

Citizen Awareness and Satisfaction Survey: The Case of Tumauni, Isabela Philippines

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ABSTRACT

Local governments in the Philippines are the nearest service units to its citizens. They are expected to deliver quality services to their constituents. As recipients of the different services, citizens are deemed in better position to assess whether quality services are delivered by the different municipalities in the country. In order to address the need to gather citizens' feedback on the service delivery performance of the local government units (LGU), the Department of Interior and Local Government developed the Citizen Satisfaction Index System (CSIS). The municipality of Tumauni in the province of Isabela is one of the selected LGUs to implement the CSIS project in the country to measure its performance in service delivery for 2018.

This study assessed the awareness and satisfaction of the people in Tumauni, Isabela on the services for Public Works and Infrastructure delivered by the LGU. There were 150 respondents selected using the multi-stage probability sampling method. In gathering the data needed, face to face interview was used with the aid of survey questionnaire.

Overall, results revealed that citizens of Tumauni are aware and satisfied with the different service indicators of the Public Works and Infrastructure programs.

Results of the study may help local government officials in crafting policies and making management decisions to improve the performance of the local government of Tumauni in the provision and delivery of Public Works and Infrastructure services to its constituents.

Keywords

Citizen Satisfaction, Local Government Unit, Public Works and Infrastructure Services

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Introduction

The government is known to be the supreme authority of a certain state and nation that sets rules for a society. It is expected that the government promotes the general welfare of its members, the people or its citizens. The Philippines Republic Act (RA) No. 7160, otherwise known as the Local Government Code mandates the transferring of control and responsibility in the delivery of basic services to the hands of local government units (LGU). It aimed to enhance provision of services in the grass roots level, as well as improve the efficiency in resource allocation. Further, it sought to widen the decision-making space by encouraging the participation of stake holders, especially in the local level. With this Republic Act, local government units are then expected to deliver basic services to its constituents through the leadership and initiative of elected LGU officials and different department heads.

An executive department in the Philippines, known as the Department of Interior and Local

Government (DILG) is responsible for promoting peace and order, ensuring public safety, and strengthening the capability of local government units to effectively deliver basic services to the citizenry. The DILG assists the country's elected president in the supervision of local government by promulgating policies, rules and regulations over local governments. To assess the performance and capabilities of LGUs, various measurement tools were used in the form of assessment tools, surveys, competitive appraisal, LGU Scorecard to name a few. In 2012, the DILG took the initiative, launched and pilot tested another performance measurement tool for LGUs –the Citizen Satisfaction Index System (CSIS). CSIS actual implementation began in 2013, it aims to gather feedback from citizens as to their awareness and satisfaction on the basic services delivered to them by the LGU. In this regard, municipalities must determine to what extent citizens benefit from the services they offer (Orselli, Bayrakci, & Kahraman, 2017). One of the basic services covered in the CSIS is the Public Works and Infrastructure. There are twelve service indicators included in the Public Works

and Infrastructure services assessed in the CSIS namely: 1. Barangay Roads; 2. Municipal roads and bridges; 3. Barangay hall; 4. Multipurpose Hall or Civic Centers; 5. Public Markets and Satellite Markets; 6. Public Parks and Open Spaces; 7. Road Safety; 8. Sports Centers and Facilities; 9. Information and Reading Center; 10. Municipal Government Buildings; 11. Public Cemetery; and 12. Flood Control Management System.

In the Philippine Development Plan 2017-2022, infrastructure development is one of the top priorities of the government. Public works and infrastructure service includes projects constructed and funded by the government that include but not limited to public buildings, transport infrastructures, health facilities, energy facilities, recreational facilities, educational facilities and the like. The presence of infrastructure projects are very essential in economic development and in improving the quality of life in both urban and rural communities. The “Build, Build, Build” agenda of the government is seen to boost infrastructure development by intensifying investments on public infrastructure. Thus, local government units are expected to join in implementing public works and infrastructure projects.

Citizens are in better position to give feedback whether or not these services are effectively and efficiently delivered according to their needs at the right time. Moreover, as the intended recipients and end-users of public services, the citizens are the right ones to assess the performance of the LGU in its obligation of delivering services to its people. Increasing the awareness of the citizens is an effective tool for promoting their engagement and improving service delivery (Almarshad, 2015).

This study aims to gather citizens’ perspectives on the reach and quality of the services delivered by the municipality of Tumauini in the province of Isabela, Philippines. Specifically, it seeks to determine citizen’s awareness, availment, satisfaction, and assessment on the need for action on the public works and infrastructure services.

RESEARCH METHODS

This study made use of the descriptive research design. In choosing the respondents as research participants, multi-stage probability sampling method was used with a margin of error (MOE) of +/- 8 and percentage points at a 95% confidence level (CL). There were 150 respondents randomly selected through the Kish Grid. Primary data were gathered with the aid of survey questionnaire and face to face interview was employed. Respondents who are aware of the service will be asked if they availed the service, and only respondents who availed the service will be asked on satisfaction and need for action. In data analysis, descriptive statistics were used such as frequency, percentages and ranks to ascertain the awareness, availment, satisfaction and assessment for the need for action of the respondents to the public works and infrastructure services delivered by the municipality of Tumauini. In interpreting percentage scores, adjectival rating was used which is based on passing the test of 50% + MoE, which is determined by a cut-off point computed for every service indicator.

Table 1. Adjectival Ratings for the Percentage Scores of Service Indicators

Adjectival Rating	Condition
High	Percentage Score $\geq 50\% + \left \frac{.98}{\sqrt{n}} \right $
Low	Percentage Score $\leq 50\% + \left \frac{.98}{\sqrt{n}} \right $

Source: Citizen Satisfaction Index System Manual Version 2019.0.1

Ratings in the satisfaction and need for action were construed using an action grid to determine the general direction of the LGU of Tumauini, Isabela in its public works and infrastructure programs and services.

Figure 1. Action Grid Quadrant's General Direction



Source: Citizen Satisfaction Index System Manual Version 2019.0.1

RESULTS AND DISCUSSION

Profile of the Respondents

Table below shows the profile of the respondents. Results showed that there is equal number of respondents in the study conducted as to their sex. When ages of respondents were examined, it was observed that of the total, 15.33% belong to the age group of 45 to 54 years old while 14% belong to 55 to 64 years old and the same 14% are from age bracket of 18 to 24, 13.33% of the respondents belong to 40 to 44 years old, 10.67% are 25 to 29 years old, 10% of the respondents belong to 65 to 74 years old, another 10% belong to 35 to 39 years old, 9.33% are from age bracket of 30 to 34 and there are few respondents (3.33%) who belong to 75 years and above. Features of the respondents in terms of their marital status show that large majority (71.33%) of the respondents are married, 17.33% are still single, 6.67% composed of widow/er and 0.67% are separated/annulled.

In terms of working status, majority (55.33%) are working while 44.67% of the respondents are not working. For working respondents, majority (62.65%) have their work within the barangay, 27.71% are working within the municipality, 4.82% have their work within the country, while 3.61% are working within the

province and there are few (1.2%) who are working within the region.

With regards to the source of information about the services, programs, projects or activities of the municipality of Tumauini, Isabela, large majority (74%) of the respondents get the information from barangay officials and personnel, 11.33% said that television is their source of information, 6% are informed by the municipal government, 4.67% are informed through family members/friends and from radio, internet and other source of news with 1.33% respectively. Respondents are also asked if their family are recipients of the Pantawid Pamilyang Pilipino Program (4Ps), a program of the national government that provides conditional cash grants to the poorest of the poor. Result shows that large majority (84%) are not recipients of the said program while 16% of the respondents are enjoying the benefits of the program.

Table 2. Profile of the Respondents

PROFILE OF THE RESPONDENT	FREQUENCY	PERCENTAGE
Sex		
Male	75	50
Female	75	50
Total	150	100
Age Group		
18 to 24 y/o	21	14
25 to 29 y/o	16	10.67
30 to 34 y/o	14	9.33
35 to 39 y/o	15	10
40 to 44 y/o	20	13.33
45 to 54 y/o	23	15.33
55 to 64 y/o	21	14
65 to 74 y/o	15	10
75 y/o and above	5	3.33
Total	150	100
Civil Status		
Single	26	17.33
Married	107	71.33
Widow/er	10	6.67
Separated	1	0.67
Annulled		
Common	6	4

Law / Live-in		
<i>Total</i>	150	100
Working Status		
Working	83	55.33
Not working	67	44.67
<i>Total</i>	150	100
Place of Work		
W/in the barangay	52	62.65
W/in the municipality	23	27.71
W/in the province	3	3.61
W/in the region	1	1.20
W/in the country	4	4.82
<i>Total</i>	83	100
Source of Information about the services, programs, projects or activities of the municipal government		
Television	17	11.33
Radio	2	1.33
Newspaper	0	0
Family/Friends	7	4.67
Internet	2	1.33
Municipal Government	9	6
Barangay officials and personnel	111	74
Others (Specify)	2	1.33
<i>Total</i>	150	100
Beneficiary of the Pantawid Pamilyang Pilipino Program (4Ps)		
Yes	24	16
No	126	84
<i>Total</i>	150	100

Awareness on Public Works and Infrastructure Services

The table below reveals the awareness of the respondents on the public works and infrastructure, programs and services delivered by the local government of Tumauini in the Philippines. Awareness refers to the presence of knowledge among the citizens of the services available for them. It is necessary that people of

the municipality are aware of the services that it offers because service delivery can be enhanced through citizens' awareness (Bello et al., 2018). It is noteworthy that all respondents are aware on the presence of Public Markets and Satellite Markets in the municipality of Tumauini. Barangay Roads and Municipal Government Buildings have 99.33% awareness scores respectively, large majority of the respondents (98.67%) are aware on programs and services for Barangay Hall and 94.67% are aware that there are programs for construction of Municipal Roads and Bridges. Awareness percentage scores are high for almost all of the programs and services except for Information and Reading Center with low percentage score, because only 26% of the respondents are aware. The results indicate that residents of the local government of Tumauini are informed of the different public works and infrastructure services and programs.

Table 3. Level of Awareness on Public Works and Infrastructure Services

Service Indicators	Awareness				Rank	Adjustment Rating
	Yes Freq	Yes Perc	No Freq	No Perc		
1. Barangay Roads	149	99.33%	1	0.67%	2-3	High
2. Municipal Roads and Bridges	142	94.67%	8	5.33%	5	High
3. Barangay Hall	148	98.67%	2	1.33%	4	High
4. Multipurpose Halls or Civic Centers	93	62.00%	57	38.00%	10	High
5. Public	150	100%	0	0.00%	1	High

			00%		%		
6	Public Markets and Satellite Markets	103	68.67%	47	31.33%	9	High
7	Parks and Open Spaces	114	76.00%	36	24.00%	7-8	High
8	Road Safety	114	76.00%	36	24.00%	7-8	High
9	Sports Centers and Facilities	39	26.00%	111	74.00%	12	Low
10	Information and Reading Center	149	99.33%	1	0.67%	2-3	High
11	Municipal Government Buildings	141	94.00%	9	6.00%	6	High
12	Cemetery	92	61.33%	58	38.67%	11	High
13	Flood Control Management System						

Availment on Public Works and Infrastructure Services

Programs, projects and services of the local government units are meant to be availed by the intended recipients. Availment of the services means the use and subscription of the services offered by the local government for its constituents. The study conducted showed that all respondents availed the use of Barangay Roads in the municipality of Tumauni, huge majority of the respondents (97.33%) utilized the programs and services of Public Markets and Satellite Markets, 96.62% availed services of the constructed Barangay Hall, high percentage (96.48%) of the respondents benefitted on the use of Municipal Roads and Bridges, 93.29% availed the use of Municipal Government Buildings (Table 4.). The results show that the availment of public works and infrastructure services and programs is high for almost all of the service indicators except for Information and Reading Center that obtained low availment percentage score (46.15%). This signifies that residents are availing the use of the public works and infrastructure. Moreover, people of Tumauni are benefitted of the different projects and infrastructure programs of the municipality.

Table 4. Level of Availment on Public Works and Infrastructure Services

Service Indicators	Availment				R	Adj
	Yes Freq	Perc	No Freq	Perc		
1. Barangay Roads	149	100.00%	0	0.00%	1	High
2. Municipal Roads and Bridges	137	96.48%	5	3.52%	4	High
3. Barangay Hall	143	96.62%	5	3.38%	3	High
4. Multi	86	92.4%	7	7.53%	7	High

6	Public Halls or Civic Centers	146	97.33%	4	2.67%	2	High
5	Public Markets and Satellite Markets	93	90.29%	10	9.71%	8	High
6	Public Parks and Open Spaces	106	92.98%	8	7.02%	6	High
7	Public Safety	88	77.19%	26	22.81%	9	High
8	Sports Centers and Facilities	18	46.15%	21	53.85%	12	Low
9	Information and Reading Center	139	93.29%	10	6.71%	5	High
10	Municipal Government Buildings	103	73.05%	38	26.95%	11	High
11	Public Cemetery	70	76.0%	22	23.9%	10	High

2	Control Management System	9%	1%
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Satisfaction on Public Works and Infrastructure Services

It is very necessary to know how well citizens are served by the local government units in terms of Public Works and Infrastructure services. Satisfaction to services refers to the contentment of the respondents after availing the services. As to the municipality of Tumauni, respondents who availed the different services were asked if they are satisfied of the services. The study shows that projects on the construction of Barangay Hall had the highest satisfaction rating (94.41%), 93.53% of the respondents who availed are satisfied with the programs and projects for the Municipal Government Buildings, another large majority of the respondents (93.43%) answered that they are satisfied with services and projects for Municipal Roads and Bridges, 93.18% said that they are satisfied with Sports Center and Facilities and 88.17% of the respondents are satisfied with Public Parks and Open Spaces programs and projects. As seen on Table 5, almost all of the services have positive feedback from the respondents as to satisfaction. On the other hand, it is important to note that the satisfaction percentage score for Public Cemetery is low (34.95%).

The results indicate that the local government of Tumauni is performing well in their Public Works and Infrastructure services as evidenced by the satisfaction approval from its citizens. It demonstrates that the service delivery performance of the local government is satisfactory and acceptable to its people.

Table 5. Level of Satisfaction on Public Works and Infrastructure Services

Service Indicators	Satisfaction				Rank	Adjustment Ratio
	Yes Frequency	Yes Percentage	No Frequency	No Percentage		
1. Barangay Roads	121	81.21%	28	18.79%	9	High
2. Municipal Roads and Bridges	128	93.43%	9	6.57%	3	High
3. Barangay Hall	135	94.41%	8	5.59%	1	High
4. Multi-purpose Halls or Civic Centers	75	87.21%	11	12.79%	6	High
5. Public Markets and Satellite Markets	122	83.56%	24	16.44%	7	High
6. Public Parks and Open Spaces	82	88.17%	11	11.83%	5	High
7. Road Safety	80	75.47%	26	24.53%	11	High
8. Sports Center	82	93.18%	6	6.82%	4	High

9. Information and Reading Center	15	83.33%	3	16.67%	8	High
10. Municipal Government Buildings	130	93.53%	9	6.47%	2	High
11. Public Cemetery	36	34.95%	67	65.05%	12	Low
12. Flood Control Management System	53	75.71%	17	24.29%	10	High

Need for Action on Public Works and Infrastructure Services

Paying attention to the feedbacks given by the citizens will help the administrators of the local government to determine and identify services that need improvement and appropriate action. Base on the study conducted, the table below show that there are three service indicators for Public Works and Infrastructure Services that resulted to high percentage scores for need for action which are: 1. Public Cemetery, 2. Barangay Roads and 3. Public Markets and Satellite Markets. Thus, appropriate attention must be given and action should be done. Considerable improvement and significant interventions are necessary to address the needs of the citizens and to provide better programs and projects for Public Works and Infrastructure Services.

On the other hand, all the other service indicators received low percentage scores in the need for action. This may suggests that the quality of services met the needs and standards of the citizens, thus, maintaining the programs and projects is necessary.

Table 6. Level of Need for Action on Public Works and Infrastructure Services

Service Indicators	Need for Action				Rank	Adjustive Rating
	Yes Frequency	Percentage	No Frequency	Percentage		
1. Barangay Roads	99	66.44%	50	33.56%	2	High
2. Municipal Roads and Bridges	72	52.55%	65	47.45%	7	Low
3. Barangay Hall	66	46.15%	77	53.85%	10	Low
4. Multi purpose Halls or Civic Centers	37	43.02%	49	56.98%	12	Low
5. Public Markets and Satellite Markets	88	60.27%	58	39.73%	3	High
6. Public Parks and Open Space	50	53.76%	43	46.24%	6	Low

7. Road Safety	60	56.60%	46	43.40%	4	Low
8. Sports Centers and Facilities	49	55.68%	39	44.32%	5	Low
9. Information and Reading Center	9	50.00%	9	50.00%	8	Low
10. Municipal Government Buildings	62	44.60%	77	55.40%	11	Low
11. Public Cemetery	77	74.76%	26	25.24%	1	High
12. Flood Control Management System	33	47.14%	37	52.86%	9	Low

General Direction of the Local Government of Tumauni

Comparative results of the satisfaction and need for action for the different service indicators are shown in table 7 which determine the general direction of the municipality of Tumauni in its Public Works and Infrastructure services. As observed, Barangay Roads and Public Markets and Satellite Markets fall under quadrant 1 labelled as “Continued Emphasis”. This means that the LGU must sustain positive aspects of the two mentioned services. There is a need to fine-tune on specific aspects of service delivery that

can still be improved. Large majority (9) of the service indicators namely: Municipal Roads and Bridges, Barangay Hall, Multipurpose Halls or Civic Centers, Public Parks and Open Spaces, Road Safety, Sports Centers and Facilities, Information and Reading Center, Municipal Government Buildings and Flood Control Management System belong to quadrant 2 labelled as “Exceeded Expectation”,. With this, the municipality is sustaining positive aspects of the nine services cited by citizens. There is a need to evaluate if other resource commitments can be refocused. A lone service indicator - Public Cemetery landed to quadrant 4, “Opportunities for Improvement”. This indicates that there is a need to pay the greatest attention to this service for improvement by focusing on resources and efforts to improve citizen satisfaction.

Table 7. Action Grid on Public Works and Infrastructure Services

Service Indicator Description	Satisfaction	Need for Action	Action Grid Quadrant
1. Barangay Roads	High	High	Q1 – Continued Emphasis
2. Municipal Roads and Bridges	High	Low	Q2 – Exceeded Expectation
3. Barangay Hall	High	Low	Q2 – Exceeded Expectation
4. Multipurpose Halls or Civic Centers	High	Low	Q2 – Exceeded Expectation
5. Public Markets and Satellite Markets	High	High	Q1 – Continued Emphasis
6. Public Parks and Open Spaces	High	Low	Q2 – Exceeded Expectation
7. Road	High	Low	Q2 –

	Safety			Exceeded Expectation
8.	Sports Centers and Facilities	High	Low	Q2 – Exceeded Expectation
9.	Information and Reading Center	High	Low	Q2 – Exceeded Expectation
10.	Municipal Government Buildings	High	Low	Q2 – Exceeded Expectation
11.	Public Cemetery	Low	High	Q4- Opportunities for Improvement
12.	Flood Control Management System	High	Low	Q2 – Exceeded Expectation

CONCLUSION

The local government of Tumauni executed effective strategy in disseminating information about its services and programs on Public Works and Infrastructure to its constituents. Barangay officials and personnel played a big role in information dissemination. Citizens of the municipality find the programs and services useful as evidenced by the high availment percentage scores of the various service indicators, thus, the different services served their purpose. Indeed, the services offered by the municipality are deemed beneficial to the community.

Moreover, in this study carried out, it showed that citizens are satisfied with the delivery of Public Works and Infrastructure services by the local government. It is an indication that the quality of services are pleasing and acceptable to the people of Tumauni. Programs and projects on Public Cemetery, Barangay Roads and Public Markets and Satellite Markets demand attention and need appropriate action for improvement. Proper planning on the improvement of the said programs

should be done, further, implementation of better interventions are needed.

In view of the above findings it is recommended that results of the study will be utilized as basis for policy formulation and reforms should be done to bring about responsive local governance. In addition, results should be considered in the preparation of the strategic and development plans for the municipality. The municipality of Tumauni should sustain the awareness campaign on its services and take advantage on the use of information and communications technology in information dissemination. Further, availment program must be intensified on the different Public Works and Infrastructure Services. Researches to determine strategies in enhancing service delivery by local government units is encouraged.

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