



Customer Satisfaction Survey Result CRS Outlet Tuguegarao City 1st Quarter 2018

Methodology:

The CRS Outlet Tuguegarao City conducted Customer Satisfaction Survey for the 1st quarter. The survey was carried out from March 26-30, 2018 by staff of Statistical Operations and Coordination Division in collaboration with Civil Registration Services. Walk-in clients at Public Assistance and Complaints Desk, payment counters and releasing/waiting area were served questionnaires. The questionnaires were distributed randomly for five (5) consecutive days which totaled to one hundred fifty (150) samples.

This survey presents the main results of the Customer Satisfaction Survey based on data collected from the sample of one hundred fifty (150) clients. The customer satisfaction is directly related with the service quality whose main aim is to fulfill the customers need. This presents the rating of the different services by the respondents and the suggestions for the improvement of the facilities.

The goal of the survey is to measure and monitor ongoing satisfaction of customers who have transaction or experience the service operations of the agency.

Customer's Profile

Out of the one hundred fifty (150) respondents, 95 or 63.33 percent are females and 55 or 36.67 percent are males. Among female samples, 9 or 9.47% graduated in elementary, 41 or 41.05% in high school and 45 or 47.37% in college. In terms of work status, 23 or 24.21% are employed, 29 or 30.53% are unemployed and 43 or 45.26% have not specified whether they are working or not.

In like manner, out of the total 55 or 36.67 male respondents, 6 or 10.90% graduated in elementary, 20 or 36.36% in high school and 29 or 52.73% in college. As to work status, 9 or 16.36% are employed, 11 or 20.00% are unemployed and 35 or 63.64% have not specified whether they are working or not.

Moreover, out of the total 150 respondents, 65 or 43.33% are residents of Cagayan, 31 or 20.67% are from other provinces and 54 or 36% did not specify his/her residence. Out of 65 or 43.33 residents in Cagayan, 47 or 72.31% are females and 18 or 27.69% are males. 51.85 percent from females and 48.15 percent from males did not specify their residence.



Table A shows the background information of the 150 respondents.

Table A
 Background Information of the Respondents

Category	Female		Male		Total	Total Percentage
	No.	%	No.	%		
Educational Attainment	95	63.33	55	36.67	150	100.00
Elementary	9	9.47	6	10.90	15	10
High School	41	41.05	20	36.36	61	40.67
College or Higher	45	47.37	29	52.73	74	49.33
Work Status	95	63.33	55		150	100.00
Has work	23	24.21	9	16.36	32	21.33
No work	29	30.53	11	20.00	40	26.67
Did not specify	43	45.26	35	63.64	78	52
Residence	95	63.33	55		150	100.00
Within Cagayan	47	72.31	18	27.69	65	43.33
Other Province	20	64.52	11	35.48	31	20.67
Did Not Specify	28	51.85	26	48.15	54	36

Overall Client Satisfaction

Table B depicts the level of customer satisfaction per category. It shows that 81.33 percent of the total clients strongly agree that CRS Tuguegarao Outlet rendered satisfactory service, 14.67 percent agreed, 4 percent remained neutral and nobody ticked the disagree and strongly disagree. The overall average satisfaction rating of the outlet in the First Quarter of 2018 is 4.75.

Of the four categories, Procedures got the highest weighted average rating of **4.84** followed by Employees (Attitude and Appearance) with **4.75**, Areas/Facilities with **4.72** and Service with **4.68**.

All areas in each category got a favorable rating from the respondents. When asked about the Prompt Service, 82.68 percent of the respondents strongly agree that the service is really prompt, 16 percent agree, 0.67 percent remained neutral and 0.67 percent disagree.



Table A
 Level of Customer Satisfaction Category

Category	5		4		3		2		1		Total	Average Rating
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree			
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%		
Service												4.68
a. Prompt Service	124	82.67	24	16	1	.67	1	.67	0	0	150	4.84
b. Understanding the clients	114	76	0	0	36	24	0	0	0	0	150	4.52
Employees												4.75
a. Groomed/ Neat	117	78	32	21.33	1	.67	0	0	0	0	150	4.77
b. Courteous	129	86	20	13.33	1	.67	0	0	0	0	150	4.85
c. Knowledgeable	100	66.67	46	30.67	4	2.67	0	0	0	0	150	4.64
Procedures												4.84
a. Clear, simple & easy to follow	127	84.67	23	15.33	0	0	0	0	0	0	150	4.84
Area/Facilities												4.72
a. Clean surroundings	116	77.33	29	19.33	5	3.33	0	0	0	0	150	4.74
b. Clean Comfort rooms	93	62	52	34.67	5	3.33	0	0	0	0	150	4.59
c. Safe	122	81.33	28	18.67	0	0	0	0	0	0	150	4.82
d. Comfortable/ ventilated	117	78	33	22	0	0	0	0	0	0	150	4.78
e. Enough chairs	98	65.33	52	34.66	0	0	0	0	0	0	150	4.66
Overall Satisfaction	122	81.33	22	14.67	6	4	0	0	0	0	150	4.75

Ways of obtaining Civil Registry Documents

48 out of 150 or 32% of respondents have no knowledge on the different alternative modes of acquiring copy of civil registry documents. Consequently, 67.94 percent of the total respondents who have knowledge on the alternative modes of getting civil registry documents answered that they are using the said alternatives in obtaining civil registry documents as shown in table C.



Table C shows the alternative modes of getting civil registry document and extent of use.

Table C

Alternative Modes of Getting Civil Registry Documents and Extent of Use

Category	Number	%
Has knowledge on the different alternatives modes of acquiring copies of civil registry documents (C.1)	150	100.00
Yes	57	38
No	48	32
Did not Specify	45	30
Known alternative mode (with “yes” in C1)		
a. Internet	16	10.67
b. Telepono	8	5.33
c. Local na Pamahalaan	20	13.33
d. SM Business Center	4	2.67
e. Did not specify	9	6
Are you using any of these alternatives (with “yes” answer in C1)	53	100.00
Yes	36	67.94
No	5	9.43
Did Not Specify	12	22.64

List of Remarks and Comments

The following are the remarks and comments of the respondents in question C3 - Reason why they are not using the other alternative modes in acquiring civil registry documents.

Remarks

- Matagal mailabas at mas mahal ang singil
- Wala ng iba pang alam na paraan
- Busy
- Walang ibang paraan malayo kasi sa amin
- Dahil hindi ko po alam ang mga ibang paraan
- Mas madali pumila
- Kasi walang kagamitang pang komunikasyon
- Mahaba po ang proseso
- Hindi ko po alam
- Matagal makuha ang PSA copy sa ibang paraan
- Dahil mas alam naming ang nakasanayan



Other Comments/Suggestions/Observations

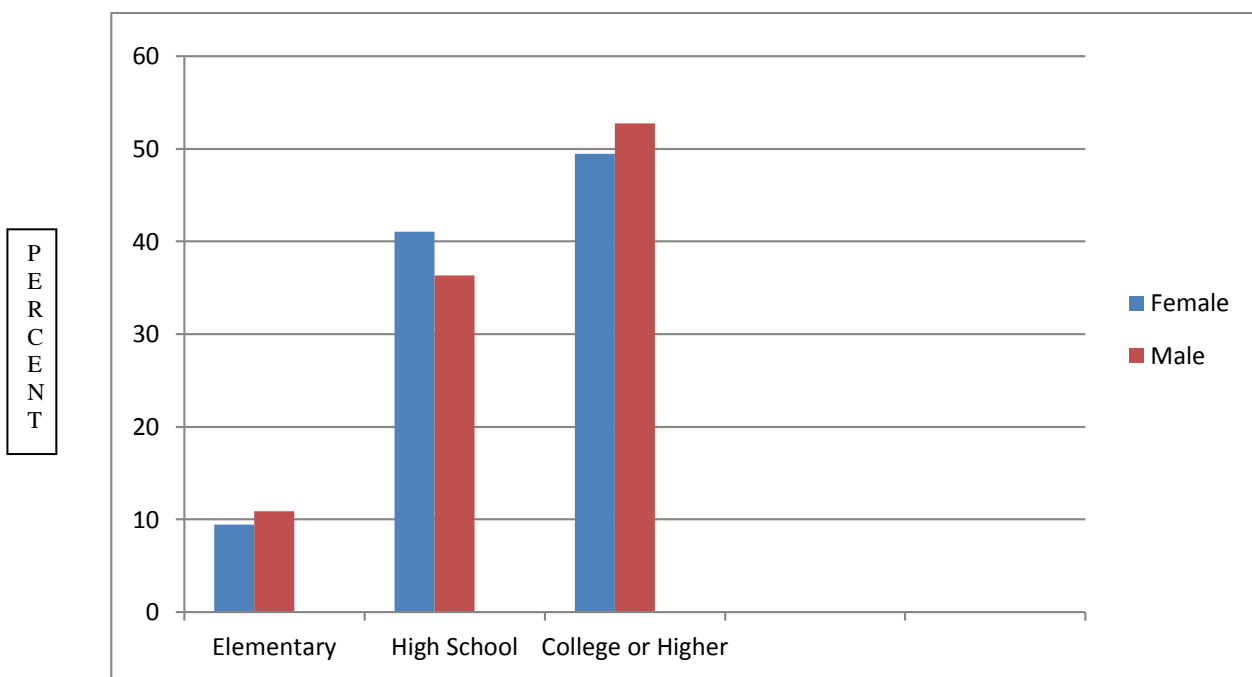
Positive/Neutral

- Sana mas maraming computer operator para mas mabilis ang tagal kasi pumila
- Be honest and kind
- “Opening” 1 Counter only. Dapat complete 1 hanggang 4 Counter sa dami ng kukuha saka lang kumpleto na kung anong oras na.
- Maganda ang serbisyo
- Agyamanak ti Apo ta iniramat na ti makaawat ken naayat met nga makatulong ti pagkasapulan ti Birth certificate ti asawak, apokuk, nga kailangan mi nga pamilya.
- Satisfied
- Wala na po akong masabi
- Sana ganito kabilis araw araw

Graphical Presentation of the Customer Satisfaction Survey Results

Figure 1

Distribution by CRS clients by Educational Attainment and by Gender

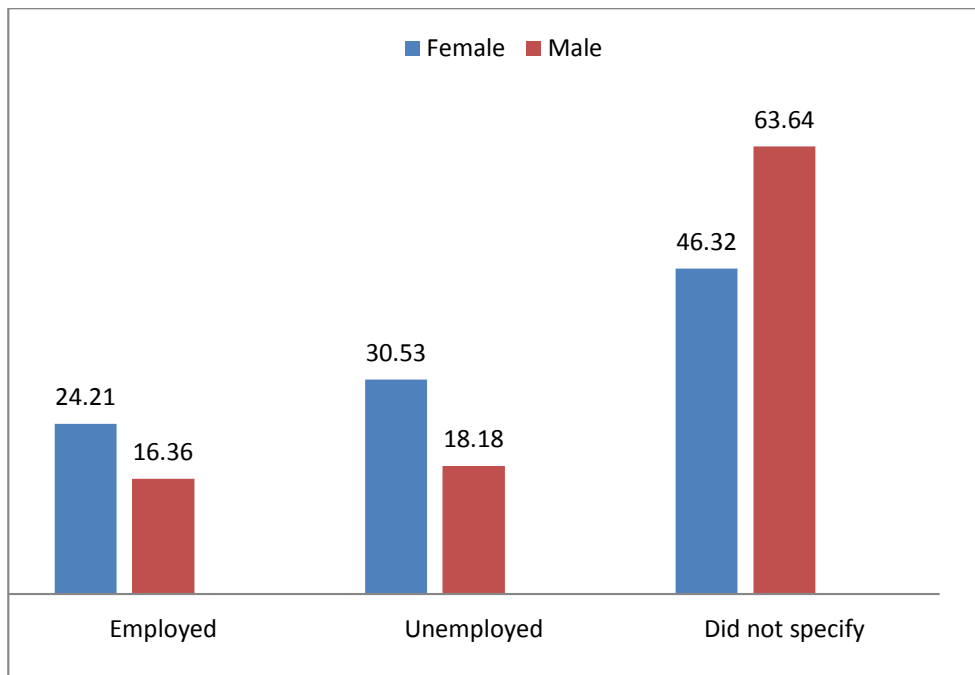




In terms of educational attainment among female respondents, 9.47% graduated from elementary, 41.05 percent finished high school, and 49.47 percent have a college degree or Higher. On the other hand, among male respondents, 10.90 percent graduated from elementary, 36.36 percent finished high school and 52.73 percent have college degrees.

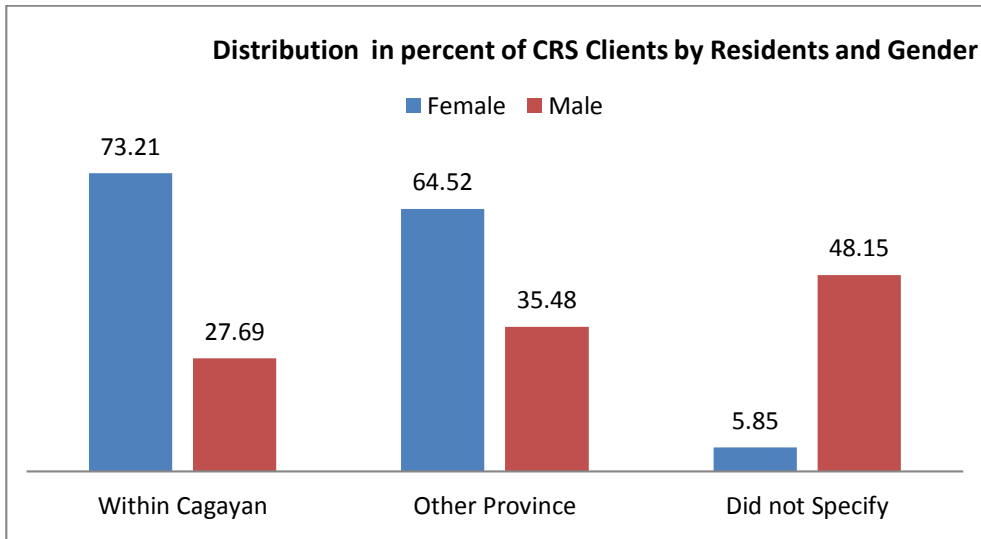
Figure 2

Distribution in percent of CRS Clients by Work Status and Gender

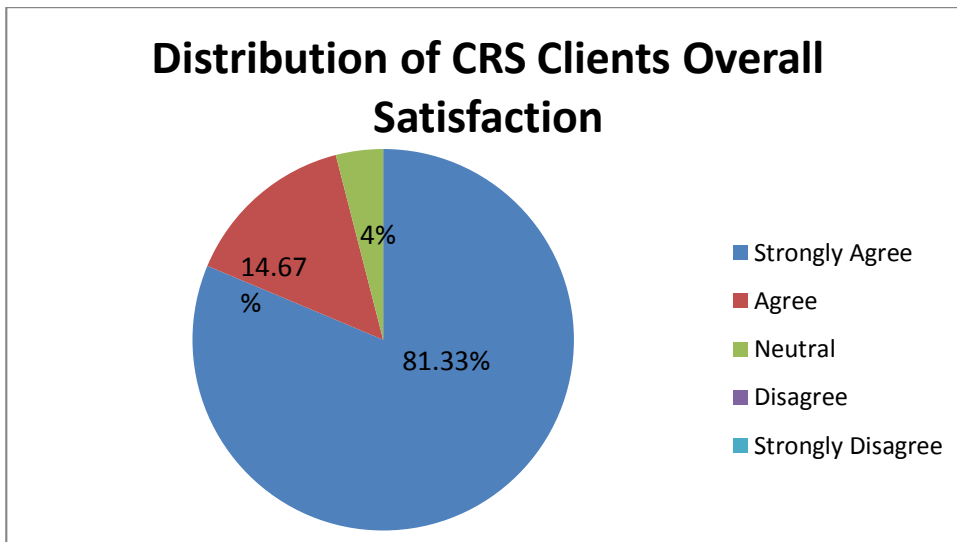


The work status of the respondents showed that 16.36 percent of male were employed while working female was higher by 10.62 percent. For those unemployed, male respondents accounted for 18.18 percent which was lower compared to the 30.53 percent from their female counterparts. For respondents who did not specify their work status, 63.64 percent for male and 46.32 percent for female was recorded.

Figure 3



Of the total 150 respondents, majority are residents of Cagayan with 73.21 percent female and 27.69 percent male. Of those respondents residing from other provinces, female recorded 64.52 percent higher than the 22.33 percent for female. There were 5.85 percent female and 48.15 percent male did not specify their work status.



The respondents who strongly agreed that they were satisfied on the services, employees, procedures and area/facilities that the CRS Outlet Tuguegarao City provided were 81.33 percent. Similarly, 14.67 percent of the respondents expressed their approval of satisfaction with the CRS services. 4% of the respondents remained neutral.