



REPUBLIC OF THE PHILIPPINES
PHILIPPINE STATISTICS AUTHORITY
ABRA



CLIENT SATISFACTION MEASUREMENT REPORT 4th Quarter 2023



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PHILIPPINE STATISTICS AUTHORITY
ABRA

Harmonized CSM Report
2023 (1st Edition)



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I. Overview

The Client Satisfaction Measurement (CSM) assesses clients' satisfaction with the civil registration services provided by the Philippine Statistics Authority (PSA) Abra through the CRS outlet, specifically in issuing civil registry documents. The resulting satisfaction rating is a key performance indicator reported for Agency Performance Measures, aligning with Anti-Red Tape Authority (ARTA) and Office of the President directives.

The survey gathers respondent profiles and satisfaction levels in areas like responsiveness and communication and captures complaints, suggestions, and commendations for service improvement. This initiative complies with ARTA Memorandum Circular No. 2022-05 and Memorandum Circular 2021-1 from the Office of the President.

II. Scope

The PSA Client Satisfaction Measurement (CSM) is a quarterly routine assessment at the Abra Civil Registry System (CRS) outlet. This initiative is carried out strictly according to the methodology prescribed in the Central Office guidelines. The CSM aims to gauge the satisfaction levels of clients availing services at the Abra CRS, providing valuable insights into the effectiveness and quality of the services offered. Through this periodic evaluation, the PSA can identify areas of improvement, address any concerns, and enhance overall service delivery in line with the established guidelines and standards.

Table 1. Service Provided by CRS-Bangued, Abra: 4th Quarter

SERVICES	Successful Interviews	Number of Samples
Total	149	150
Birth (Copy Issuance)	105	106
Birth (Authentication)	-	-
Marriage (Copy Issuance)	24	24
Marriage (Viewable online)	-	-
Death (Copy Issuance)	5	5
Death (Authentication)	-	-
CENOMAR/CEMAR (Certification)	15	15
Birth (Viewable online)	-	-
Birth (DocPrint)	-	-
Marriage (Authentication)	-	-
Marriage (DocPrint)	-	-
Death (Viewable online)	-	-
Death (DocPrint)	-	-
CENOMAR/CEMAR (Viewable online)	-	-
CENOMAR/CEMAR (DocPrint)	-	-
CENODEATH/CEDEATH (Certification)	-	-
CENODEATH/CEDEATH (Viewable online)	-	-
CENODEATH/CEDEATH (DocPrint)	-	-
Premium Annotation	-	-

III. Methodology

The PSA-Abra is responsible for conducting the CSM for clients who have concluded transactions involving single or multiple transactions at the CRS Outlets. A transaction is deemed complete when the final step specified in the Citizen's Charter of the PSA for the availed service is successfully executed.

The sample size shall be determined and aligned with the prescribed calculation of the minimum number of respondents based on the annual volume of transactions implementing the sampling interval. If the volume of clients is below average during the survey, PSA Abra used the time interval method as an alternative to the count interval. Relative to the number of samples needed, which is 150, the interviewer collected 30 respondents per day, equivalent to 4 respondents per hour or one respondent every 15 minutes.

Paper and pencil interviews were used to collect data and did not exceed five minutes. The interview was implemented briefly to maximize the responses and maintain clients' confidentiality. The data gathering ran from 8:00 AM to 5:00 PM daily last December 11-18, 2023, ensuring the representation of respondents in the morning and afternoon to account for possible differences in satisfaction based on the time of the day.

The nine (9) questions for Service Quality Dimensions and Other Access and Facilities were scored using a five-point Likert Scale. Responses were computed proportional to the scale. An average of the questions was used to get the overall score. Below is the interpretation of the results:

Scale	Average	Rating
1	1.00-1.49	Very Unsatisfied
2	1.50-2.49	Unsatisfied
3	2.50-3.49	Neither Unsatisfied nor Satisfied
4	3.50-4.49	Satisfied
5	4.50-5.00	Very Satisfied

IV. Results of the Harmonized CSM for FY 2023 (4th Quarter)

A. Respondent's Information

The demographic profile of respondents in the Client Satisfaction Measurement administered by the office reveals a conspicuous gender distribution, with most respondents identified as female, constituting 67.8 percent of the overall participant pool. Analysis of the age distribution within the client base served by the outlet demonstrates a preponderance of individuals falling within the 25-29 age bracket, encompassing 24.2 percent of the total respondents in the survey.

Table 2a. Demographic Characteristics of the Respondents

Demographic Characteristics		Frequency	Percent
SEX	Male	1809	47.5
	Female	3806	67.8
AGE	15-19	0	0
	20-24	942	16.8
	25-29	1357	24.2
	30-34	904	16.1
	35-39	754	13.4
	40-44	565	10.1

Demographic Characteristics		Frequency	Percent
	45-49	113	2.0
	50-54	75	1.3
	55-59	528	9.4
	60 and above	377	6.7
USUAL RESIDENCE	Residing inside CAR	5615	100
	Residing outside CAR	0	0
HIGHEST EDUCATIONAL ATTAINMENT	Elementary graduate	38	0.7
	High school graduate	415	7.4
	College Graduate	339	6.0
	Not reported	4824	85.9
WORK/OCCUPATION	Employed	942	16.8
	Unemployed	4522	80.5
	Not reported	151	2.7

Source: Philippine Statistics Authority, Cordillera Administrative Region, 4th Quarter 2023 Client Satisfaction Survey

The data presented in the statement is notable for its distinct characteristics. Firstly, the observation that all clients, constituting 100 percent, were residents within the Cordillera Administrative Region (CAR), specifically in the Province of Abra, underscores a localized focus in the client base. This concentration within a specific geographical area suggests a targeted impact or service provision within the confines of this particular region, possibly influenced by regional policies or initiatives.

Moreover, the examination of educational attainment among the respondents unveils a noteworthy trend. A significant proportion of clients opted not to disclose their highest educational achievements. The absence of this information may reflect privacy concerns, cultural factors, or a variety of reasons influencing the respondents' decision not to reveal their educational background. This data gap can be crucial in tailoring programs or interventions as it highlights the need for a sensitive and flexible approach that accommodates diverse educational backgrounds or preferences for privacy.

Similarly, the insight into the employment status of the respondents is compelling. The majority of clients were reported as unemployed. This data point raises questions about the socio-economic context and the potential need for employment-related interventions or support systems. Understanding the prevalent unemployment among the client base could guide the development of programs aimed at skill development, job placement, or entrepreneurship initiatives to address this particular aspect of their circumstances.

B. Count of Citizen Charter (CC) and Service Quality Dimension (SQD) results

Table 2b. Number and Percent Distribution on the Respondents' Awareness of Citizens Charter

Indicators	Frequency	Percent
I know what a CC is, and I saw this office's CC	188	3.3
I know what a CC is, but I did not see this office's CC	188	3.3
I learned of the CC only when I saw this office's CC	1960	35.0
I do not know what a CC is, and I did not see one in the office	3279	58.4
Total	5615	100.0

Source: Philippine Statistics Authority, Cordillera Administrative Region, 4th Quarter 2023 Client Satisfaction Survey

The tabulated data provides a revealing insight into the awareness levels among clients regarding a Citizens Charter. A significant portion, 58.4 percent of the clients, admitted to a lack of awareness about the Citizens Charter. This finding implies that a majority of clients

were not familiar with the existence or purpose of the Citizens Charter, indicating a potential gap in communication or dissemination of essential information within the service environment. Additionally, this segment asserted their inability to identify or locate a Citizens Charter within the office premises, highlighting a need for improved communication strategies or a prominent display of relevant information.

In stark contrast, a small minority, precisely 3.3 percent of clients, demonstrated a commendable level of awareness regarding the Citizens Charter. This group acknowledged its existence and confirmed its physical presence within the office environment. This finding is indicative of a select group of clients who are well-informed about the service standards, commitments, and procedures outlined in the Citizens Charter. Recognizing this minority could offer valuable insights into factors contributing to their awareness, enabling the identification of best practices or effective communication channels that can be replicated to enhance awareness among the larger client base.

Table 2c. Number and Percent Distribution on the Visibility of the Citizens Charter

Indicators	Frequency	Percent
Easy to see	641	27.4
Somewhat easy to see	188	8.0
Difficult to see	1394	59.7
Not visible at all	113	4.9
Total	2336*	100.0

*Number of respondents who were aware of the CC (answered 1-3 in CC1)

Source: Philippine Statistics Authority, Cordillera Administrative Region, 4th Quarter 2023 Client Satisfaction Survey

The statement delves into the nuanced experiences of respondents who demonstrated awareness of the Citizen's Charter, revealing an intricate pattern within this subgroup. Surprisingly, 59.7 percent of these individuals reported difficulties locating or perceiving the document within the office premises. This finding points to a potential disconnect between awareness and accessibility, indicating that a significant portion faced challenges in physically locating the document, even among those cognizant of the Citizen's Charter. This could be attributed to inadequate signage, inconspicuous placement, or a lack of clear communication regarding the document's whereabouts within the office.

Furthermore, within this subgroup, an additional 4.8 percent asserted that the citizens' charter of the office was entirely invisible, suggesting a complete absence of visibility. They are not aware of the citizen's charter posted at the application area where the requester fills out the application form. This raises concerns about the effectiveness of communication and transparency measures within the organization. If a notable fraction of those aware of the Citizen's Charter perceives it as entirely invisible, it underscores a critical need for improved visibility and accessibility, possibly through enhanced communication strategies, conspicuous placement, or digital accessibility to ensure that the document is easily accessible and visible to those seeking it.

Table 2d. Number and Percent Distribution on the Respondents' Assessment of Citizens Charters' Usefulness

Indicators	Frequency	Percent
Helped very much	301	12.9
Somewhat helped	188	8.0
Did not help	1847	79.1
Total	2336*	100.0

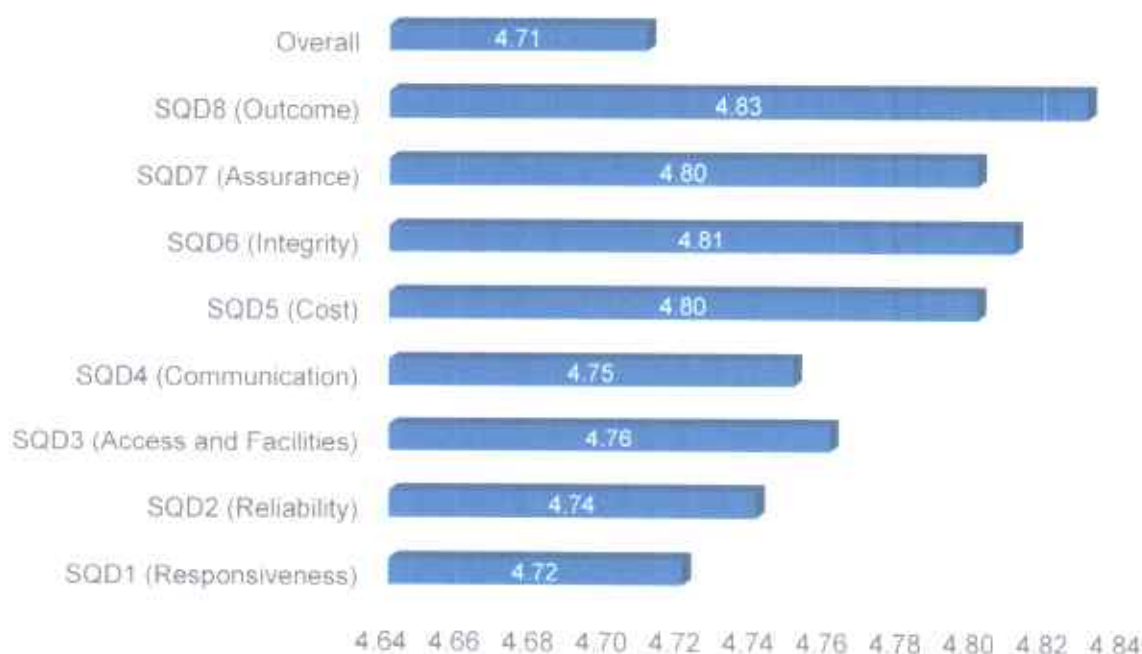
*Number of respondents who were aware of the CC (answered 1-3 in CC1)

Source: Philippine Statistics Authority, Cordillera Administrative Region, 4th Quarter 2023 Client Satisfaction Survey

According to the data presented in Table 2d, discernible patterns emerge, indicating that 79.1 percent of respondents possessing an awareness of the Citizen's Charter expressed that the document's presence did not yield assistance. Conversely, the remaining respondents affirmed that, to varying degrees, the Citizen's Charter facilitated their interactions or experiences.

C. Satisfaction Rating by Service Quality Dimensions

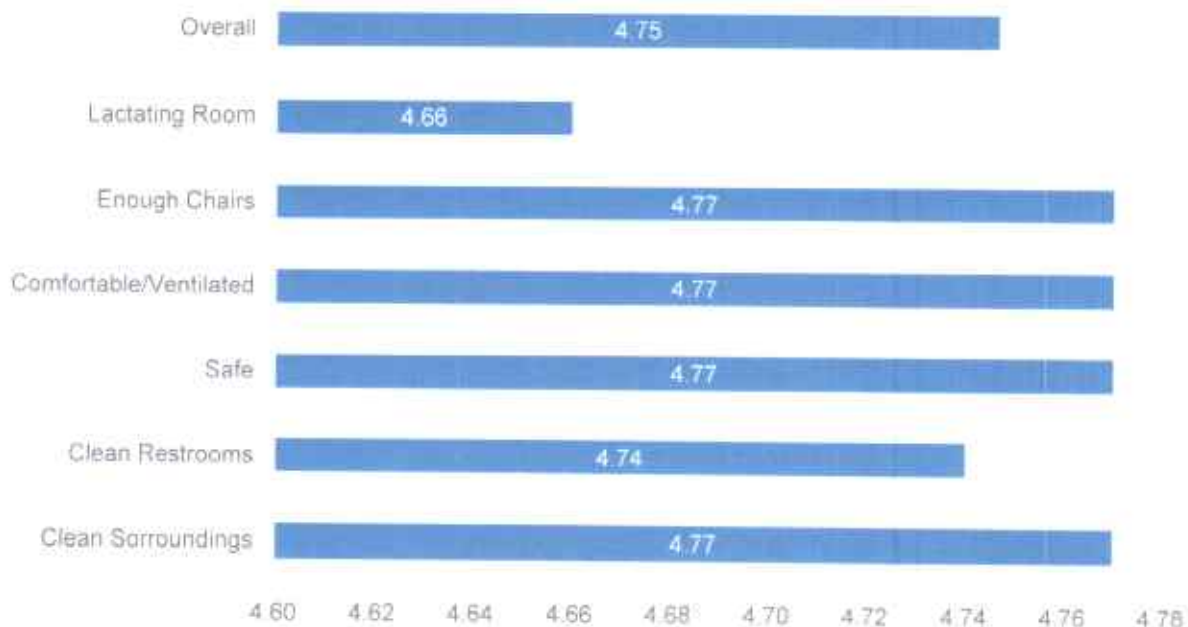
Figure 1. Overall Satisfaction Rating by Service Quality Dimensions



Source: Philippine Statistics Authority, Cordillera Administrative Region, 4th Quarter 2023 Client Satisfaction Survey

Regarding the comprehensive assessment of service quality dimensions, the Civil Registration Services (CRS) in Abra achieved an aggregate rating of 4.71, denoted as "Very Satisfied," signifying a commendable level of satisfaction with the services rendered by the office. Concurrently, an examination of the tabulated data reveals that all individual indicators garnered ratings of 4.72 and above, collectively falling within the "Very Satisfied" category. Notably, while all indicators achieved this rating, the lowest score of 4.72 was attributed to indicator SQD1, which was about the time spent on their transaction.

Figure 2. Overall Satisfaction Rating by Other Access and Facilities



Source: Philippine Statistics Authority, Cordillera Administrative Region, 4th Quarter 2023 Client Satisfaction Survey
 *Number accounts only those respondents who availed of the lactating room

The findings presented in Figure 2 showcase an evaluation of supplemental access and amenities derived from feedback provided by respondents. The overall satisfaction rating stands impressively high at 4.75, indicating a "Very Satisfied" classification among the participants. Delving into specific indicators, the collective rating for crucial elements such as "enough chairs," "comfortable/ventilated," "safe," and "clean surroundings" reached a notable 4.77. This suggests that respondents were particularly content with factors contributing to a positive and comfortable environment, including seating availability, ventilation, safety measures, and overall cleanliness. Further, the assessment reveals that clean restrooms received a commendable rating of 4.74, showcasing general approval of the restroom facilities. However, it's noteworthy that the lactating room garnered the lowest rating of 4.66, signalling a potential area for improvement. This lower score implies that respondents expressed a comparatively lower satisfaction level with the lactating room, suggesting enhancements in aspects such as cleanliness, comfort, or accessibility may be warranted. In summary, Figure 2 provides a nuanced understanding of satisfaction levels, pinpointing areas of strength and potential improvement in supplementary access and amenities based on respondent feedback.

D. Satisfaction Level by Services Provided

In the comprehensive evaluation of overall satisfaction, as illustrated in the tabulated data provided, it is noteworthy that each service under consideration has garnered exceptionally favorable ratings, all surpassing the threshold of 4.50 on the satisfaction scale. This numerical range has been explicitly classified as "Very Satisfied," indicating a remarkably high level of contentment among the respondents.

The robust consensus of opinions, with every service attaining a rating of 4.50 and beyond, unequivocally suggests that not only did each service meet the anticipated standards, but, more significantly, each one exceeded the expectations of the respondents. This collective sentiment of "Very Satisfied" underscores a notable level of excellence and fulfillment in the delivery of the specified services, signifying a commendable achievement in

surpassing the envisioned benchmarks. Such affirmative feedback is indicative of a service provision that goes above and beyond the anticipated norms, providing valuable insight into the exceptional quality and performance of the services in question.

Table 2e. Overall Satisfaction Rating by Services:4th Quarter

SERVICES	Rating
Birth (Copy Issuance)	4.70
Marriage (Copy Issuance)	4.75
Death (Copy Issuance)	4.82
CENOMAR/CEMAR (Certification)	4.67

V. Other Comments and Suggestions to Improve the CRS Services

Suggestions	Compliment
<ul style="list-style-type: none"> ✓ Ok lang met ✓ dapat mas malawak ang outlet ✓ dapat mas malawak kahit kunti lang sana mas malawak pa ang outlet nila para mas maganda para kahit maraming tao hindi masikip sa loob kong pwede pa nilang i mas malawak mas ok yon ✓ sana mas malaki pa ang psa ✓ mediyo masikip lalo na pagmaraming tao ✓ mediyo masikip kong maraming tao masmagada pag maluwag ✓ i suggest, they expand the area so it's not crowded the area is too small for abra ✓ sana mas lumakinpa ang outlet ✓ palakihin sana ang psa para mas maganda at hindi masyado masikip 	<ul style="list-style-type: none"> ✓ nalamis nadalos ✓ napintas ✓ ok lang napartak ti emplyado ✓ ok lang nalamiis ✓ ok lang mayat met ✓ mayat ta immasidag ti pagalaan ti PSA haan ka marigatan ✓ malamig at malinis ✓ wala maganda naman wala akong masabi ✓ malinis at maaliwalas ang paligid at mababait ang mga staff ✓ mababait sila at malamig ✓ malamig ✓ mabait naman sila ✓ masipag at malinis naman ✓ malamig at mabait ang staff ✓ masaya ako dahil malapit na ang pagkuhanan nang documents na kaylangan naming ✓ nagpapasamat kami dahil malapit na ang pag kohanang nang p.s.a ✓ mabait naman sila ✓ malamig at maaliwalas ✓ mabait naman ang mga staff ✓ malamig at malinis ✓ malamig at maaliwalas ✓ nagpapasalamat kami dahil hindi nakami mahihirapan na pomonta sa vigan ✓ mabait sila at malamig ✓ maganda naman at maaliwalas ✓ ok naman ang serbisiyo nila ✓ malamig at maaliwalas ✓ ok lang naman ✓ mababait ang mga tao ✓ the staff of psa is Nice when it comes to communicate ✓ malinis at mababait ang mga nagtatrabaho sa psa



Suggestions	Compliment
	<ul style="list-style-type: none">✓ magagalang mababait✓ mababait✓ maayos at mabilis✓ fast transaction✓ staff is so nice and kind✓ mababait matulungin✓ magalang helpfull

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VI. Annexes: Statistical Tables

Table 1. Service Provided by CRS-Bangued, Abra: 4th Quarter

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Marriage (DocPrint)	-	-
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Death (DocPrint)	-	-
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CENOMAR/CEMAR (DocPrint)	-	-
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	Not reported	4824	85.9
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Did not help	1847	79.1
Total	2336*	100.0

*Number of respondents who were aware of the CC (answered 1-3 in CC1)

Figure 1. Overall Satisfaction Rating by Service Quality Dimensions

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Responses	Rating
I am satisfied with the service that I availed	0	0	0	1507	4070	5615	4.71
I spent a reasonable amount of time on my transaction	0	0	0	1545	4070	5615	4.72
The office followed the transaction's requirements and steps based on the information provided	0	0	0	1319	4258	5615	4.74
The steps (including payment) I needed to do for my transaction were easy and simple	0	0	0	1357	4250	5615	4.76
I quickly found information about my transaction from the office or its website	0	0	0	1394	4221	5615	4.75
I paid a reasonable amount of fees for my transaction	0	0	0	1131	4484	5615	4.80
I feel the office was fair to everyone, or "Walang palakasan", during my transaction.	0	0	0	1055	4560	5615	4.81
The staff treated me courteously, and (if asked for help) the staff was helpful.	0	0	0	1131	4484	5615	4.80
I got what I needed from the government office, or (if denied) denial of the request was sufficiently explained.	0	0	0	942	4673	5615	4.83

Figure 2. Overall Satisfaction Rating by Other Access and Facilities

	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Responses	Rating
Clean surroundings	0	0	0	1281	4334	5615	4.77
Clean restrooms	0	0	0	1055	4484	5615	4.74
Safe	0	0	0	1319	4296	5615	4.77
Comfortable/ventilated	0	0	0	1319	4296	5615	4.77
Enough chairs	0	0	0	1319	4296	5615	4.77
Lactating room	0	0	0	1319	4183	5615	4.66

Table 2e. Overall Satisfaction Rating by Services:4th Quarter

SERVICES	Rating
Birth (Copy Issuance)	4.70
Marriage (Copy Issuance)	4.75
Death (Copy Issuance)	4.82
CENOMAR/CEMAR (Certification)	4.67