



SPECIAL RELEASE



Client Satisfaction Measurement 2024 (First Quarter)

Date of Release: 15 March 2024
Reference No. 24CAR32-473

I. Overview

The Client Satisfaction Measurement (CSM) is conducted to determine clients' perceptions regarding their satisfaction with the civil registration services that the Philippines Statistics Authority (PSA) provides, specifically in the issuance of copies of civil registry documents and certifications. The resulting satisfaction rating is one of the key performance indicators being reported for the Agency Performance Measures and in compliance with Anti-Red Tape Authority (ARTA) Memorandum Circular No. 2022-05, series of 2022 and Memorandum Circular 2021-1 issued by the Office of the President, Inter-Agency Task Force dated 03 June 2021.

II. Scope

The PSA Client Satisfaction Measurement (CSM) is conducted quarterly in PSA Civil Registry System (CRS) Outlets nationwide including Tabuk City Outlet.

III. Methodology

Tabuk City CRS outlet administered the CSM to clients with completed transactions, whether single or multiple transactions. A transaction is considered complete when the final step of the service availed of per the Citizen's Charter of the PSA is accomplished.

The PSA CSM is conducted on a quarterly basis each year in consonance with the reporting period of the Agency Performance Measures and Budget Accountability Report (BAP).

The CSM was administered through a Computer Assisted Personal Interview (CAPI) by an interviewer. The interviewer or data collector collects a total of 30 respondents per day following the interval given of 3 which was provided by CRS-ITP2 PMO. It is conducted for 5 consecutive days on the second week of December.

The manner of collection of survey questionnaires shall not exceed five minutes. It was brief to maximize the responses and shall maintain the confidentiality of clients.

Prior to the actual conduct of data gathering, the enumerators were briefed regarding their responsibilities and expected outputs from the survey. The data

gathering ran from 8:00am to 5:00pm daily ensuring the representation of respondents in the morning and in the afternoon to account for possible differences in satisfaction based on the time of the day. The enumerator followed the required procedure in sample selection. During the field operations, enumerator was advised to observe proper decorum during an interview, deliver questions verbatim and avoid leading questions while probing.

The enumerator and the personnel involved in the conduct of CSM shall be treated with strict confidentiality. All personal information and sensitive personal information which shall be gathered during the survey and adhere to the non-disclosure of the same pursuant to Republic Act No. 10173 otherwise known as the “Data Privacy Act of 2012.”

IV. Results of the Harmonized CSM for FY 2023

A. Coverage and Response Rate

The Client Satisfaction Measurement (CSM) was administered to 150 samples at Tabuk City CRS outlet with 100% response rate.

B. Demographic Characteristics

The demographic profile of respondents revealed a gender distribution, with a majority of respondents identified as female with 66% while male constitutes 34% of the overall samples. Most of the clients served were aged 25-29 with 22% followed by aged 30-34 with 15.33% from the overall sample survey.

Table 1. Number and Percent Distribution by Demographic Characteristics of Tabuk City Outlet: First Quarter 2024

| Demographic Characteristics | | Frequency | Percent |
|-----------------------------|--------------------------|-----------|---------|
| SEX | Male | 51 | 34.00 |
| | Female | 99 | 66.00 |
| AGE | 15-19 | 1 | 0.67 |
| | 20-24 | 21 | 14.00 |
| | 25-29 | 33 | 22.00 |
| | 30-34 | 23 | 15.33 |
| | 35-39 | 17 | 11.33 |
| | 40-44 | 16 | 10.67 |
| | 45-49 | 11 | 7.33 |
| | 50-54 | 12 | 8.00 |
| | 55-59 | 1 | 0.67 |
| | 60 and above | 15 | 10.00 |
| USUAL RESIDENCE | Residing within Kalinga | 132 | 88.00 |
| | Residing outside Kalinga | 18 | 12.00 |

| | | | |
|---------------------------------------|----------------------|----|-------|
| HIGHEST EDUCATIONAL ATTAINMENT | Elementary graduate | 11 | 7.33 |
| | High school graduate | 47 | 31.33 |
| | College Graduate | 92 | 61.33 |
| | Not reported | 0 | 0.00 |
| WORK/OCCUPATION | Employed | 61 | 40.67 |
| | Unemployed | 89 | 59.33 |
| | Not reported | 0 | 0.00 |

Source: Philippine Statistics Authority, Kalinga, First Quarter 2024 Client Satisfaction Measurement

Most of the samples are from Kalinga with 88%. In addition, few are from outside Kalinga with 12 percent only. Regarding their educational attainment, most of the samples are college graduate with 61.33 percent compared to the high school graduate with 31.33% and elementary graduate with 7.33%.

Table 2. Number and Percent Distribution on the Respondents Awareness of Citizen's Charter (CC) of Tabuk City Outlet: First Quarter 2024

| Citizen's Charter Indicators | Number (weighted) | |
|-------------------------------------|-------------------|---------|
| | Frequency | Percent |
| | | |
| CC1: Awareness of a CC | 150 | 100 |
| Aware of CC and saw the office's CC | 150 | 100.0 |
| | | |
| CC2: Visibility of the CC | 150 | 100 |
| Easy to see | 149 | 99.3 |
| Difficult to see | 1 | 0.7 |
| | | |
| CC3: Assessment of CC's Usefulness | 150 | 100 |
| Helped significantly | 149 | 99.3 |
| Helped to some extent | 1 | 0.7 |

Source: Philippine Statistics Authority, Kalinga, First Quarter 2024 Client Satisfaction Measurement

CC1 indicates 100% awareness of respondents on the citizens charter located at the entrance of the outlet.

Respondents have showed 99.3% visibility of the Citizens charter while 0.7% indicated that the citizens charter was not visible.

Accordingly, the Citizens Charter has significantly helped 99.3% of the clients. Nevertheless, 0.7 indicated a small help to him/her.

Table 3. Overall Satisfaction Rating by Service Quality Dimensions: First Quarter 2024

| Service Quality Dimensions | Satisfaction Level (weighted) | | | | | | Total Responses | Rating* |
|------------------------------|-------------------------------|-------|----------------------------|----------|-------------------|--------------|-----------------|-------------|
| | Strongly Agree | Agree | Neither Agree nor Disagree | Disagree | Strongly Disagree | Not Reported | | |
| Overall | | | | | | | | 4.99 |
| SQD1 (Responsiveness) | 146 | 4 | 0 | 0 | 0 | 0 | 150 | 4.98 |
| SQD2 (Reliability) | 150 | 0 | 0 | 0 | 0 | 0 | 150 | 5.00 |
| SQD3 (Access and Facilities) | 147 | 3 | 0 | 0 | 0 | 0 | 150 | 4.98 |
| SQD4 (Communication) | 145 | 5 | 0 | 0 | 0 | 0 | 150 | 4.97 |
| SQD5 (Cost) | 148 | 2 | 0 | 0 | 0 | 0 | 150 | 4.99 |
| SQD6 (Integrity) | 150 | 0 | 0 | 0 | 0 | 0 | 150 | 5.00 |
| SQD7 (Assurance) | 150 | 0 | 0 | 0 | 0 | 0 | 150 | 5.00 |
| SQD8 (Outcome) | 150 | 0 | 0 | 0 | 0 | 0 | 150 | 5.00 |

Source: Philippine Statistics Authority, Kalinga, First Quarter 2024 Client Satisfaction Measurement

The comprehensive assessment of service quality dimensions of the Civil Registration Services (CRS) in Tabuk City achieved an overall rating of 4.99% equivalent to "Very Satisfied," signifying a commendable level of satisfaction with the services rendered by the outlet. It is from the reliability, integrity, assurance and outcome of the associates with 5.0%. Cost of documents revealed a 4.99% rating. Responsiveness, access and facilities have an outcome rating of 4.98% while communication with 4.97%.

Table 4. Satisfaction Rating by Service Category: First Quarter 2024

| Service Category | Satisfaction Level (weighted) | | | | | | Total Responses | Rating* |
|------------------------|-------------------------------|-------|----------------------------|----------|-------------------|--------------|-----------------|-------------|
| | Strongly Agree | Agree | Neither Agree nor Disagree | Disagree | Strongly Disagree | Not Reported | | |
| Average | | | | | | | | 4.96 |
| Clean Surroundings | 144 | 6 | 0 | 0 | 0 | 0 | 150 | 4.97 |
| Clean Comfort Rooms | 145 | 5 | 0 | 0 | 0 | 0 | 150 | 4.97 |
| Safe | 146 | 4 | 0 | 0 | 0 | 0 | 150 | 4.98 |
| Comfortable/Ventilated | 143 | 7 | 0 | 0 | 0 | 0 | 150 | 4.96 |
| Enough Chairs | 132 | 18 | 0 | 0 | 0 | 0 | 150 | 4.90 |

Source: Philippine Statistics Authority, Kalinga, First Quarter 2024 Client Satisfaction Measurement

Table 4 delineates the evaluation of additional access and facilities, wherein respondents assigned a rating of 4.98% for the safety of the office, 4.97% to the cleanliness of surroundings and comfort rooms, comfortability at 4.96% and enough chairs at 4.90% at the Civil Registration Services (CRS) Tabuk City, Outlet. To sum up, 4.96% rating was attained equivalent to very satisfied clients.

Table 5. Overall Satisfaction Rating at Tabuk City Outlet: First Quarter 2024

| Outlet Location | Satisfaction Level (weighted) | | | | | Total Respondents | Overall Rating |
|-----------------|-------------------------------|-------|----------------------------|----------|-------------------|-------------------|----------------|
| | Strongly agree | Agree | Neither Agree nor Disagree | Disagree | Strongly disagree | | |
| Tabuk City | 141 | 9 | 0 | 0 | 0 | 150 | 4.99 |

Source: Philippine Statistics Authority, Kalinga, First Quarter 2024 Client Satisfaction Measurement

It is shown in the table that the overall satisfaction rating of the outlet is 4.99 % with a rating of very satisfied.

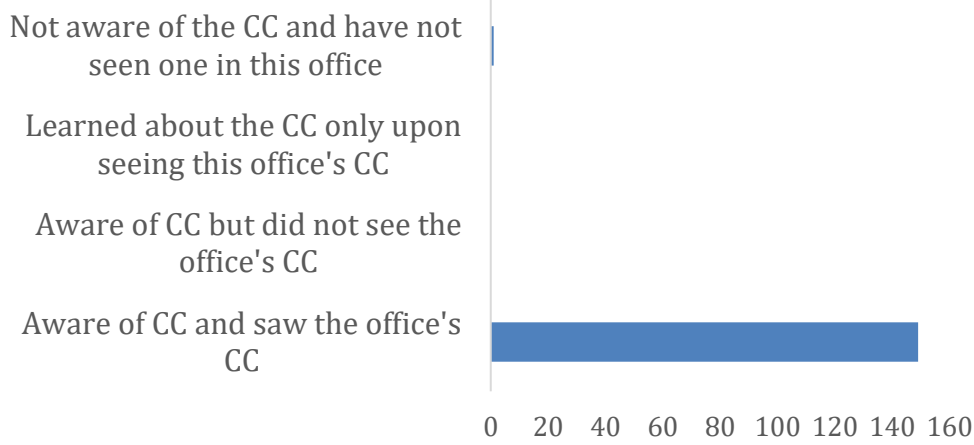
Table 6. Services Provided by Philippine Statistics Authority

| Services | Successful Interviews |
|-----------------------------------|-----------------------|
| Birth (Copy Issuance) | 106 |
| Marriage (Copy Issuance) | 14 |
| Death (Copy Issuance) | 1 |
| CENOMAR/CEMAR (Certification) | 28 |
| CENODEATH/CEDEATH (Certification) | 1 |
| Total | 150 |

Source: Philippine Statistics Authority, Kalinga, First Quarter 2024 Client Satisfaction Measurement

Among the services provided by PSA, Birth copy issuance has the highest count with 106 out of the 150 samples. In contrary, Death copy issuance hand certification of death of CENODEATH as the least in number with only 1.

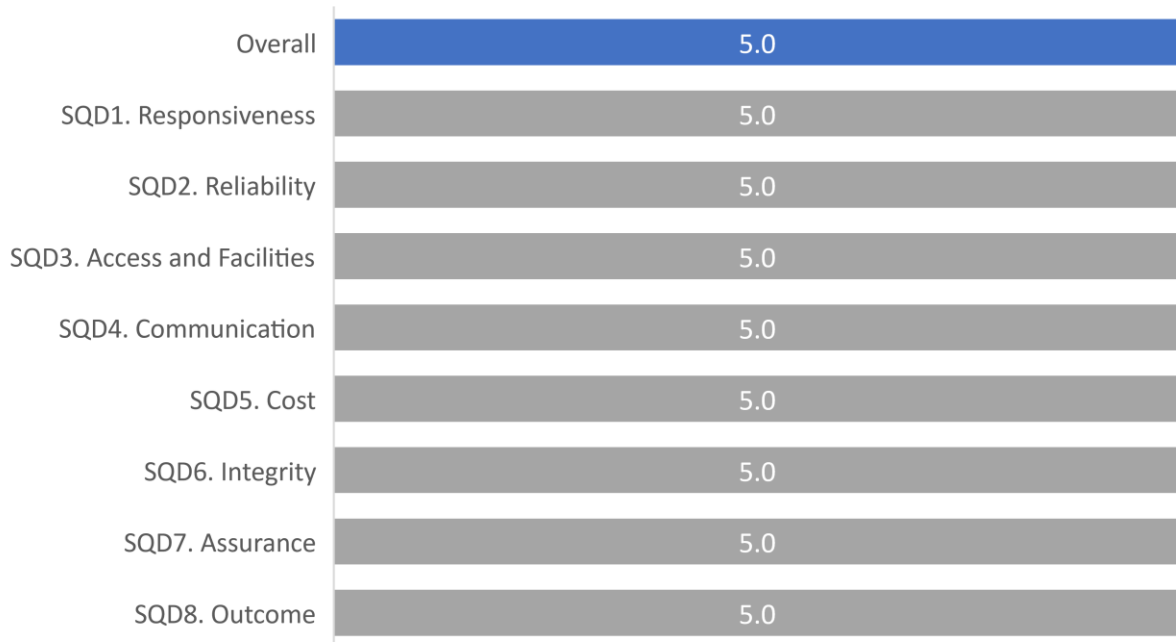
Figure 1. Respondents Awareness of Citizen's Charter (CC): First Quarter 2024



Source: Philippine Statistics Authority, Kalinga, First Quarter 2024 Client Satisfaction Measurement

The clients of the CRS outlet were very much aware and saw the citizens charter placed at the entrance of the CRS outlet. It has reached a 99.33% rating.

Figure 2. Overall Satisfaction Rating by Service Quality Dimensions: First Quarter 2024



Source: Philippine Statistics Authority, Kalinga, First Quarter 2024 Client Satisfaction Measurement

The service quality dimensions of the Civil Registration Services (CRS) in Tabuk City achieved an overall rating of 5.0% equivalent to "Very Satisfied," signifying a commendable level of satisfaction with the services rendered by the outlet. It is from the responsiveness, reliability of the associates. Access and facilities, communication

and cost of documents revealed a 5.0% rating and also with integrity, assurance and outcome.

| Complaint/ Suggestion/ Commendation |
|---|
| Put more shade outside the office because it's hot |
| Regarding negative certificates make sure to inform first the client and check if it is negative before paying and informing to clients that it is negative. More shades and tables outside |
| Widen space |
| Very fast transaction |
| Thank you |
| Maganda ang serbisyo |
| Friendly employees |
| Fast and good service offered |
| Smooth transaction |
| Malinis ang opisina |
| Good service |
| Mabilis ang serbisyo hindi na kailangan pumunta sa tuguegarao |
| Very okay |
| Very convenient |
| Very fast transaction and the employees are very accommodating....keep up the good work. |
| Maasikaso mga empleyado |
| Easy access than before |
| Mabilis ang pg proseso ng documents |
| Excellent |
| Ipag patuloy ang mgndang serbisyo |
| Very fast transaction unlike before that you need to wait for 1 week or have to go to other places just to request for your documents |

The above mentioned were the complaint, suggestion and commendation from the clients of CRS outlet Tabuk City. There were commendable comments and suggestions.



MARIBEL M. DALAYDAY
Chief Statistical Specialist

/jld