



SPECIAL RELEASE

Highlights of the Analysis of the December 2020 Customer Satisfaction Survey

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The Customer Satisfaction Survey (CSS) is a quarterly undertaking of the Philippine Statistics Authority - Regional Statistical Services Office 10 to determine the satisfaction rating of the walk-in public on the services of the Civil Registry Service (CRS) Outlet of Cagayan de Oro City. Specifically, the areas being assessed in the survey are the following: the service, the employees, the procedures and the area. Likewise, the factors that affect the satisfaction rating by the public are also identified through the survey. Furthermore, the survey also determines the awareness level of the public on the office's adherence to existing laws and regulations imposed for government offices.

For the Fourth Quarter of 2020, the CSS was conducted on December 14, 16 and 18, 2020. A structured questionnaire was administered to one hundred fifty (150) randomly selected walk-in clients through face-to-face interview or self-administration.

Historical data of actual head counts of client coming into the outlet in the previous month has provided an insight of what the actual population will be during the conduct of the survey. Additionally, the sampling also considers the limited number of clients to be catered in the outlet as a control measure being implemented during this time of pandemic. Systematic random sampling is the sampling method used in this survey. It is a type of probability sampling method in which sample members from a population are selected according to a random starting point but with a fixed interval (the sampling interval). Queue ticket numbers (QTNs) is the sampling variable used in determining the samples to be interviewed.



Table 1. Demographic Profile of the Respondents

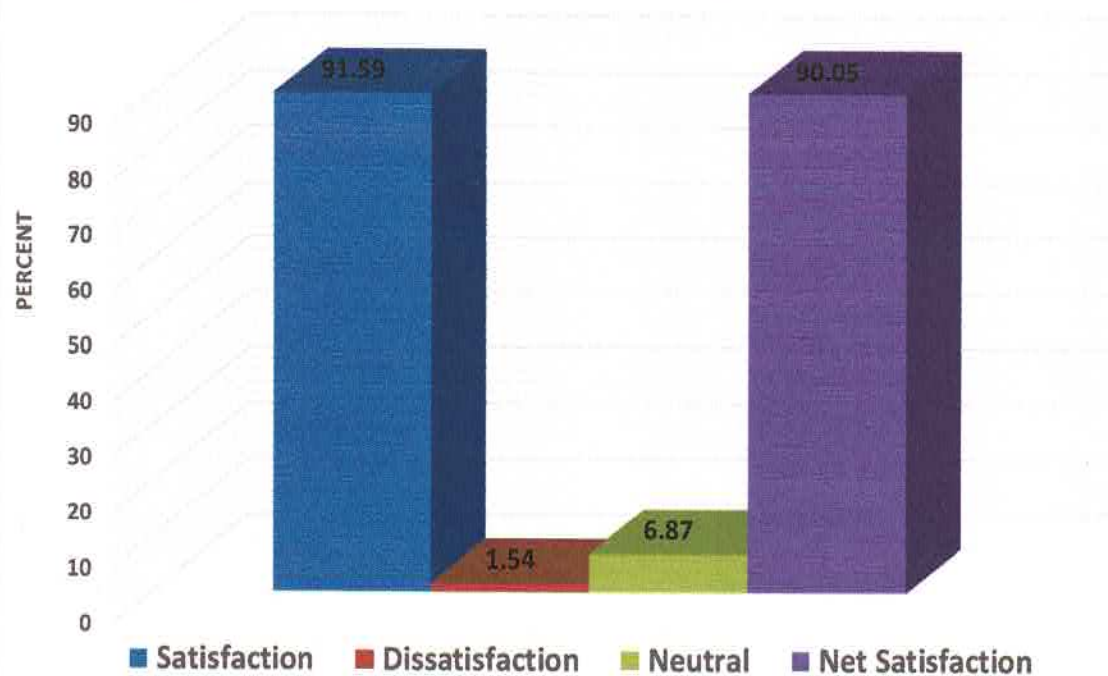
Sex	Count	Percentage (%)	Place of Origin	Count	Percentage (%)
Male	41	27.33	Bukidnon	26	17.33
Female	100	66.67	Camiguin	0	0.00
Not Specified	9	6.00	Misamis Oriental	107	71.33
			Other Regions	2	1.33
			Not Specified	15	10.00
Age Group	Count	Percentage (%)	Education	Count	Percentage (%)
15-19	3	2.00	No Grade Completed	0	0.00
20-24	21	14.00	Elementary Level	7	4.67
25-29	33	22.00	Elementary Graduate	11	7.33
30-34	19	12.67	High School Level	20	13.33
35-39	13	8.67	High School Graduate	26	17.33
40-44	13	8.67	College Level	44	29.33
45-49	18	12.00	College Graduate	25	16.67
50-54	9	6.00	Vocational	8	5.33
55-59	7	4.67	Post Graduate	5	3.33
60 and above	6	4.00	Not Specified	4	2.67
Not Specified	8	5.33			

The demographic profile of the respondents is presented in Table 1 above to provide the basic information of the 150 randomly selected respondents of the survey. Based on the tabulated results, about 66.67% of the randomly selected clients are female and only 27.33% are male. This implies that most of the transacting clients in the duration of the survey are represented by female individuals. On the other hand, majority of the respondents of the survey where residents in the Province of Misamis Oriental including Cagayan de Oro City. The quarantine protocols and travel restrictions in the Province of Bukidnon somehow has limited the volume of clients transacting in the outlet during the reference period.

In terms of the respondent's age, Table 1 shows that the age range 20-49 has recorded the highest number of transacting clients and constitutes 78.01% of the total sample. The age of the respondents was gathered because it is an important indicator on the different views and opinions as well as the levels of maturity of the respondents in giving their comments, suggestion and even the entire process of answering the survey.

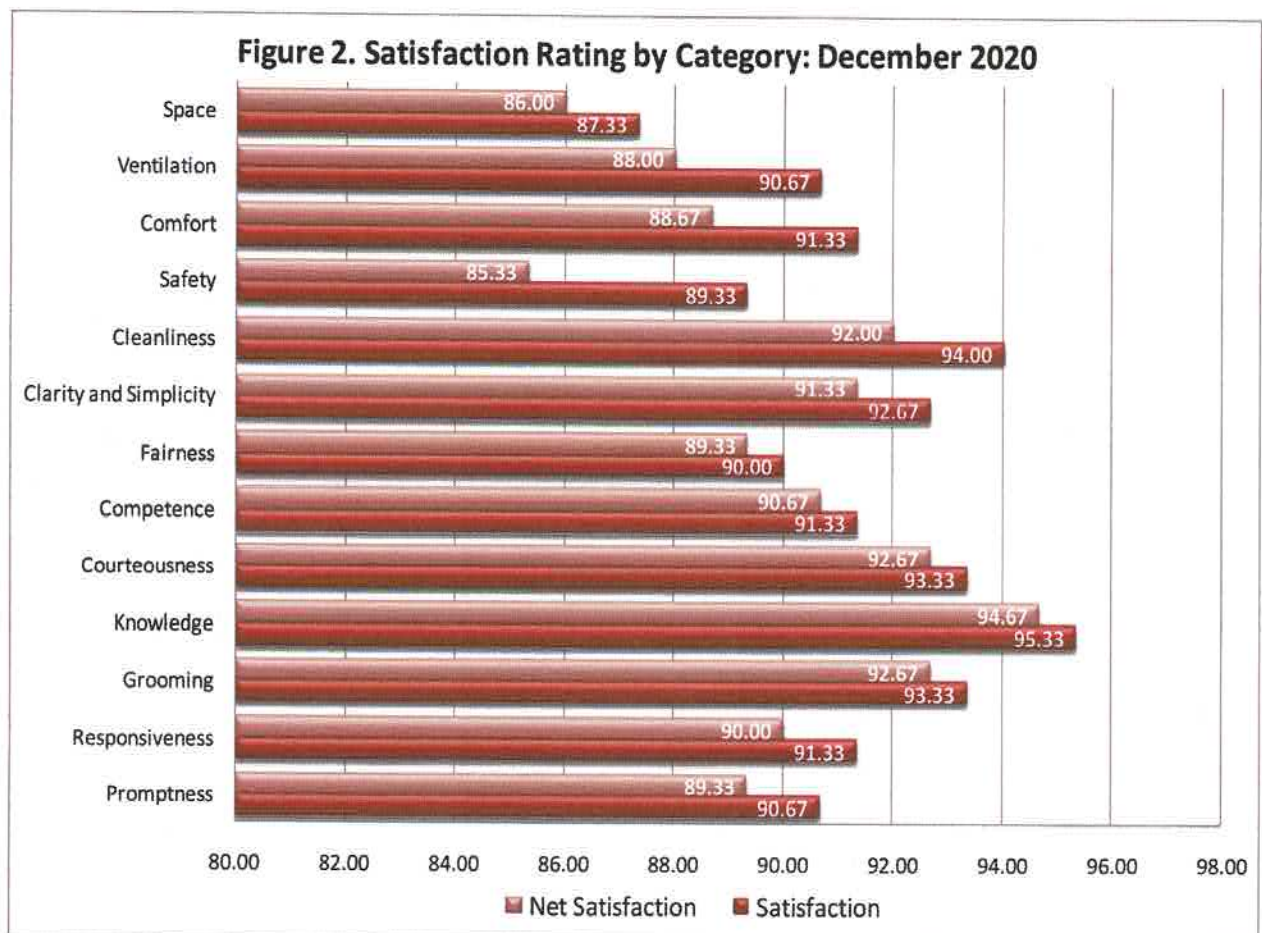
With respect to the educational attainment of the respondents, 46.0% of the total samples have acquired a college degree or have completed year/s in college. Furthermore, respondents who have graduated or have completed year/s in the secondary level constitutes about 30.66% of the total samples. The educational attainment of the clients was included in the demographics to know the levels of education acquired by the clients as this is an important factor that affects their views towards the services of the CRS Outlet.

Figure 1. Overall Satisfaction Rating: December 2020




For the proportion of satisfied clients, Figure 1 shows the graphical representation of the overall satisfaction rating obtained during the December 2020 CSS. Results showed that satisfaction rating and net satisfaction rating were at 91.59% and 90.05%, respectively. These ratings were relatively higher compared to the target satisfaction rating of 77% set by the office.

Satisfaction and net satisfaction ratings for each categories assessed in the survey are presented in Figure 2. All categories obtained high satisfaction ratings above 85.0% in which knowledge of the employees and cleanliness of the outlet got the highest ratings at 95.33% and 94.00% respectively. High satisfaction ratings were also noted on courteousness and grooming of the employees, clarity and simplicity of the procedures in availing the services of the outlet, employee’s fairness, competence, promptness and responsiveness to the needs of the clients, ventilation and comfort of the outlet with ratings at 90.0% and above. On the other hand, the rest of the categories obtained ratings below the 90.0% markings.



Moreover, the comparison of satisfaction ratings for the period December 2019 and 2020 is shown in Figure 3. The line graph shows an increasing trend in the satisfaction rating based on the results of the survey for the two periods, hence, an increasing trend on the net satisfaction ratings. An increase of 1.90 percentage points in the overall satisfaction rating from the year 2019 to the year 2020 was recorded. This is an indication that the office has successfully implemented innovations and worked out the plans to continuously improve the CRS Outlet for the optimum satisfaction of the clients.




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