Sample Size
Tapal Water System	1700	329
Langub and Can-asujan Water System	1256	305
Sangi Water System	824	270
Venancia Water System	1089	294
Kabadang Water Sytem	508	224
Napo Water Sytem	471	216
Magsipit Water System	2770	353
Takdog Water Sytem	257	156
Ylaya Water System	330	181
Main and Bahabaha Water Sytem	13392	389
	22597	2717

Table 1. CSS 2022 Sample Size

### III. Schedule of Activities

	AUGUST			SEPTEMBER			OCTOBER						
ACTIVITIES	wk 1	wk 2	wk 3	wk 4	wk 5	wk 1	wk 2	wk 3	wk 4	wk 1	wk 2	wk 3	wk 4
Planning													
Recruitment of Enumerators													
Review and Approval of Customer Satisfaction Survey													
Plan													
Data Collection													
Data Analysis and Report Preparation													
Report Submission													

## IV. Proposed Budget

PARTICULARS	Qty	Unit	Unit Cost	Budget
SALARY	100	Man-Days	600.00	60,000.00
TOTAL BUDGET				60,000.00

\*5 Enumerators x 29sda

### V. Survey Questionnaire

See attached

## VI. 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 X 100Where, P = is the Percentage (%) F = is the Frequency N= is the total number of respondents

B. The responses for eac using the interpretation below:

Legend Guide:

Range	Interpretation
3.28-4.00	Very Satisfied (VS)
2.52-3.27	Satisfied (S)
1.76-2.51	Dissatisfied (D)
1.00-1.75	Very Dissatisfied (VD)

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

Where, W = is the weighted mean

X = weighted variable

N= total number of respondents

#### **DEMOGRAPHIC PROFILE**

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Respondents were profiled according to their Account Ownership, Gender, and Number of Household Members. Tables 2-4 shows the profile of the 2,717 respondents for the conducted survey.

Profile 1	Account Ownership	Frequency	Percentage (%)
A	Account Owner	1693	62%
В	Spouse of Account owner	349	13%
С	Others (pls. specify)	675	25%
Total		2717	100%

**Table 2:** Account Ownership distribution of 2,717 respondents

Table 3: Gender Distribution of 2,717 respondents

Profile 2	Gender	Frequency	Percentage (%)
А	Male	802	30%
В	Female	1915	70%
Total		2717	100%

Table 4: Number of Household Members distribution of 2,717 respondents

Profile 3	# of Household Members	Frequency	Percentage (%)
A	1-3	600	22%
В	4-6	1550	57%
С	7-9	440	16%
D	more than 10 members	125	5%
Total		2717	100%

#### SURVEY RESULTS

Table 5 below shows the summary result of the survey conducted for CY 2022, covering 2,717 respondents and distributed among different Zones from different CWD Water Supply Systems. As stated in the guidelines issued by Inter Agency Task Force (IATF) under Memorandum Circular No.2022-1 (see Annex), the following service quality dimensions must be given emphasis to capture provided by Carcar Water District:

1.) Responsiveness- the willingness to help, assist and provide prompt service to the clients;

2.) Reliability (Quality)- the provision of what is needed and what was promised;

3.) Access and Facilities- the convenience of location, ample amenities for comfortable transactions, use of clear signages and modes of technology;

4.) Communication- the act of keeping citizens and clients informed;

5.) Cost- value for the money, the acceptable range of costs;

6.) Integrity- there is honesty, fairness and trust in each service while dealing with the clients;

7.) Assurance-the capability of frontline staff to perform their duties, product and service knowledge and 8.) Outcome- extent of achieving the outcomes.

As shown in the table, the organization was able to get an overall rating of 3.83, with a corresponding interpretation of Very Satisfactory. Out of the 10 identified Water Systems, the district got the highest overall satisfaction rating of 4.00 from the Langub & Can-asujan Water Systems with 305 respondents and a 3.57 overall rating as the lowest, from Kabadang Water System with 224 respondents.

Due to the significant variance in the number of respondents from the 2021 Customer Satisfaction Survey, which only had 392, no comparative analysis was deduced. However, the overall rating remains to be within the Very Satisfactory level.

Table 5.	Overall	Survey	Results	2022
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System	# of Respondents	Reliability	Cost	Integrity	Access & Facilities	Outcome	Responsiveness	Communication	Assurance	TOTAL	INTERPRETATION
Tapal Water System	329	3.98	3.98	3.98	3.98	3.55	3.97	3.98	4.00	3.94	VS
Langub and Can-asujan Water System	305	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	VS
Sangi Water System	270	3.35	3.94	3.98	3.99	3.49	3.94	3.89	3.97	3.86	VS
Venancia Water System	294	3.33	3.62	3.69	3.73	3.29	3.7	3.59	3.72	3.62	VS
Kabadang Water Sytem	224	3.37	3.61	3.73	3.71	3.26	3.52	3.45	3.65	3.57	VS
Napo Water Sytem	216	3.53	3.88	3.97	3.95	3.39	3.96	3.77	3.99	3.86	VS
Magsipit Water System	353	3.75	3.99	3.98	3.99	3.68	3.99	3.98	3.99	3.94	VS
Takdog Water Sytem	156	4.00	4.00	4.00	4.00	3.89	4.00	4.00	4.00	3.99	VS
Ylaya Water System	181	3.61	3.99	3.98	3.99	3.82	3.97	3.99	3.99	3.94	VS
Main and Bahabaha Water Sytem	389	3.34	3.91	3.96	3.98	3.41	3.96	3.83	3.96	3.85	VS
TOTAL	2717	3.63	3.89	3.93	3.93	3.58	3.90	3.85	3.93	3.83	vs

**Table 6** shows the results according to the three frontline services being covered in this survey which includes Billing, Bills Payment and Water Distribution & Customer Service. It is shown that concessionaires were very satisfied with the Bills and Payment Service of the district with 3.90 and 3.94 scores respectively.

Service Quality Dimension	Water Distribution & Customer Service	Billing	Bills Payment	Scores In All Services	Interpretation
1. Outcome	3.58			3.58	VS
2. Reliability	3.63	-		3.63	VS
3. Access and Facilities		-	3.93	3.93	VS
4. Communication	3.85			3.85	SS
5. Cost		3.89		3.89	VS
6. Integrity		3.91	3.94	3.93	VS
7. Assurance	3.93			3.93	VS
8. Responsiveness	3.90			3.90	VS
Total	3.78	3.90	3.94	3.83	VS

The graphs below will show the data per Water System (see Annex. Name of Water System & Zone Number Supplied) under the identified Service Quality Dimensions. The results were tabulated per Water System to determine which of these systems need improvement and which dimension requires higher attention.

**Table 7** shows the result of the survey in the Tapal Water System. As shown below, among the 8 dimensions, the lowest score falls under Outcome with a 3.55 rating and a corresponding interpretation of Very Satisfactory. Out of the 329 respondents from this system, 61 gave a rating of 2 (Dissatisfied) due to low pressure or no water supply during daytime. However, the overall rating for the Tapal Water System is 3.94, with a Very Satisfactory interpretation.



**Table 8** below shows a graphical result of 4.0 overall rating with a Very Satisfactory interpretation among 305 respondents fromthe Langub & Can-asujan System for all the Service Dimensions.



**Table 9** shows the results for the Sangi Water System. All dimensions in this system got a very satisfactory interpretation, although based on the graph, reliability and outcome got 3.35 and 3.49 ratings, respectively. Out of the 270 respondents from this system, 42 mentioned that they are using mineral water for drinking, 37 commented that they could smell chlorine from their supply and 51 respondents were dissatisfied with the intermittent water supply in their households. Overall, Sangi water system still got a total rating of 3.86, with a very satisfactory interpretation.



**Table 10** below shows the results for the Venancia Water System. All the dimensions from this system got an interpretation of Very Satisfactory, although the two dimensions on Reliability and Outcome got a low score rating of 3.33 and 3.29, respectively. Venancia System has 294 respondents and 118 claimed that they are using mineral water for drinking 60 respondents showed dissatisfaction with the supply and pressure of water in their respective areas due to intermittent supply, especially in the morning. The overall rating for the Venancia Water System is 3.62, still with a Very Satisfactory interpretation.



**Table 11** below shows the results for Kabadang Water System. Two of the eight dimensions, namely Reliability and Outcome, got the lowest rating score of 3.37 and 3.26, respectively. In terms of reliability, 96 out of the 224 respondents said that they are using mineral water for drinking since they are not confident with the safety and quality of the water supplied in their households. 48 of the 224 respondents expressed their dissatisfaction due to the intermittent water supply and pressure which falls under Outcome. Despite getting those scores from the dimensions mentioned, the water district still got an overall satisfaction rating of 3.57 with an interpretation of Very Satisfactory from Kabadang Water System.



**Table 12** shows the results from the Napo Water System. This system has 216 respondents, 6 of which gave a dissatisfactory rating in terms of the water quality. 80 respondents said they are using mineral water for drinking. 34 out of the 216 respondents also expressed their dissatisfaction in terms of the water supply and pressure in their households. All of the eight dimensions got an overall rating of 3.86 with a very satisfactory interpretation despite getting low scores under Reliability and Outcome with 3.53 and 3.39 scores, respectively.



The Magsipit Water System as shown on table 13 has a very satisfactory interpretation with an overall rating of 3.94. The 353 respondents from this system only has some minimal concerns regarding the quality of water and the supply and pressure. Only 2 respondents gave an unsatisfactory rating as to the quality of water. However, 59 mentioned that they are using mineral water for drinking. 47 out of the 353 expressed their concerns regarding the intermittent water supply and pressure in their households resulting an average score of 3.68 under Outcome.



Takdog Water System from **table 14** below shows a very satisfactory interpretation with an overall rating of 3.99. The only concern from the 7 respondents out of 156 is the low water pressure and supply in the morning.



**Table 15** below shows the results from the Ylaya Water System. Some minimal concerns from the 181 respondents in terms of the water quality, supply and pressure which falls under Reliability and Outcome. 13 out of 181 gave unsatisfactory rating on the color and smell of water and 48 said that they are using mineral water for drinking. Thus, resulting in a 3.61 overall rating under Reliability. 11 out of 181 gave a dissatisfied rating in terms of water pressure and supply expressing their concerns on the intermittence and low pressure, resulting in an Outcome score of 3.82. Despite those 2 dimensions getting those rates, the system still got an overall rating of 3.94, with a very satisfactory interpretation.



**Table 16** below is for the Main and Baha-Baha Water System. This system has 389 respondents, of which 20 gave a dissatisfied rating due to turbidity issues especially during heavy rains and some complains about the strong smell of chlorine. 161 respondents also mentioned that they are using mineral water for drinking, thus giving the dimension on Reliability an overall score of 3.34. In terms of the supply and pressure of water, this system got an overall score of 3.41 under Outcome due to the respondents who expressed their dissatisfaction with the intermittent to no water supply especially in the morning. Despite those two dimensions garnering those ratings, the overall score for this system is still at 3.85, with a very satisfactory interpretation.



## VII. Conclusions and Recommendations

This analysis reviewed the importance of the satisfaction of the concessionaires for all the services offered by Carcar Water District. The survey was conducted to help the organization determine which services have the most impact in the overall satisfaction of its clients and to help set the priorities of the district.

As seen in the results of this analysis, Carcar Water District was able to maintain a very high level of satisfaction from its concessionaires, having an overall score of 3.83. Even so, it is still strongly recommended that CWD will continue to strive to be better for the continuous improvement of its operation and services. Some of the concerns that the district may need to look into is the water pressure and supply which falls under the dimension Outcome. 391 out of the 2,717 respondents, or 14% of the total sample size, expressed their dissatisfaction with regards to the very low pressure to no water supply especially during peak hours or daytime. Another concern pertains to Communication, wherein the analysis showed the top 3 preferred methods of information dissemination, as reflected in the graph below:

## N. What is your preferred communication methods regarding CWD's announcements? (Unsa ang imong gu



As of this writing, the district uses Facebook as the main tool in communicating with clients. Hence, the analysis above shows that Facebook falls second on the respondents preferred method. The district may take into consideration the utilization of the Text Blast System and Recorida, as preferred by the respondents. Doing so will make the concessionaires feel that their concerns, suggestions and recommendations are being heard, thus, increasing their level of satisfaction. Providing necessary actions in these areas of concern will also help the organization maintain its reputation as one of the outstanding water districts in the country.

## VIII. Annex I. Name of Water System & Zone Number Supplied

System	Zone	Location	System	Zone	Location
	211	Tapal/Bagakay/Danao II	Kabadang	082	Cristorey To Mangkabayo
	212	Danao I/Cabiawon/Buenavista	Napo	101	Napo/ Kamang2X
Tapal, Guadalupe	213	Danao li/Valencia Proper	_	102	Riverside
	214	Tal-Ut Valencia	_	114	Banica
	154	Esperanza Homes		123	Ibabao Perrelos
Langub Can-asujan &	163	Oliveros/Saay/Tindahan	_	127	Ibabao Perrelos
Can-asujan	164	Lumbia,Saymon	_	128	Ibabao Perrelos
	166	Mohon		129	Theotokos
Sangi Guadalune	081	Guadalupe		135	Camagayan/Tindahan
Sangi, Guadalupe	083	Mainit	– Magsipit, Riverside, Can-asujan	153	Liburon
Relis/Venancia	011	Caipilan,Guadalupe	– & San Roque, Liburon	165	Danawan
	022	TIMAPOSA			
Palis Poblacion 1	013	Caipilan Larry	_	167	Riverside
	014	Maximina, Dandan		168	Camella Communities
Takdog Poblacion III	184	Bhokyol		169	Lumina
	185	To-Ong,Mahahay Liburon		181	Magsipit

		012	Proper Cogon/Camomot		126	Katugasan
		021	Camomot,Sol Carmel	_	131	Perrelos
		031	Dr. Rizal St.	_	132	Camagayan
		032	Fraternidad St.,H. Del Pilar	_	133	San Isidro
		041	Upper Gen. Luna,San Tiago		134	San Isidro/Bas
		042	Gen. Luna St.	_	141	Tangasan
		043	Tulay	Main:	142	Valladolid
		045	Tapon	Mainit – Mabugnao, Baha-Baha	143	Valladolid/Pajo
		046	Tapon,Baracca	Ocana & Ylaya,	144	Boloc2X/Valladolid
		051	Public Market	Bolinawan	145	Upper Lamakan
		052	P. Burgos St.	_	151	Albur/Kalubihan
	Main: Mainit –Mabugnao,	053	Sta. Catalina	_	152	Tuyom Proper & Tuyom Mahayahay
	Baha-Baha, Ocana & Ylaya, Bolinawan	062	P. Vasquez St.		161	Lumboy
		071	San Jose St.	_	162	Kalindoy
		072	Dam	_	171	Bas
		091	Mancao/Albur	_	172	Bantayan
		092	Awayan	_	173	Tawog

092	2 Awayan		173	Tawog
093	3 Dapdap		174	Tubod
094	4 Pugon		175	Pungtod
103	P. Nellas St.		182	Cambuntan
104	4 Ocaña	-	183	Cambuntan
105	5 P. Nellas St./Central	-	191	Tugas
106	6 Bonbon	-	192	Lagang Highway
107	7 Kamang2X		193	Dungo-An
11:	1 Ocaña		194	Bolinawan
112	2 Bacseji		195	Dancing Sun
113	3 Abugon		196	Tapok
12:	1 Dungo-An		197	Ilaya
122	2 Nangka-An		198	Bonsai,Bolinawan
124	4 Nangka-An		199	Lagang/Turo Unabia
12	5 Kapatagan		201	Lagang/Ligas Paka
			202	Lagang/Eddie Killer

## IX. Annex II. COMMENTS/RECOMMENDATIONS/SUGGESTIONS

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

Comments relating to <b>Reliability</b> (Quality of water)		
Comments	Frequency	
Baho og chlorine		
Lubog kaayo labi na sa ting uwan dili na mainom ang tubig		
Usahay mo lubog ang tubig	94	
Usahay nay color brown, murag taya yellow or puti samot na mg uwan.		

### Comments relating to **Communication**

Comments	Frequency
Dili mgpahibaw kung naay interruption.	
Mo diretso og pamotul nga dili mananghid.	
Akong gehangyo nga Kong mamutol sa liny magpahibalo lang unta.	60
Dapat magnotice ug naay interruption.	

### Comments relating to Integrity

(Accuracy & delivery of Billing Statements)

Comments	Frequency
Dili mahatod sa tagsa tagsa nga balay	
Ibilin ra meter reader sa balay duol sa kwentador dili musaka sa babaw.	26

# Comments relating to **Outcome** (Supply and pressure of water)

Comments	Frequency
Hinay kaayo ang agas taga buntag	
Mapalong ang agas ig buntag, gabie na mobalik.	
Hinaot unta nga naay agas sa buntag kay importante kay ting klase.	391
Hinay kaayo ang agas especially on weekends	

### Comments relating to Responsiveness

Comments	Frequency
Dugay kaayo mo responde	
Unta maaksyunan ang hangyo sa agas sa tubig	90
Pa ilisan ug dako nga tubo ang main	

## Comments relating to Cost

(Water Tariff & Service Charges)

Comments	Frequency	
Dako ra ang minimum, Nganong niumento ang minimum, Taas ang taripa sa bayranan, Mas maayong ipaubos lang.		
Nidako ang bayranan bisag gamay ra ang usage.	16	