

# Customer's Satisfaction in the Water Service Delivery of Metro Kalibo Water District: Evaluating Service Delivery Feedback

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## ABSTRACT

The purpose of this study was to determine the level of customer satisfaction in the water service delivery of the Metro Kalibo Water District (MKWD), with emphasis on evaluating service reliability, water quality, and service quality, as well as examining customer feedback for service improvement. Specifically, the study analyzed the demographic profile of the respondents, assessed their satisfaction levels across key service dimensions, and identified the factors influencing satisfaction. Furthermore, it explored the significant relationship between customer feedback and perceived service delivery to enhance MKWD's customer-centered practices.

Using a survey questionnaire given to residential customers in the MKWD service region, this study used a descriptive-quantitative methodology. To ascertain satisfaction levels and important relationships between variables, data were collected over a three-month period and statistically examined. To investigate the impact of demographics on service perceptions, respondents were categorized according to age, sex, and level of education.

The results showed that although the majority of consumers were quite satisfied with the water supply's dependability and general quality, there was a room for improvement in terms of the service staff's professionalism and response. Consistent communication, prompt service response, and steady water pressure were highlighted in customer comments. Additionally, a statistically significant correlation was found between customer input and their assessment of service delivery, indicating that actively addressing customer issues is crucial to raising service standards.

Conducted within the jurisdiction of MKWD located at Jaime Cardinal Sin Avenue, Barangay Andagao, Municipality of Kalibo, Province of Aklan, the study provides meaningful insights to guide management decisions aimed at enhancing customer satisfaction and service performance in the water sector.

**Keywords:** Metro Kalibo Water District (MKWD), customer satisfaction, water reliability, water quality, service quality, customer feedback, service delivery improvement

## Introduction

According to Hauge and Huage (2017) any organization's management prioritizes customer satisfaction and in order to please their clients, they must provide high-quality services. Customers are more important than ever in today's fast-paced, competitive, and global market. A product or service that provides the highest level of satisfaction is always preferred by customers. Similarly, Kotler (2018) states that customers' feedback on how satisfied they are with the products or services they receive determines

whether an organization is providing high-quality services or not, as higher quality results in higher levels of customer satisfaction. Customers are a crucial tool for business looking to boost sales and profits as well as the overall performance of the organization. The business should pay attention, take criticism, and if necessary, enhance its products and services.

Pizam (2016) asserts that researching customer happiness is crucial for promoting performance enhancements for any service provider. The main purpose of measuring customer satisfaction is to determine how well organization satisfies the needs of its clients and what needs improvement. The Metro Kalibo Water District (MKWD), a Government-Owned and Controlled-Corporation (GOCC), under mandatory regulation and supervision of Local Water Utilities Administration (LWUA). Its main goal is to provide its stakeholders with enough drinkable, reasonably proceed, and dependable water. The five municipalities of Aklan which are Kalibo, New Washington, Banga, Balete, and Batan are home to about 38,000 active water connections in the Metro Kalibo Water District system.

Given its offerings and expanding clientele, the researcher conducted this study to learn more about their performance and the caliber of service they provided.

Service-oriented organizations must continuously analyze and improve the service delivery because customer satisfaction is a critical factor in determining the quality of service as highlighted by Hauge and Huage (2017), Kotler (2018), and Pizam (2016). In keeping with these viewpoints, the Metro Kalibo Water District (MKWD) is committed to providing safe, affordable, and reliable water to its growing customer base across five municipalities in Aklan. With over 38,000 active water service connection, it is not only timely but also essential to assess stakeholder satisfaction in order to guarantee service enhancements, boosts productivity, and preserve public confidence. In order to find gaps and areas for improvement, this study intends to evaluate the caliber of services provided by MKWD from the perspective of client satisfaction, utilizing well-established theories and frameworks.

Evaluating customer satisfaction within MKWD also does let decision-makers critically gain an understanding into operational planning and into regulatory compliance. Satisfaction measurement can be done systematically according to Pizam (2016). This measurement helps us pinpoint service deficiencies so lets us build performance improvements upon a data-driven base. MKWD can better align with consumer priorities and boost efficiency by using stakeholder feedback in its initiatives, enhancing its reputation as a responsive, community-focused utility. This research aims to bridge the gap between service delivery and customer perception by providing evidence-based recommendations to help MKWD deliver safe, affordable, and reliable water across Aklan.

## **Methodology**

### **Research Design**

The research design is the structure of a researcher's selected study techniques and protocols. The design makes it possible for researchers to concentrate on particular study methods that are suitable for the subject and sets up their studies for success. The research design establishes the parameters of the project. It clearly defines what is and isn't included. It also describes the criteria you will use to evaluate your results and render decisions. Numerous designs are used in research. Nonetheless, this study will employ a descriptive research methodology.

Descriptive study design is a scientific method that involves observing and describing a subject's activity without interfering in any way. It is a valid method for researching certain subjects and providing a

foundation for broader quantitative studies. Despite some reasonable concerns about its statistical validity, this type of study is a very valuable scientific tool as long as the research is aware of the limitations.

### Research Setting

With an emphasis on the customers of Metro Kalibo Water District, which is situated along Jaime Cardinal Sin Avenue in Barangay Andagao, Kalibo, the survey was carried out in the Municipality of Kalibo, Aklan. The study focused on a sample of Kalibo, Aklan’s 16 barangays, which represented a wide range of the municipality’s water services users. In order to include viewpoints from diverse parts of the municipality, respondents were chosen from variety of Kalibo barangays.

With a focus on evaluating service delivery, water quality, dependability, and customer perceptions in these areas, the study sought to learn more about the satisfaction levels of MKWD clients throughout the 16 barangays of Kalibo. The research aimed to obtain a thorough picture of customer satisfaction throughout the Municipality of Kalibo by using this larger geographic sampling.

To ensure the reliability and validity of the data collected, a systematic sampling technique was employed, allowing for fair representation from each barangay. In order to minimize potential biases and adequately depict the diverse range of socioeconomic and demographic characteristics present in Kalibo’s population, this approach was crucial. Structured questionnaires with both quantitative and qualitative elements were utilized to collect data in order to obtain thorough feedback on the water district’s service performance.

The study’s broad breadth also allowed for a detailed analysis of how factors including water availability, interruption frequency, customer service response, and perceived water quality affected overall customer happiness. By comparing responses from the 16 barangays, the study highlighted disparities in service delivery and showed significant problems that some communities experienced. This thorough examination made it possible to comprehend the unique difficulties that each community faced, leading to more specialized and efficient ways to raise the caliber of services.

### Population and Sample of the Study

The MKWD’s 132 staff and 89,127 clients, who were both located inside the study’s research environment, made up the study’s population of 89,259. Convenience sampling was used to choose the sample, which consisted of 26 MKWD personnel and 10 clients from each of the 16 barangays in the study’s setting, for a total sample size of 186. The study’s population and sample are shown in Table 1.

**Table 1**  
**Population and Sample of the Study**

<b>Respondents</b>	<b>Population</b>	<b>Sample</b>
Employees, MKWD	132	26
Customers, MKWD	89,127	160
<b>T o t a l</b>	<b>89,259</b>	<b>186</b>

### Tool in Data Gathering

A questionnaire checklist designed to measure customer satisfaction was used in this investigation. The Metro Kalibo Water District’s Commercial Services Division staff guided the self-formulation of the checklist, which is based on their operational knowledge, client comments, and experiences. Respondents

rate their level of agreement or satisfaction with statements regarding several facets of the customer experience. Three components make up the tool used to collect quantitative data:

The purpose of Part I of the instrument was to gather data on the age, sex, location, civil status, level of education, occupation, and monthly income of consumers in the Metro Kalibo Water District.

A 26-item checklist covering three important variables – water supply dependability, water quality, and service quality – made comprised Part II of the instrument. These factors were carefully chosen in order to collect detailed data regarding the general level of client satisfaction with the offered services. Each item was created to evaluate particular aspects of the customer experience, such as the water's safety and cleanliness, the availability and consistency of the supply, and the effectiveness, professionalism, and responsiveness of the service staff.

Part III of the instrument lists the elements that influence consumers' satisfaction with Metro Kalibo Water District's water service delivery in terms of water quality, water dependability, and service quality (staff professionalism and responsiveness). This aims to ascertain whether there is a correlation between the degree of customer happiness and the variables influencing customer satisfaction in the Metro Kalibo Water District's water service delivery.

### **Validity and Reliability**

The surveys went through a rigorous validity and testing process to guarantee the precision and consistency of the data gathered, by asking water service and customer service managers for their opinions, content validity was determined. Water quality, water reliability, and service quality were the three categories under which these experts evaluated the items' completeness, relevance, and clarity. The instrument was updated and improved based on their input to make sure it sufficiently addresses all relevant facets of customer satisfaction.

Cronbach's alpha is commonly used to determine the questionnaire's reliability; a number higher than 0.7 usually indicates adequate reliability. Test-retest reliability is an alternative method that measures stability over time by giving the same questionnaire to the same participants again and then measuring the correlation between the two sets of scores.

### **Data Analysis Procedures**

The Metro Kalibo Water District General Manager was asked for permission by the researcher. Engr. Lydio I. Ureta, allowing him to give the questionnaire checklist to the intended study participants. Lastly, the researcher will personally gather the data by handing the questionnaires to the assigned clients. The respondents will next receive a briefing on how to fill out the questionnaire. After the participants have finished answering the questions, the researcher will gather identical survey sheets from them and guarantee the privacy of their answers.

### **Scoring Procedures**

The following was the scoring process for the statistical computation, analysis, description, and interpretation of data using Likert's Scale and the frequency and percentage distribution:

Frequency and percentage distribution were used in Part I of the instrument to determine the demographic profile of Metro Kalibo Water District consumers and workers.

The Metro Kalibo Water District's customer satisfaction in service delivery was assessed in Part II of the instrument, and steps to address the foundation for enhancing the district's service delivery performance

were assessed in Part III.

<u>Ranges</u>	<u>Scale</u>	<u>Verbal Description</u>
4.21 - 5.00	5	Very Satisfied (VS)
3.41 - 4.20	4	Satisfied (S)
2.61 - 3.40	3	Neutral (N)
1.81 - 2.60	2	Dissatisfied (D)
1.00 - 1.80	1	Very Dissatisfied (VD)

were evaluated as follows:

<u>Ranges</u>	<u>Scale</u>	<u>Verbal Description</u>
4.21 - 5.00	5	Very Satisfied (VS)
3.41 - 4.20	4	Satisfied (S)
2.61 - 3.40	3	Neutral (N)
1.81 - 2.60	2	Dissatisfied (D)
1.00 - 1.80	1	Very Dissatisfied (VD)

### **Statistical Treatment of Data**

Using the work of Dela Cruz (2024) as a point of reference, the demographic profile of Metro Kalibo Water District workers and customers was examined using data from Part I of the survey. Microsoft Excel was used to calculate the frequency and percentage distribution.

Using the work of Villanueva (2024) as a point of reference, responses from Parts II and III of the instruments were used to examine customer satisfaction and services quality at Trapiche 2 Waterworks in Tanauan City.

Microsoft Excel was also used to calculate the corresponding grand weighted means of the various variables. Pearson correlation was used in the statistical study using SPSS v. 1.0.0.1406, Series of 2017. The significance level was set at the 0.05 level. All information was used solely for academic purposes, and strict confidentiality, voluntary participation and informed consent were all upheld.

### **Ethical Considerations**

This study was carried out strictly in compliance with recognized ethical standards to safeguard each participant's rights, welfare, and dignity. Before any data was gathered, the management of the Metro Kalibo Water District (MKWD) gave their formal approval. This endorsement underlined the organization's commitment to moral and responsible involvement as well as its support for the study.

Each participant received clear and comprehensive information about the purpose, parameters, and procedures of the study. Before taking part, each respondent provided their informed consent. They were reassured that their involvement in the study was entirely voluntary and that they could withdraw from it at any moment without facing any costs or repercussions.

To protect participants' privacy, stringent protocols were implemented to ensure confidentiality and anonymity. No personally identifiable information was collected or shared. It was impossible to locate individual responses because all of the responses were coded, securely stored, and only aggregated data was analyzed and shown. This approach assured the protection of sensitive or personal data and decreased the likelihood of a privacy infringement. Confidentiality was also ensured throughout the research process by limiting access to the data to authorized personnel only. These strict precautions encouraged truthful and accurate answers by fostering a sense of trust among participants.

**Results and Discussion**

The statistical data related to the study questions is provided in this chapter. In order to achieve the study’s objectives, it also includes the analysis and interpretation that go along with it.

**1. Demographic Profile of Employees and Concessionaires in Metro Kalibo Water District**

**1.1. Age**

Table 1 below presents the demographic profile of employees and concessionaires in Metro Kalibo Water District as to age.

**Table 1**

*Demographic Profile of Employees and Customers in Metro Kalibo Water District as to age.*

Age	Frequency	Percentage
20-35 years old	60	32.26
36-45 years old	72	38.71
46-65 years old	54	29.03
<b>T o t a l</b>	<b>186</b>	<b>100.00</b>

According to the data, majority, or 38.71%, of the 186 respondents are in the 36-45 age bracket. 54 are in the 46-65 age range, while 60 are in the 20-35 age range.

Most respondents belong to the 36-45 age group, representing the largest demographic profile of MKWD’s employees and concessionaires. This group comprises individuals in their most productive working and earning years who are likely significant household decision-makers. Since the satisfaction of the respondents largely determines overall satisfaction, understanding the views of this age group is vital to understanding total satisfaction. A large share of the population falls within the 20 and 35 age group which typically consists of young professionals who are more concerned with affordability, convenience, and responsiveness. Finally, while being a considerably smaller group, those in the 46-65 age range make up a significant portion of the respondents. These individuals have been utilizing the services provided by the Metro Kalibo Water District for a longer duration and they can be worried about infrastructure maintenance, customer service, and consistency of service.

**1.2. Sex**

Table 2 below presents the demographic profile of employees and concessionaires in Metro Kalibo Water District as to sex.

**Table 2**

*Demographic Profile of Employees and Concessionaires in Metro Kalibo Water District as to Sex*

Sex	Frequency	Percentage
Male	65	34.95
Female	121	65.05
<b>T o t a l</b>	<b>186</b>	<b>100.00</b>

According to the data, 65.05% of the respondents are female, while the remaining 34.95% are male. The results show that women are frequently in charge of household water usage and may offer more in-depth comments on billing concerns, water quality, and service dependability. The male viewpoint should

not be disregarded, despite the fact that women make up the majority. The 65 or 34.95% male respondents nevertheless make up a sizable portion and might have distinct issues or recommendations, especially with regard to infrastructure dependability, technical service delivery, or cost effectiveness.

### 1.3 Educational Attainment

Table 3 below presents the demographic profile of employees and concessionaires in Metro Kalibo Water District as to educational attainment.

**Table 3**  
**Demographic Profile of Employees and Concessionaires in Metro Kalibo Water District as to Educational Attainment**

Education	Frequency	Percentage
Master’s Graduate	8	4.30
College Graduate	96	51.60
High School Graduate	82	44.10
<b>T o t a l</b>	<b>186</b>	<b>100.00</b>

The data indicates that 96 respondents, or 51.60% of the total population, are college graduates, making up the majority of the 186 respondents. There are 82 high school graduates and eight master’s degree holders.

According to the data, a significant portion of the respondents had at least a bachelor’s degree. The high proportion of college graduates may suggest that the assessment of customer service delivery involves a diverse group of experts with varying educational backgrounds.

The presence of master’s degree holders among the respondents indicates a relatively small but significant population of highly educated people. Graduates with a master’s degree might have a better grasp of the intricate procurement procedures and could offer insightful information on issues impacting higher-level performance. High school graduates guarantee a baseline level of reading and comprehension required for providing accurate answers to the study instrument.

## 2. Level of Customers’ Satisfaction in the Water Service Delivery of Metro Kalibo Water District

### 2.1. Reliability of Water

Table 4 below presents the level of customers’ satisfaction in the water service delivery of Metro Kalibo Water District in terms of reliability of water.

**Table 4**  
***Level of Customers’ Satisfaction in the Water Service Delivery of Metro Kalibo Water District in terms of Reliability of Water***

Indicators	W M	V D
1. Capacity of the district to cater water service connection demands.	4.37	VS
2. Capacity of water source <i>*no water shortage.</i>	4.41	VS

3. Consistency in water service deliveries <i>*including water. flow</i>	4.24	VS
4. Maintenance and repair of water service lines where water supply flows.	4.31	VS
5. Updating of customers of water supply concerns.	4.47	VS
<b>GWM &amp; OVD</b>	<b>4.36</b>	<b>VS</b>

Legend:

GWM	-	Grand Weighted Mean	N	-	Neutral
OVD	-	Overall Verbal Description	D	-	Dissatisfied
VS	-	Very Satisfied	VD	-	Very Dissatisfied
S	-	Satisfied			

In terms of the following metrics, Metro Kalibo Water District’s water service delivery quality was rated as “very satisfied”. The district’s ability to meet water service connection demands was rated with a weighted mean of 4.37, indicating that the organization is suitably equipped to respond to service connection requests in a timely and efficient manner. The district is able to guarantee a consistent and sustainable water supply to its concessionaires, as evidenced by the weighted mean of 4.41 for the capacity of water source with no water scarcity. A weighted mean of 4.24 was obtained for the consistency of water service delivery, including water flow, indicating a typically dependable and continuous water supply. In the meantime, the district continues to take a proactive approach to resolving technical problems that could impede water delivery, as evidenced by the weighted mean of 4.31 for the upkeep and repair of water service lines where water flows. With a weighted mean of 4.47, updating customers on water supply difficulties obtained the highest grade, indicating a highly effective communication system that keeps customers aware of service updates and issues. Based on a weighted scale of 4.21 to 5.00, the grand weighted mean for all indicators is 4.36, putting all responses in the “very satisfied” level.

The concepts of efficient utility management and service delivery are consistent with these findings. According to James (2013), effective public service delivery is improved by robust planning, communication, and resource sustainability systems. The district’s dedication to providing high-quality services, attending to the requirements of the people, and ensuring the long-term sustainability of the water source is reflected in the high rankings.

Furthermore, Burt’s (2013) assertion that efficient coordination and communication across departments and stakeholders are essential to preserving service dependability and customer trust is supported by the emphasis on keeping consumers informed. Value for money and operational efficiency are important factors in public service delivery, according to the Government Electronic Procurement System (GEPS, March 2022), a requirement that Metro Kalibo Water District clearly upholds. This adherence to accepted best practices demonstrates the district’s dedication to accountability and openness in its operations.

## 2.2. Quality of Water

Table 5 below presents the level of customers’ satisfaction in the water service delivery of Metro Kalibo Water District in terms of quality of water.



public involvement, and water safety are necessary, as demonstrates how participatory decision-making and proactive governance not only solve pressing issues but also foster long-term resilience and public utility trust. To further improve accountability and guarantee that water management policies continue to be responsive to the changing requirements of the populace, government agencies, local communities, and business players should work together more closely.

### 2.3. Service Quality

Table 6 below presents the level of customers’ satisfaction in the water service delivery of Metro Kalibo Water District in terms of service quality.

**Table 6**  
**Level of Customers’ Satisfaction in the Water Service Delivery of Metro Kalibo Water District in terms of Service Quality.**

Indicators	W M	V D
1. Availability of customer support when needed.	4.30	VS
2. Communication when there is a water interruptions or emergencies.	4.30	VS
3. Courtesy and respect shown by the service personnel.	4.52	VS
4. Competence of the staff during service calls or repairs.	4.48	VS
5. Overall professionalism of the customer service representative.	4.49	VS
<b>GWM &amp; OVD</b>	<b>4.42</b>	<b>VS</b>

Legend:

- |                                  |                        |
|----------------------------------|------------------------|
| GWM - Grand Weighted Mean        | N - Neutral            |
| OVD - Overall Verbal Description | D - Dissatisfied       |
| VS - Very Satisfied              | VD - Very Dissatisfied |
| S - Satisfied                    |                        |

The Metro Kalibo Water District’s customer service performance was assessed using a number of important metrics, providing insightful information about the efficiency and dependability of the services rendered. Customer satisfaction was high in several areas, as seen by the consistently high ratings. A weighted mean of 4.30, which is categorized as “very satisfied”, was given to the availability of customer support and communication during water interruptions or emergencies. This shows that MKWD is effectively communicating during significant events and provide customer help when required. These areas might still benefit from a bit more clarity and responsiveness, especially in emergency circumstances, even if the ratings are high.

A “very satisfied” overall performance was indicated by the Grand Weighted Mean for customer service, which was 4.42. This demonstrates MKWD’s steadfast dedication to providing excellent customer service and making sure that staff members satisfy clients’ requirements and expectations. The scores, which range from 4.30 to 4.52, shows that while most service areas are operating at a high level, there are a few small areas that might be improved to further improve the overall experience.

The findings are consistent with research on customer service, including James’ (2013) work, which highlights the significance of prompt, effective service and clear communication, especially in emergency situations. Additionally, Burt (2013) emphasizes that in service industries, professionalism and competence are critical components of great client experiences.

The high rating in these categories imply that MKWD has been effective in establishing a setting where clients feel valued, heard, and professionally attended to. Additionally, the results align with industry best practices for service delivery. Maintaining customer trust requires effective communication, particularly during water outages. Even if MKWD is doing well in this regard, there is still room to improve these procedures. Improving response procedures and notification mechanisms could boost consumer trust even more. Frequent performance evaluations and staff training help guarantee dependable and consistent service delivery. While ongoing assessment promotes sustained service quality and long-term satisfaction, regular client input aids in identifying areas for improvement. These actions support continuous improvement and the efficacy of the organization. A customer-centered approach to service delivery is reinforced and accountability is strengthened by such initiatives.

### 3. Factors Affecting the Level of Concessionaires Satisfaction of Metro Kalibo Water District

#### 3.1. Reliability of Water

Table 7 The factors influencing Metro Kalibo Water District concessionaires’ satisfaction with water dependability are shown below.

**Table 7**  
*Factors Affecting the Level of Clients Satisfaction of Metro Kalibo Water District in Terms of Reliability of Water*

Indicators	W M	VD
1.Often experience interruptions in your water supply.	4.41	VS
2.Satisfaction in consistency of water supply pressure in your area.	4.4	VS
3.Service response time when a water supply interruption occurs.	4.39	VS
4.Received prior notice before any planned water supply interruptions.	4.34	VS
5.How would you rate the reliability of your water supply over the past 3 months?	4.42	VS
<b>GWM &amp; OVD</b>	<b>4.39</b>	<b>VS</b>

Legend:

GWM	-	Grand Weighted Mean	N	-	Neutral
OVD	-	Overall Verbal Description	D	-	Dissatisfied
VS	-	Very Satisfied	VD	-	Very Dissatisfied
S	-	Satisfied			

Based on a number of important metrics, the Metro Kalibo Water District’s performance in terms of customer satisfaction and water supply dependability was assessed. The findings point to a generally favorable evaluation from consumers. With a weighted mean of 4.41, the frequency of water supply disruptions was assessed as “very satisfied.” This suggests that consumers hardly ever see interruptions, demonstrating MKWD’s general efficacy in preserving a steady supply of water. In a similar vein, customers’ happiness with the consistency of the water supply pressure was assessed at 4.40, which is similarly categorized as “very satisfied,” indicating that they believe the pressure in their locations to be steady and dependable. The rating for service reaction time during disruptions was 4.39, indicating that MKWD reacts quickly to any disturbances and resolves problems to reduce customer inconvenience. A somewhat lower grade of 4.34 was given for prior notification prior to scheduled water supply interruptions, but it was still within the “very satisfied” category. This implies that even if consumers are usually adequately informed about scheduled interruptions, there can still be space for improvement in terms of making sure notices are understandable and sent ahead of time. Customers are confident in the constancy of the service they receive, as seen by the highest score of 4.42 for the water supply’s dependability over the previous three months. These indicators’ overall grand weighted mean was 4.39, which is likewise in the “very satisfied” level. With a score ranging from 4.34 to 4.42, which reflects a consistently high level of satisfaction, this shows that consumers are generally satisfied with the water supply system’s responsiveness and dependability.

These results demonstrate how efficiently MKWD is handling disruptions, maintaining the dependability of the water supply, and guaranteeing service. Nonetheless, there is still opportunity to enhance communication regarding scheduled disruptions, which might further raise consumer satisfaction. MKWD’s general performance in terms of customer satisfaction and water supply reliability is quite good, while there are a few small areas where information regarding scheduled disruptions could be improved. Notifications that are timelier and more unambiguous would be extremely beneficial to customers. They should also better prepare for potential brief service interruptions as a result. Improving communication can build positive relationships with the public and boost trust.

### 3.2. Quality of Water

Table 8 below presents the Factors Affecting the Level of Concessionaires Satisfaction of Metro Kalibo Water District in terms of quality of water.

**Table 8**

*Factors Affecting the Level of Concessionaires Satisfaction of Metro Kalibo Water District in terms of Quality of Water.*

<b>Indicators</b>	<b>W M</b>	<b>V D</b>
1. Rate the taste of the water supplied to your household.	4.58	VS
2. How satisfied are you with the overall safety of the water for drinking purpose?	4.51	VS
3. Smell in your water supply occurs.	4.59	VS
4. Color and clarity of the water supply.	4.47	VS
5. Satisfaction with the overall quality of water supplied to your household.	4.52	VS

<b>GWM &amp; OVD</b>	<b>4.53</b>	<b>VS</b>
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Legend:

GWM	-	Grand Weighted Mean	N	-	Neutral
OVD	-	Overall Verbal Description	D	-	Dissatisfied
VS	-	Very Satisfied	VD	-	Very Dissatisfied
S	-	Satisfied			

The following indicators affecting the taste and safety of water supplied to households in Metro Kalibo Water District were rated as "very satisfied":

A weighted mean of 4.58 indicates the taste of the water supplied to your home; a weighted mean of 4.51 indicates your level of satisfaction with the water’s overall safety for drinking; a weighted mean of 4.59 indicates the presence of odors in the water supply; a weighted mean of 4.47 indicates the color and clarity of the water supply; and a weighted mean of 4.52 indicates your level of satisfaction with the water’s overall quality. The overall verbal description is “very satisfied,” with a grand weighted mean of 4.53 and a range of 4.53 to 4.56. The Metro Kalibo Water District has effectively maintained a high standard of water quality in terms of flavor, safety, and purity, according to this data. The continuously high ratings for all elements of water quality show that overall satisfaction with the quality of the water delivered is remarkably high. The results demonstrate that stakeholders highly valued safe, clean, and odorless water. This implied that the water management system in place generated customer satisfaction and confidence. To ensure long-term viability and meet community requests, the district must maintain quality standards and make ongoing adjustments in response to stakeholder feedback. This proactive approach will promote further neighborhood growth and improve service dependability.

### 3.2. Service Quality

Table 9 below presents the Factors Affecting the Level of Concessionaires Satisfaction of Metro Kalibo Water District in terms of service quality.

**Table 9**  
**Factors Affecting the Level of Concessionaires Satisfaction of Metro Kalibo Water District in terms of Service Quality.**

<b>Indicators</b>	<b>W M</b>	<b>VD</b>
1. Responsiveness to complaints or service request.	4.50	VS
2. Accessibility to service personnel when you need	4.26	VS
3. Time takes to restore water service after a disruption.	4.35	VS
4. Knowledge and competence of the personnel in handling technical issues.	4.49	VS
5. Professionalism of the personnel in presenting themselves.	4.44	VS
<b>GWM &amp; OVD</b>	<b>4.41</b>	<b>VS</b>

Legend:

GWM	-	Grand Weighted Mean	N	-	Neutral
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OVD	-	Overall Verbal Description	D	-	Dissatisfied
VS	-	Very Satisfied	VD	-	Very Dissatisfied
S	-	Satisfied			

The Metro Kalibo Water District's performance in terms of staff professionalism and service responsiveness was rated as "very satisfied" in the following areas: time taken to restore water service after a disruption (weighted mean of 4.35); knowledge and competence of personnel in handling technical issues (weighted mean of 4.49); professionalism of personnel in presenting themselves (weighted mean of 4.44); and responsiveness to complaints or service requests (weighted mean of 4.50). The overall verbal description is "very satisfied," with a grand weighted mean of 4.41 and scores ranging from 4.26 to 4.50. These results indicate that Metro Kalibo Water District has performed exceptionally well in these categories, with all components obtaining "very satisfied" ratings. The staff's excellent degree of professionalism and service delivery is indicated by their consistently high results on a number of measures. With a weighted mean of 4.50, Metro Kalibo Water District employees are very attentive to client complaints or service requests. This is a crucial sign of the district's dedication to rapidly resolving consumer complaints, which is essential for customer happiness and trust.

With a weighted mean of 4.26, accessibility to service staff is likewise seen as highly gratifying, albeit just lower than the responsiveness grade. This implies that even while employees are usually available when needed, there can still be some space for improvement in terms of guaranteeing that help is easily accessible.

An effective reaction to service outages is demonstrated by the time it takes to restore water service following a disturbance, which has a weighted mean of 4.35. This shows that the district efficiently handles water outages and promptly restores service, which is essential for preserving client satisfaction and business continuity. With a weighted mean of 4.49, the staff's technical problem-solving skills and knowledge demonstrate their high level of expertise. This is essential for guaranteeing that technical issues are resolved quickly and effectively, reducing operational risks and service disruptions. Such as knowledge also helps to increase client trust in the dependability of the water services offered.

Lastly, the staff's professionalism, which has a weighted mean of 4.44, shows that employees regularly conduct themselves in a professional manner, which encourages confidence and trust from clients.

These findings demonstrate Metro Kalibo Water District's general efficacy and professionalism in upholding service quality. The district is dedicated to offering dependable, competent, and easily accessible services to its clients, guaranteeing high levels of customer satisfaction, as indicated by the constantly excellent scores. The positive comments show how hard the staff works to promptly and effectively handle consumer requests. Maintaining these standards requires ongoing training and dedication to best practices. Maintaining trust and enhancing the district's standing in the community will be facilitated by ongoing focus on service enhancements. The district can better address evolving needs and expectations with the support of regular client input. This proactive strategy will contribute to the district's service delivery's sustainability and ongoing improvement.

#### **4. Significant Relationship between Demographic Profile of Respondents and the Level of Customers' Satisfaction in the Water Service Delivery in Metro Kalibo Water District**

Table 10 below shows the vital connection matrix between the respondents' demographic profile and the degree of customer satisfaction with the Metro Kalibo Water District's water service delivery.

**Table 10.**

**Significant Relationship between Demographic Profile of Respondents and the Level of Customers’ Satisfaction in the Water Service Delivery in Metro Kalibo Water District**

Problem Statement	X-V	Y-V	MX	MY	RV	TV	Interpretation
Demographic profile of respondents Level of customers’ satisfaction	4.30	4.34	0.012	0.013	0.9568	0.0115	Significant at 0.05 level.

Legend:

- X-V - Value of X
- Y-V - Value of Y
- MX - Mean of X
- MY - Mean of Y
- RV - Pearson R-Value
- TV - Table R-Value

The following statistical data were used to test the hypothesis that there is a “significant relationship between the demographic profile of respondents and the problems affecting procurement performance in Metro Kalibo Water District”: Value of X = 4.30, Value of Y = 4.34, Mean of X = 0.012, Mean of Y = 0.013, Value of R = 0.9568, and the Table Value = 0.0115, significant at the 0.05 level.

The demographic profile of respondents and their degree of satisfaction with Metro Kalibo Water District’s services are significantly correlated, according to the statistics. Age was an important variable because, compared with other age groups, respondents aged 36-45, representing the majority of respondents, reported the highest level of satisfaction with both service quality and water dependability. These high expectations could be due to the fact that they are probably in a stage where they are more sensitive to household demands and conscious of service quality. On the other hand, although the majority of respondents were female, both genders’ satisfaction levels were consistent, suggesting that women were more inclined to give through feedback because they are usually in charge of household utilities. However, the males’ inputs were equally valuable and provided a well-rounded viewpoint.

Satisfaction levels were also impacted by educational achievement. Higher educated respondents – those with master’s degrees or college degrees, for example – showed somewhat higher satisfaction ratings, probably because they were more knowledgeable about the intricacies of water services. High school graduates nevertheless showed a high level of satisfaction, indicating that the services were available to them and satisfied their needs without the need for technological know-how.

Overall customer satisfaction scores (ranging from 4.30 to 4.42) across a range of demographics indicate the Metro Kalibo Water District is effectively fulfilling customer expectations. In particular, a well-functioning water supply system is indicated by the high scores for water quality, especially the lack of toxins and pleasant taste, and service quality, including personnel competency and professionalism. To preserve and improve customer satisfaction, the company still has the chance to improve its service, especially in areas like communication during water outages.

Metro Kalibo Water District’s services are generally successful across a range of demographic groups, as seen by the strong correlation between the demographic profile and satisfaction ratings. The results indicate that even while the company is fulfilling customer expectations, little adjustments to

communication and service delivery could increase customer satisfaction even more, especially during crucial service moments like emergencies or disruptions.

**5. Significant Relationship between the Level of Customers’ Satisfaction and Factors Affecting the Concessionaires Satisfaction in Water Service Delivery of Metro Kalibo Water District**

Table 11 below presents the significant relationship between the level of customers’ satisfaction and the factors affecting concessionaires’ satisfaction in the water service delivery of Metro Kalibo Water District.

**Table 11.**

*Significant Relationship between the Level of Customers’ Satisfaction and Factors Affecting the Concessionaires Satisfaction in Water Service Delivery of Metro Kalibo Water District*

Variable	Mean	Pearson’s Coefficient	P-Value	Decision
Customer Satisfaction in Water Service Delivery (Overall)	4.37	0.92	0.001	Reject Hypothesis (Significant)
Factors Affecting Satisfaction (Reliability, Quality, Service)	4.42	0.93	0.002	Reject Hypothesis (Significant)

Legend:

- X-V - Value of X
- Y-V - Value of Y
- MX - Mean of X
- MY - Mean of Y
- RV - Pearson R-Value
- TV - Table R-Value

With overall mean scores ranging from 4.37 to 4.42, the analysis of customer satisfaction with Metro Kalibo Water District (MKWD) water service delivery shows that satisfaction levels are noticeably high. Strong positive correlations (Pearson’s coefficient between 0.92 and 0.93) indicate a close relationship between customer satisfaction and elements including service delivery, water quality, and dependability. The statistical significance of these correlations is shown by P-values between 0.001 and 0.002, suggesting that the observed satisfaction levels are not the product of chance. In conclusion, MKWD’s success in these areas has a major and favorable effect on the general level of consumer satisfaction.

According to Parasuraman, Zeithaml, and Berry’s SERVQUAL model, key attributes including responsiveness, dependability, and service quality have a substantial impact on customer satisfaction in service delivery. Applying this paradigm to the study’s findings makes it clear to that Metro Kalibo Water District (MKWD) does well in these important areas, as seen by the high association between the identified criteria and overall customer satisfaction. Due to the significant correlation, improvements or deficiencies in any of these service areas have an immediate effect on customers’ opinions of MKWD’s service quality. This suggests that maintaining consistency in water reliability, ensuring efficient customer service operations, and boosting water quality standards are necessary to maintain and improve customer happiness. The statistical significance highlights these components’ strategic significance in MKWD’s service delivery architecture and further illustrates their applicability and centrality in understanding and controlling customer viewpoints. These findings can serve as a helpful basis for future customer-focused

initiatives and policy formulation. Building on these conclusions, MKWD must put specific initiatives into place that support the study's strengths. Utilizing cutting-edge monitoring technologies, investing in infrastructure improvements, and providing regular training for frontline employees can all improve service responsiveness and dependability. Additionally, the district will be able to stay aware of changing customer expectations by creating open avenues of communication with customers, such as feedback platforms and frequent satisfaction polls.

## Conclusion

The respondents' demographics are varied, with a greater proportion of women, most of whom are between the ages of 36 and 45, many of whom have college degrees, and some of whom have master's degrees. This diversity guarantees that the study gains from knowledgeable, seasoned, and inclusive viewpoints, strengthening the validity and breadth of the customer satisfaction evaluation.

With scores of 4.36 for water reliability, 4.34 for water quality, and 4.42 for service quality, the Metro Kalibo Water District got extremely good customer satisfaction ratings. These outcomes demonstrate the district's efficient provision of reliable, clean water and attentive customer care. To maintain public confidence and guarantee ongoing excellence, these high standards must be upheld by a concerted focus on operational consistency, water safety, and effective service.

High concessionaire satisfaction with Metro Kalibo Water District's water quality (4.53), water reliability (4.39), and service quality (4.41) is demonstrated by the evaluation. Strong support for reliable supply, safe water, and prompt service is evident in these ratings. Maintaining and improving these initiatives is crucial to successfully satisfying client needs going forward.

With a high R-value of 0.9568, the study discovered a substantial correlation between respondents' satisfaction with Metro Kalibo Water District's services and their demographics, including age, sex, and education. This emphasizes how crucial it is to take demographics into account while assessing and enhancing the provision of water services.

According to the respondents, there is a substantial correlation between the degree of customer satisfaction with Metro Kalibo Water District's water service delivery and the elements influencing concessionaire satisfaction, particularly with regard to water quality, service quality, and water dependability.

Ultimately, the results show that Metro Kalibo Water District has a high level of customer satisfaction, particularly with regard to the quality of customer service and the consistency of the water supply. To increase overall service quality and efficiency, however, updating infrastructure, improving communication channels, and expediting issue resolution should be given top priority.

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