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"Committed to Service, Development and Self-Reliance"

## METRO KIDAPAWAN WATER DISTRICT

### CLIENT SATISFACTION MEASUREMENT REPORT FOR C.Y. 2022

#### 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 2022.

The procedure of this CCSS and presentation of results is based on Annex 5 of AO25 IATF Memorandum Circular 01, Series of 2022 entitled "Guide for Conducting Citizen/Client Satisfaction Surveys".

##### **Significance**

Measuring and reporting the satisfaction level of citizens/clients that were served in FY 2022 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 study generates 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.

Further, this gives guidance to identify areas and processes to be refined, which then can be used as reference to MKWD's decision-making.

## **II. METHODOLOGY**

### **A. Data Gathering Methods**

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

The questionnaires are distributed through a Google Form Link to walk-in clients, Facebook Page and Facebook Messenger. Through Google Forms, the result of survey can be collected real-time.

Without access to internet, customers may also choose to fill-up the hard-copy of CCSS and submit to respective division/units where services are availed, which are collected by CART members to be transformed into Google Form survey answers.

### **B. Respondent**

Respondents are determined through a 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.

Distribution of Google form link are tasked to frontline divisions/units concerned and shall also be posted to MKWD website, listed as follows:

1. Cash Management Division
2. Water Quality Unit (Laboratory)
3. Water Resources and Production Department
4. Planning and Design Division
5. Construction Division (Service Connection Unit)
6. Customer Accounts Division
7. Bids and Awards Committee
8. Customer Services Division
9. Human Resources Division
10. Admin Assistant/Resident IT

### **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 2022.

**D. Sampling Procedure**

Using Slovin's Formula,  $N = P / (1 + Pe^2)$ , and using the following data:

Total Population Size (P) = 37,875 service connections as of June 2022

Margin of Error (e) = 5%

The minimum sample size (N) will be 389 respondents for the whole calendar year 2022. Actual number of respondents are 395.

**E. Survey Instrument**

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

The instrument consists 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 instrument is developed based on Annex 4 of AO25 IATF Memorandum Circular 01, Series of 2020 entitled "Guide for Conducting Citizen/Client Satisfaction Surveys". The survey should cover all of the following dimensions:

- 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 3<sup>rd</sup> Edition are grouped to properly represent the citizens/clients served for each service and to collect accurate data, as follows:

- a. **Water Bill Payment** – thru teller kiosk payment and thru bank payment
- b. **Customer Accounts 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** - Electronic Bills Payment, and Outstanding Bill Inquiry
- d. **Laboratory Services** – Microbiological Water Analysis

- e. **Engineering Services** – petition for Program of Works, Certificate of Coverage and Pressure Leak Test
- f. **Bulk Water** – procurement of volume of water measured through water tank/distribution line volume
- g. **Other Unbilled Transactions** - Court Rental, Ledger Printing, Plumber Accreditation Fee, Bid Security and Bid Docs

Other segments included in the analysis are:

- By area (depending on the area coverage):
  - o Total Kidapawan
  - o Total Magpet
  - o Total Makilala
  - o Total Matalam
- Respondent profile
  - o Gender
  - o Age/Age Group

Service improvement shall also be drawn from the results of the survey and an appropriate action plan should be identified. Furthermore, the results of the 2021 survey should be compared to the CCSS results of 2022 for continuity, as appropriate.

Attached is the Google Form CCSS survey sample (Annex A).

### III. RESULTS AND DISCUSSION

#### A. Data Analysis

##### Demographics

Respondents is 49.5% comprised by customers from Makilala service area. 60.8% of the respondents are married and 65.4% are female. 86.2% of the respondents have active residential service connections where 56.6% are living in a household with at most 4 members. 34.4% of the respondents belong to 26-35 age group.

**Address/ Location of Service Connection:**

Criteria	N	Percentage
Kidapawan City	141	36.2%
Makilala	193	49.5%
Matalam	9	2.3%
Magpet	19	4.9%
Outside MKWD Service Areas	28	7.2%
<b>TOTAL</b>	<b>390</b>	<b>100%</b>

**Civil Status:**

Criteria	N	Percentage
Single	141	35.7%
Married	240	60.8%
Widowed	9	2.3%
Separated	5	1.3%
<b>TOTAL</b>	<b>395</b>	<b>100.0%</b>

**Sex:**

Criteria	N	Percentage
Male	132	34.6%
Female	249	65.4%
<b>TOTAL</b>	<b>381</b>	<b>100.0%</b>

**Classification of Service Connection:**

Criteria	N	Percentage
Residential	324	86.2%
Commercial	52	13.8%
<b>TOTAL</b>	<b>376</b>	<b>100.0%</b>

**Number of household members:**

Criteria	N	Percentage
0-4	202	56.6%
5-8	146	40.9%
9 and above	9	2.5%
<b>TOTAL</b>	<b>357</b>	<b>100.0%</b>

**Age of Respondent:**

Criteria	N	Percentage
0-18	5	1.3%
19-25	71	18.4%
26-35	132	34.2%
36-45	75	19.4%
46-55	75	19.4%
56 and above	28	7.3%
<b>TOTAL</b>	<b>386</b>	<b>100%</b>



## Survey Results

### Scores per Critical Services and Overall Rating

Dimensions	Application for Senior Citizen Discount	Billing Adjustment	Electronic Bill Payment (G-Cash)	Electronic Bills Payment (Landbank)	Laboratory Services	New Service Connection	Outstanding Bill Inquiry (Online)	Plumbing Services	Promissory Bill	Reclassification	Reconnection/Re-Open	Transfer Meter Stand	Voluntary Disconnection	Water Bill Payment	Water Supply Complaints	Overall Rating
<b>Responsiveness</b>	4.50	4.00	4.50	4.80	4.60	4.50	4.50	4.36	4.09	4.67	4.30	4.87	4.62	4.37	4.54	<b>4.48</b>
<b>Reliability</b>	4.50	4.10	3.89	4.00	3.92	4.01	4.00	4.57	4.35	4.67	4.85	4.85	5.00	4.45	4.85	<b>4.40</b>
<b>Communication</b>	4.50	4.80	4.44	4.00	4.25	4.46	5.00	4.57	4.55	4.67	4.00	4.75	4.68	4.49	4.69	<b>4.52</b>
<b>Costs</b>	4.50	4.40	4.11	4.81	4.90	4.15	4.00	4.64	4.33	5.00	4.72	4.95	5.00	4.49	4.85	<b>4.59</b>
<b>Integrity</b>	4.50	4.30	4.90	4.80	4.70	4.71	4.00	4.57	4.21	5.00	4.00	4.62	5.00	4.43	4.69	<b>4.56</b>
<b>Assurance</b>	4.50	4.80	4.33	4.75	4.17	4.41	5.00	4.64	4.53	5.00	4.65	4.75	5.00	4.76	4.77	<b>4.67</b>
<b>Outcome</b>	4.50	4.50	4.00	4.95	4.76	4.21	5.00	4.57	4.73	4.67	4.87	4.50	5.00	4.45	4.85	<b>4.64</b>
	4.50	4.41	4.31	4.59	4.47	4.35	4.50	4.56	4.40	4.81	4.48	4.76	4.90	4.49	4.75	
<b>Access and Facilities</b>																<b>4.18</b>
Comfort Room	5.00	4.30	3.78	4.00	4.09	4.00	4.60	4.54	4.15	4.67		4.00	4.00	4.56	4.62	4.31
Infirmary	5.00	4.20	3.75	4.00	3.89	3.94	4.70	3.62	3.73	4.00		4.00		3.74	3.69	4.02
Breastfeeding Room	5.00	4.20	4.14	4.00	3.88	4.07	4.80	3.75	3.86	3.33				3.79	4.00	4.07
Lobby (Waiting Area)	5.00	4.40	4.22	4.00	4.10	4.29	4.00	4.29	4.28	4.67	3.00	4.00	4.00	4.50	4.69	4.23
Airconditioning	5.00	4.50	4.00	4.00	3.90	4.17	4.00	4.14	4.18	3.67	4.00	4.00	4.00	4.37	4.46	4.16
Laboratory	5.00	4.50	4.11	4.00	4.33	4.31		3.73	4.07	3.33				3.97	3.92	4.12
Overall Facility	5.00		4.33	4.00	4.20	4.43	4.00	4.50	4.48	4.33	4.00	4.00	4.00	4.63	4.85	4.34

Overall: **4.51**

### Rating of Services in Percentage

Dimensions	Application for Senior Citizen Discount	Billing Adjustment	Electronic Bill Payment (G-Cash)	Electronic Bills Payment (Landbank)	Laboratory Services	New Service Connection	Outstanding Bill Inquiry (Online)	Plumbing Services	Promissory Bill	Reclassification	Reconnection/Re-Open	Transfer Meter Stand	Voluntary Disconnection	Water Bill Payment	Water Supply Complaints	Overall Rating
<b>Responsiveness</b>	90%	80%	90%	96%	92%	90%	90%	87%	82%	93%	86%	97%	92%	87%	91%	<b>89.6%</b>
<b>Reliability</b>	90%	82%	78%	80%	78%	80%	80%	91%	87%	93%	97%	97%	100%	89%	97%	<b>88.0%</b>
<b>Communication</b>	90%	96%	89%	80%	85%	89%	100%	91%	91%	93%	80%	95%	94%	90%	94%	<b>90.5%</b>
<b>Costs</b>	90%	88%	82%	96%	98%	83%	80%	93%	87%	100%	94%	99%	100%	90%	97%	<b>91.8%</b>
<b>Integrity</b>	90%	86%	98%	96%	94%	94%	80%	91%	84%	100%	80%	92%	100%	89%	94%	<b>91.2%</b>
<b>Assurance</b>	90%	96%	87%	95%	83%	88%	100%	93%	91%	100%	93%	95%	100%	95%	95%	<b>93.4%</b>
<b>Outcome</b>	90%	90%	80%	99%	95%	84%	100%	91%	95%	93%	97%	90%	100%	89%	97%	<b>92.7%</b>
	90%	88%	86%	92%	89%	87%	90%	91%	88%	96%	90%	95%	98%	90%	95%	
<b>Access and Facilities</b>																<b>83.5%</b>
Comfort Room	100%	86%	76%	80%	82%	80%	92%	91%	83%	93%		80%	80%	91%	92%	86%
Infirmary	100%	84%	75%	80%	78%	79%	94%	72%	75%	80%		80%		75%	74%	80%
Breastfeeding Room	100%	84%	83%	80%	78%	81%	96%	75%	77%	67%				76%	80%	81%
Lobby (Waiting Area)	100%	88%	84%	80%	82%	86%	80%	86%	86%	93%	60%	80%	80%	90%	94%	85%
Airconditioning	100%	90%	80%	80%	78%	83%	80%	83%	84%	73%	80%	80%	80%	87%	89%	83%
Laboratory	100%	90%	82%	80%	87%	86%	0%	75%	81%	67%				79%	78%	82%
Overall Facility	100%	0%	87%	80%	84%	89%	80%	90%	90%	87%	80%	80%	80%	93%	97%	87%

Overall: **90.1%**

The tables above show the result of the customer satisfaction survey conducted. The overall average rating for all the services is 4.51% or equivalent to 90.1%, slightly higher than the target 90% average rating for the year 2022. 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, Electronic Payment (G-cash) received the lowest rating (4.31 = 86%), indicating that improvement of the e-payment must be explored.

Overall, the office must continue to improve its tangible services, specifically the access to facilities in the building as well as the reliability and responsiveness in terms of addressing customer transactions.

Compared to the previous years' customer satisfaction, a gradual decrease is being observed (92.8, 92.61 and 90.1 for years 2020, 2021 and 2022, respectively) which should be taken as a matter to be addressed for the year 2023 and beyond.

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### CITIZEN/CLIENT SATISFACTION SURVEY

All personal information and survey answers will be kept strictly confidential and will not be shared with any person or group that is not associated with this study.

Ang lahat ng personal na impormasyon at mga sagot sa survey ay manigpiti na pananatilihing kumpidensyal at hindi ibabahagi sa sinumang tao o grupo na hindi nauugnay sa pag-aaral na ito.

<b>Part 1. Data Disaggregation</b>	
Address/ Location of Service Connection:	
<input type="checkbox"/> Kidapawan City	
<input type="checkbox"/> Makilala	
<input type="checkbox"/> Matalam	
<input type="checkbox"/> Magpet	
<input type="checkbox"/> Outside MKWD Service Areas	
Civil Status:	
<input type="checkbox"/> Single	
<input type="checkbox"/> Married	
<input type="checkbox"/> Widowed	
<input type="checkbox"/> Separated	
Sex:	
<input type="checkbox"/> Male	
<input type="checkbox"/> Female	
Classification of Service Connection:	
<input type="checkbox"/> Residential	
<input type="checkbox"/> Commercial	
(For Residential) Number of household members:	
<input type="checkbox"/> 0-4	
<input type="checkbox"/> 5-8	
<input type="checkbox"/> 9 and above	
Age of Respondent:	
<input type="checkbox"/> 0-18	
<input type="checkbox"/> 19-25	
<input type="checkbox"/> 26-35	
<input type="checkbox"/> 36-45	
<input type="checkbox"/> 46-55	
<input type="checkbox"/> 56 and above	
Services Availed:	
<input type="checkbox"/> (More than one of the services may be selected) (Maaring pumili ng higit sa isang serbisyo)	
<input type="checkbox"/> Application for Senior Citizen Discount	
<input type="checkbox"/> Balik Connection	
<input type="checkbox"/> Basic Personnel Information (for MKWD Employees Only)	
<input type="checkbox"/> Billing Adjustment	
<input type="checkbox"/> Bulk Water	
<input type="checkbox"/> Charging of Inactive to Active Account	
<input type="checkbox"/> Electronic Bill Payment (G-Cash)	
<input type="checkbox"/> Electronic Bills Payment (Landbank)	
<input type="checkbox"/> Engineering Services (Program of Works, Leak Test, or Certificate of Coverage)	
<input type="checkbox"/> Laboratory Services	
<input type="checkbox"/> New Service Connection	
<input type="checkbox"/> Other Unbilled Transactions (Ledger Printing/Bid Docs)	
<input type="checkbox"/> Outstanding Bill Inquiry (Online)	
<input type="checkbox"/> Plumbing Services	
<input type="checkbox"/> Promissory Bill	
<input type="checkbox"/> Reclassification	
<input type="checkbox"/> Reconnection/Re-Open	
<input type="checkbox"/> Test Bench for Water Meters	
<input type="checkbox"/> Test Water Meter On-Site	
<input type="checkbox"/> Transfer Connection	
<input type="checkbox"/> Transfer Meter Stand	
<input type="checkbox"/> Transfer Account Name/Change Account Name	
<input type="checkbox"/> Transfer Source	
<input type="checkbox"/> Voluntary Disconnection	
<input type="checkbox"/> Water Bill Payment	
<input type="checkbox"/> Water Supply Complaints	

Please turn to the back page →

### Part 2. Satisfaction Survey

Please rate your level of satisfaction on the services provided by Metro Kidapawan Water District using the following rating: Pakikigay ng antas ng iyong kasiyahan sa mga serbisyong ibinigay ng Metro Kidapawan Water District gamit ang sumusunod na rating:

- 0 – Not yet availed (Hindi pa nakakagamit)
- 1 - Very Dissatisfied (Lubos na hindi nasisiyahan)
- 2 - Dissatisfied (Medyo hindi nasisiyahan)
- 3 - Neutral (Hindi tiyak)
- 4 - Satisfied (Medyo nasisiyahan)
- 5 - Very Satisfied (Lubos na nasisiyahan)

Timeliness of Services Provided (Paggamaagap sa pagtugon sa serbisyo)	1	2	3	4	5	
Reliability / Quality (Maaasahang de-kalidad na serbisyo)	1	2	3	4	5	
Professionalism and Courtesy of Staff (Propesyonal at magalang na mga kawani)	1	2	3	4	5	
Billing and Payment Process and Cost of Services (Proseso ng pagbabayad at halaga ng mga serbisyo)	1	2	3	4	5	
Integrity, Honesty and Fairness (Matapat, makatarungan at patas na paghatid ng serbisyo)	1	2	3	4	5	
Knowledge of Staff (Maasahang may sapat na kaalaman ang mga kawani sa kanilang tungkulin)	1	2	3	4	5	
Overall satisfaction on the outcome of your transaction (pahayag ang iyong pangkalahatang kasiyahan sa kinalabasan ng iyong transaksyon)	1	2	3	4	5	
Access and Facilities (Kalinisan, kaginhawahan at kaayusan ng mga pasilidad)	0	1	2	3	4	5
Comfort Room	0	1	2	3	4	5
Infirmary	0	1	2	3	4	5
Breastfeeding Room	0	1	2	3	4	5
Lobby (Waiting Area)	0	1	2	3	4	5
Airconditioning	0	1	2	3	4	5
Laboratory	0	1	2	3	4	5
Overall Facility (Kabuuang mga pasilidad)	0	1	2	3	4	5

### Part 3. Feedback and Recommendations

Feedback, Commendation, Complaint (Puna, Papuri o Reklamo)


What suggestions can you give to further enhance or improve the services?

Among mga mungkahi ang maaari mong ibigay upang higit pang mapahusay o mapabuti ang mga serbisyo?
