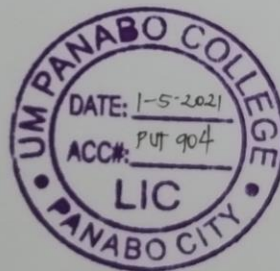


SERVICE DELIVERY AND CLIENT SATISFACTION AMONG SELECTED  
CLIENTS OF CIVIL REGISTRAR'S OFFICE IN PANABO CITY

A Thesis  
Presented to  
the Faculty of UM Panabo College  
Panabo City

In Partial Fulfillment  
Of the Requirements for the Course  
Marketing Research



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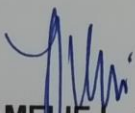


March, 2020

**ACCEPTANCE SHEET**

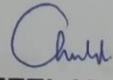
The thesis entitled “**SERVICE DELIVERY AND CLIENT SATISFACTION AMONG SELECTED CLIENTS OF PANABO CITY’S REGISTRARS OFFICE**” prepared and submitted by **MARK ANDY J. AUSTRIA, JUNE G. GERALDO** and **JUNE RAY E. JARALVE** in partial fulfillment of the requirements for the course Marketing Research, has been examined and accepted, and is hereby endorsed.

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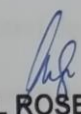
  
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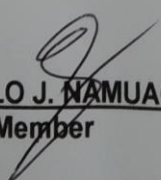
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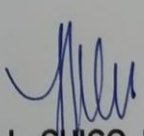
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Accepted and approved, after examination during the final defense as per requirements of Marketing Research.

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## ABSTRACT

The study aimed to determine the significant relationship between service delivery and client satisfaction among selected clients of civil registrar's office in Panabo City. The independent variable of the study is service delivery. The indicator of service delivery was efficiency. On the other hand, the dependent variable of this study was client satisfaction. The researchers used descriptive correlation method and the statistical tools used in this study were mean and Pearson-r. The significant value of efficiency is 0.000. There is a significant relationship between service delivery and client satisfaction. It means that there was a strong relationship established between service delivery and satisfaction among civil registrar's clients in Panabo City. Further study using larger samples may be conducted to confirm the validity of this study.

***Keywords:*** *Service Delivery, Client Satisfaction*

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-The Researchers-

## DEDICATION

I dedicate this research paper first, to our beloved, loving and powerful God who guides me all the time, helps me to be more patient and give me some idea on how to make my obligation in this thesis. And gives me strength and knowledge in order for me to surpass all the things that I need to do and to be done. Second, to my parents who are always there to make me feel their support, understand and give me some advice what is the right thing to do and for showing me their love and trust. Lastly, to my friends who make me feel that everything will be fine and alright. Thank you and God bless ☺☺

- **June G. Geraldo**

I dedicate this thesis first to THE ALMIGHTY FATHER, who has created this world of knowledge for us. He is the gracious and merciful who bestowed man with intellectual power of understanding, and gave spiritual insights. Also a special feeling of gratitude to my both loving parents for their affection, love, words of encouragement, financial support all the way since the beginning of my studies and for their prayers who make me able to get such success and honor. Finally, this thesis is dedicated to all who believed in the richness of learning.

- **June Ray E. Jaralve**

This research study is dedicated to all the people who made this possible. To my parents who showed me their support, encouragements and financial assistance. To my group mates who are with me since the beginning of this study up to its end. To my classmates who became our companion in stressful and happy days. To my friends who offer their prayers for the success of this study. Mostly, to God for letting us borrow His wisdom and knowledge. Thank you so much!

- **Mark Andy J. Austria**

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## Chapter 1

### THE PROBLEM AND ITS SETTING

#### Background of the Study

Nowadays, government services ought to be highly effective and efficient due to increasing demand of our growing population. In line with this, local civil registriesought to enhance public relationship management and improve their reputation. Poor ratings in client satisfaction are common problem of many Civil Registrar's Office.

In Indonesia, the Civil Registrar's Office of Depok encountered problems on client satisfaction due lack of proper training of the employees. The employees seem to not know about the importance of being efficient in a public service which resulted in a poor satisfaction rate to their clients (Windyani, 2017).

In the Philippines, Civil Registrar's Office in Barangay 631, Manila experience problems in terms of meeting client's expectation towards the process and system. The employees had experienced lagging of computers, using old software, and lack of IT knowledge that caused the delay of the process. The absence of technological innovation leads to ineffective service provision which is essential for client satisfaction (Benjamin, 2012).

In Panabo, as per interview with a client, the client said "sometimes therespond of the employees of the City Civil Registrar's Office is not faster

than expected due to the newly installed employee”. Thus, there is a problem in terms of client satisfaction.

As a result, the researchers are motivated to conduct this study to determine the significant relationship between the Service Delivery and Client Satisfaction among selected clients of Civil Registrar’s Office in Panabo City.

### **Statement of the Problem**

The researchers aimed to determine service delivery and its effect on the client satisfaction among selected clients of Civil Registrar’s Office in Panabo City. It sought to answer and justify the following questions:

1. What is the level of service delivery of the Civil Registrar’s Office in Panabo City in terms of efficiency?
2. What is the level of satisfaction among selected clients of Civil Registrar’s Office in Panabo City?
3. Is there a significant relationship between service delivery and client satisfaction among selected client of Civil Registrar’s Office in Panabo City?

### **Hypothesis**

The null hypothesis was tested at 0.5 level of significance which stated that there is no significant relationship between service delivery and client satisfaction among selected clients of Civil Registrar’s Office in Panabo City.

### **Theoretical and Conceptual Framework**

This study is anchored on the theory of Archakova (2013), where it discusses the efficiency of service delivery is needed to enable effective services which are essential to client satisfaction. Moreover, Agbor (2011) indicated that a well-managed service delivery can be achieved through ensuring there is a minimal wastage of resources or being efficient and further attest it has significant influence to client satisfaction.

Shown in Figure 1 is the independent variable which is the service delivery indicated by *efficiency* which refers to the ability to do or produce an output without wasting time and resources. The dependent variable is client satisfaction. Thus, commendable client satisfaction is achieved through efficient service delivery.

### **Significance of the Study**

This study would be beneficial to the following:

**Department Head.** The findings of this study will enlighten them how to satisfy their clients through service delivery.

**Employee.** This will provide information to the employees on how to be efficient in delivering services to the clients.

**Client.** The client would gain knowledge to their rights during a government transaction.

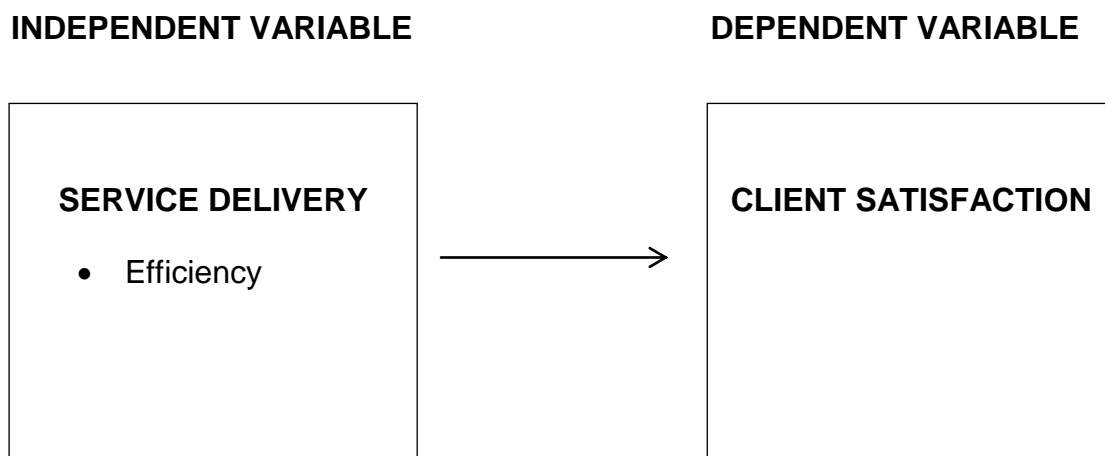


Figure 1 Conceptual Paradigm Showing the Variables of the Study

**Researcher.** This study will give the researchers a wide knowledge about service delivery and client satisfaction among selected clients of Civil Registrar's Office in Panabo City.

### **Definition of Terms**

To have a better understanding of the study, the following terms are defined universally and operationally.

**Service Delivery.** It is an act of using procedures and methods to provide adequate service to customers (Meuter, Bitner, Ostrom and Brown, 2012). In this study, it refers to the efficiency among employees.

**Client Satisfaction.** It means to capture the provision of services that fulfill the clients' expectation in terms of quality in relation to the price paid (Schwager and Meyer, 2007). In this study, it refers to the level of content that clients' experience after receiving the service.



## Chapter 2

### REVIEW OF RELATED LITERATURE

Written in this section are the presentations of the different variables used in the study. The researchers used various reading materials and gathered from different authors the various ideas and theories that defined the different variables of the study.

#### **Service Delivery**

Service delivery, as Kostopoulos, Lodorfos and Kaminakis (2012) have said, as an activity that uses systemic methods of providing public services. The people involved in the service delivery process and the technologies used to deliver the services are service delivery elements that need to be polished and improvised. Therefore, preparation and creativity are very critical in developing an efficient service delivery system. In addition, to provide feedback, the structures and procedures used in determining the quality of service delivery are then checked.

Furthermore, Mutsvanga (2014) proposed that creativity in the public sector is crucial for service delivery. In the socio-economic growth of countries around the world, technological advancement plays a critical role. Technological improvements bring the data required by the public to an effective and structured process. Citizens must therefore engage in the joint design, co-production and co-governance of public services through creative models.

In addition, Ako-Nai (2011 ) noted that service delivery and the way it is delivered often change in the light of consumer expectations. Changes in technology and sufficient scientific advancement impact a service's delivery time. A favorable approach is to devote time and money to study about how to hurry service delivery. Therefore, it is generally agreed that investing in technology contributes to improved results and resource usage.

Agbor (2011) further added that service delivery distinguishes the operational efficiency of the company. For the growth and development of an entity, operational performance is critical. An company managed with a set of guidelines helps to understand the maximum efficiency level. Monitoring and supervising the manner in which services are provided is therefore one of the basic functions performed by organizations, especially those engaged in social service.

The essence of the service delivery mechanism was also categorized by Bhatnagar (2014) into two dimensions, which significantly affect the way services are delivered. First, the degree of labor intensity, defined as the ratio of the cost of labor to the cost of capital. Secondly, the degree of consumer engagement and customization is calculated by the marketing variable that defines the customer's ability to influence the quality of the services being offered.

Service is a device or structure that supplies public needs, according to Haze, Vaerenbergh, Delcourt and Kabadayi (2013), while delivery is the periodic output of a service. Cost effective production supplements a service's realistic requirements. Systemic order of the outcomes of the data results to

an appropriate delivery mode. Service delivery is thus a periodic output scheme or arrangement for the maintenance of social needs.

In addition, Xu (2013) indicated that there are four simple wide model arrangements for the delivery of public service that governments have embraced everywhere. Direct service delivery, as the law implies, assumes full responsibility for service delivery. Secondly, the provision of privatization service is transferred by the central government to private corporations for the delivery of public service. Third is the delivery of decentralization programs to local government bodies. Last on the list is the alternative delivery of services that stimulates government-private sector marriage. In addition, service provision is a series of institutional arrangements that the government has implemented to provide its people with public goods and services. It is therefore the particular institutional structures which have a crucial impact on the efficiency of the delivery of public services.

Inputs such as efficient procurement and supply chains, investment in infrastructure, and skilled human resources are instantly generated by the provision or delivery of services into the system. Resource increases could lead to better delivery of services and better access to services. Therefore, the main roles of a framework are to ensure the provision of facilities that meet a minimum quality level and to ensure access to them (Saigal, 2002).

In addition, Martins and Ledimo (2015 ) suggested that the structure for service delivery is a set of values, guidelines , policies and constraints used to guide the design , development, rollout, operation and withdrawal of services offered by a service provider in order to provide a particular customer group

with a consistent service experience in a specific business context. Framework for service delivery is the sense in which the capacities of a service provider are organized into services. Service delivery in an enterprise is thus a deliberate compulsory decision to serve or deliver goods and services to the consumers by the management.

In providing a wide variety of public services, from justice and security to services for individual people and private businesses, the state has a critical role. In addition to conventional public services, such as health care or education, administrative services, such as the issuance of licenses and permits, are subject to administrative procedure control. Service delivery can therefore be defined as any public administration interaction during which consumers, people, residents or companies, seek or provide information, manage their affairs or fulfill their duties. These services should be provided in a manner that is efficient, efficient, and reliable and customer friendly. Due to the rapid growth of the usage of information and communication technology, the provision of electronic services is an efficient way of minimizing costs, both in terms of time and resources, for the consumer and government (Paabus, 2009).

In response, Regina Mullen (2007) claimed that service delivery automation has a high return and low risk, service organization should find ways to minimize costs and by reducing human interaction, have a simplified customer experience. Automate, then, where possible. It is important to capitalize on the ability to automate hard processes, as it will fasten service delivery and increase customer satisfaction.

Ravald (2011) also claimed that the provision of high-quality services is an essential activity for service providers seeking to build and respect their customers. Thus, businesses can achieve improved customer satisfaction, loyalty and thus long-term profitability through the development of high standards of service quality.

Parasuraman (2005) therefore added that service organizations need to schedule the delivery of their services and to ensure the effective execution of the actual plan in order to provide high standards of service quality and therefore create value for their customers. Good preparation and successful execution of the implementation plans established are therefore key factors for the delivery system of the service.

In comparison, Walley (2014) added that service delivery systems should usually be able to achieve many positive results, ranging from decreased costs and increased productive operations availability, enhanced quality of service and optimal customer experience. Upgrading service delivery is also obviously not a bad idea and arguably safe for an organization that offers services primarily.

In particular, Lovelock (2009) argued that a service delivery system's main goal is to reduce the gap between consumer perceptions and customer experience. Therefore, when the customer requirements are met, high service rating is achieved. If service scores skyrocket high, tons of profits are next to come.

Finally, Holzer (2009) describes service delivery within an entity as a management's deemed mandatory decision to serve or distribute goods to the recipients afterwards. The management ensures the customer's satisfaction

with the products supplied or the service rendered. Customer service requires developing processes to optimize the satisfaction of the customers. Meeting the needs and satisfaction of consumers is thus a crucial function for an organization.

### **Efficiency**

The Commonwealth of Australia (2013) describes quality as the most critical factor validating service delivery effectiveness. The standard of service offering to the public should be adequate. The public sector generates high demand for fast and reliable means of data acquisition. To guarantee quality, a service should therefore be made timely and convenient.

Yampolskiy (2011) added that the enhancement of public service delivery quality was readily apparent during the late 1990's. Attaining institutional improvements and internal quality processes has contributed to more strategic incorporation of performance. Government sectors are in reality well organized when it comes to delivering services.

As Archer (2010) pointed out, productivity has key dimensions that are efficient and contribute to optimizing outputs. One of it is the allocation that applies to the correspondence between service demands and their supply. Another is distribution, which is linked to service delivery patterns among different groups of people. In order to facilitate proper allocation and distribution of capital, efficiency is thus obtained in the balance between current and future use.

In relation, Wilson, Wnuk, Silvander and Gorschek (2018) observed that by using emerging technology, government facilities were improved in the 1980s. The technology update helped to shorten long waiting hours for the customer to get relevant data. In connection, the quality and authenticity of the information provided to the public is improved. Because of that, the introduction of modern technology used to make public services delivers efficient outcomes in a shorter time span.

Consequently, Bartuseviciene and Sakalyte (2013) stipulated that government problems emerge with the results in the failure of public sector and office cooperation in the 1990s. The public sector and workplace uncertainty is due to the development of communication and information technology. Implementation of developments in technology takes over some offices and some have remained conventional. This thus acted as a way to completely integrate the government offices' duties and services in an effective and timely manner.

Mihaiu, Opreana and Cristescu (2010) have also argued that the introduction of public service sector reforms results in a highly skilled delivery of services. When waiting hours are condensed, the productivity of a service rendered is clearly evident. Data collected and received by the public is extremely reliable, complaining of diminished customers. Thus, it lowers the public and workplace pressure.

Nonetheless, Keh, Chu and Xu (2004) reported that there are many variables that affect the productivity of the services given to the public. The successful position of the government is affected by personal relationships

and closeness. Conflict of interest can be the product of adverse activities. It could thus corrupt certain practices and allow the administration to formulate impartial appraisals.

In fact, the creation of a government reform network, as cited by Perrels (2007), is primarily intended to build a reform plan for implementing many government programs. The Government Reform Network aims to boost public service quality in full. An organization's role under enhanced network will provide for more public needs. This thus acted as the basis for implementing activities to overhaul the public service.

Florina (2017) also indicated that it is the responsibility of the Public Service Division to contemporize public service and enact change because of the growth needs of the economy and its individuals. This will allow the public sector to receive, in a shorter period of time, their particular request for data. The public office is likely to collect reliable, accurate and structured customer data. Therefore, it is their duty to create mission-oriented, responsive, creative, effective and efficient departments and staff for the public service.

Lastly, Banton (2020) claimed that efficiency means a peak performance level which uses the least amount of input to achieve the highest output level. Therefore, efficiency involves reducing the amount of unnecessary resources, including personal time and energy, required to achieve a given output. It is an observable idea that can be calculated using the ratio between total input and usable output. It minimizes resource waste such as physical materials and time during output processing.



## **Client Satisfaction**

According to Hill, Roche and Allen's (2007) report, customer satisfaction is described as an overall assessment based on the overall experience of buying and consuming the products and services throughout time apparently. Understandably, customer satisfaction comes along with marketing, as it defines the customer's standards as to how the businesses facilitate the products and services.

Chattopadhyay (2010) further claimed that customer satisfaction is a barometer which predicts future customer behavior. To optimize customer loyalty, businesses should sell ideas and methods with all the requisite documentation after completion of the service. Therefore after the service the customer would not feel disappointed.

In addition, as supported by Dinesh, Norida and Ali (2018), the company should consider the product and its features, functions, reliability, sales operation and customer service to reach the anticipated customer satisfaction. Satisfied customers typically recover and purchase more. As a network the client also operates to meet other potential clients. Therefore, it is material to continue developing a positive relationship with the client when the company wins a client.

In addition, Abdullah (2005) concluded that customer satisfaction is a justification for consumers to look for value in total service that involves the core product's internal cooperation, distribution of the product, and recording of the product. From the perspective of profitability and productivity, only

activities should be carried out which generate value for customers. Therefore, companies have to get to know their customers even better than they usually have.

Furthermore Hermanto (2015) established complex and relative customer satisfaction. Being "consumer-centric" will help businesses boost loyalty and keep customers real and customer needs should be observed when enhancing customer satisfaction. The quality of service, product quality and value for money have a direct positive effect on the satisfaction of customers. Satisfaction is therefore a complex, moving goal that can develop overtime, affected by a number of variables.

In addition, Islam, Ghosh, Islam and Sarker (2013) claimed that particular product or service characteristics and expectations of quality affect customer satisfaction. The emotional reactions of consumers, their attribution in their understanding of equity are also considerations for customer satisfaction. Increased customer satisfaction can offer business benefits such as customer loyalty, extending a customer's life cycle expanding the customer purchase merchandise life and increasing positive word of mouth contact for consumers. Therefore, when the consumer is pleased with the company's product or service, it will make the customer buy regularly and suggest goods or services to prospective customers and it is difficult for a business enterprise to grow up in the event that the company lacks or disregards customer needs.

Furthermore, Khadka and Maharjan (2017) describe customer satisfaction as the assessment of a product or service by customers in terms of fulfilling the needs and expectations about the product or service.

Depending on what the customer thinks, the service varied from happiness, satisfaction, enjoyment, joy, relaxation and ambivalence when it is possible to understand satisfaction. Failure to satisfy the customers' needs thus results in low customer satisfaction.

Kotler, Wong, Saunders and Armstrong (2005) also stated that customer satisfaction is the feeling of satisfaction with customer experiences. It is important to understand the disparity between client experiences. Customer satisfaction therefore progresses rapidly or is carefully cultivated over a long period of time.

In addition, Guterman (2015) concluded that consumer satisfaction is the sense of pleasure and dissatisfaction of an individual that results in comparing products with the outcome in relation to expectations. Satisfaction is therefore a function of perceived output, and expectation. If the outcome meets and exceeds expectations, then the client is satisfied.

Wilson (2008) further claimed that customer satisfaction was a matter of great interest to companies as well as researchers alike. Organizations' key aim is to increase profits, and minimize costs. From now on, profit maximization can be accomplished by rising revenue at a lower cost. Customer satisfaction is one of the variables that can help boost revenue, since satisfaction relates to customer loyalty, referral and repeat buying.

Magi (2016) also added that the secret to business is the consumer. In reality, their satisfaction is the most important tool in the business environment that helps to increase revenue and generate profits. Therefore,

to further boost the overall performance of organisations, the value of customer satisfaction and service quality has been shown to be extremely important.

While Walter (2009) claimed that there are other factors that decide customer satisfaction, such as price and product quality, other than the service quality. Therefore, when it comes to service industries, service quality has been shown to be the strongest determinant of customer satisfaction. The provision of quality services is also one of the key priorities when it comes to management with regard to customer satisfaction in today's business climate, which means that it is a very important subject.

In addition, Titko (2013) added that, in order to achieve a high standard of quality of service to satisfy consumers, greater attention should be paid to quality of service and greater efforts should be made. The concept of service varies from one person to another. It is therefore an elusive and complex definition, owing to the heterogeneous, intangible, and perishable characteristics of services in terms of output and usage. There is no accepted description, but it is possible to recognize the quality of service as a thorough consumer assessment of a specific service and the degree to which it meets their standards and provides satisfaction.

Finally, Aziz, Rani and Azizan (2014) said that customer satisfaction is a technique that needs to be strengthened to keep customers and is a major factor in winning customer loyalty. Efforts may be a decisive factor in the ratings of clients for service quality rendered. Therefore, it is valuable to create strong customer relationships to improve satisfaction.

Based on the foregoing discussions, the literature supports the variables of the study which are service delivery, the independent, its indicator, efficiency, and client satisfaction as the dependent.

The review of related literature reflects the idea taken from different authors and commentators of certain issues which are highlighted on this study. The review of the related literature helps the researchers to provide essential information that is needed in constructing and developing comprehensive conceptual framework of the study. It helped the researchers to illustrate and figure out if there is a significant relationship between service delivery and client satisfaction among selected clients of Civil Registrar's Office in Panabo City.

## **Chapter 3**

### **METHOD**

Presented in this chapter are the discussions of the researcher design, the research subject, research instrument, data gathering process and the statistical treatment of data.

#### **Research Design**

This study used the descriptive correlation method. This is a research method that describes and draws inferences how variables were naturally related in the real world, without any attempt by the researchers to alter them or assign causation between them (Onwuegbuzie and Leech 2006). It is conducted to demonstrate associations or relationships between things in the world around you. Descriptive correlation method involves a one-time interaction with groups of people or a study might follow individuals over time. The researcher interacts with the participant, may involve surveys to collect the necessary information.

#### **Research Subject**

The respondents of the study will be the selected clients of Civil Registrar's Office in Panabo City. The selected respondents answered the designated questionnaire provided by the researchers. There were one hundred (100) respondents answered the questionnaire presented.

## Research Instrument

The instrument used in determining the respondents' responses in independent variable and dependent variable is the researchers-made questionnaire and were validated by the panel of experts.

The scale below was used to determine the service delivery among selected clients of civil registrar's office.

Scale	Descriptive Equivalent	Interpretation
4.21-5.00	Very High	This means that the service delivery is always practiced.
3.41-4.20	High	This means that the service delivery is often practiced.
2.61-3.40	Moderate	This means that the service delivery is sometimes practiced.
1.81-2.60	Low	This means that the service delivery is less practiced.
1.00-1.80	Very Low	This means that the service delivery is never practiced.

The scale below was used to determine the client satisfaction among selected clients of civil registrar's office.

<b>Scale</b>	<b>Descriptive Equivalent</b>	<b>Interpretation</b>
4.21-5.00	Very High	It means that the client satisfaction is very satisfactory.
3.41-4.20	High	It means that the client satisfaction is satisfactory.
2.61-3.40	Moderate	It means that the client satisfaction is fair.
1.81-2.60	Low	It means that the client satisfaction is less satisfactory.
1.00-1.80	Very Low	It means that the client satisfaction is not satisfactory.

### **Data Gathering Processes**

The researchers observed the following steps in data gathering:

**Initial Interview.** The researchers asked for the names of the head of the Civil Registrar's Office to address the letter asking permission to conduct a study.

**Permission to Conduct the Study.** The researchers sent a letter to the head of the Civil Registrar's Office in Panabo City asking for permission to conduct a study.



**Validation of Questionnaire.**The researcher-made questionnaire was submitted to the research adviser to check for errors and was ready for distribution after being validated and confirmed.

**Administration of Questionnaire.**Upon the approval to conduct the study, the researchers administered the questionnaire personally to the respondents. The distribution was done during their free time. Personal interviews were conducted for clarity of the answers from the respondents.

**Retrieval of Questionnaire.**After the administration of the questionnaire, the data were collected and subjected to statistical treatment.

### **Statistical Treatment of Data**

The following statistical treatment tools were used in this study.

**Weighted Mean.**This was used in determining the level of service delivery and client satisfaction among selected clients of Civil Registrar's Office.

**Pearson-r.**This was used in determining the relationship between service delivery and client satisfaction among selected clients of Civil Registrar's Office.

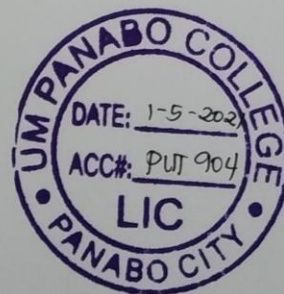
## Chapter 4

### PRESENTATION AND ANALYSIS OF FINDINGS

This chapter is composed of the presentation and analysis of data relevant to the queries in the statement of the problem. Each problem is resolved according to the degree of responses by the respondents. They are presented both in tabular and textual forms with the corresponding logical and profound description of the result.

#### **Level of Service Delivery among selected clients of Civil Registrar's Office**

Table 1 shows the descriptive data on the level of service delivery among the selected clients of Civil Registrar's Office in Panabo City with an overall mean of 3.76 describe as high. This means that the level of service delivery among the selected clients of Civil Registrar's Office is satisfactory. It indicates that the Civil Registrar's Office is efficient in rendering services to their clients. According to Gronroos and Ravald (2011), Delivering service of high quality is an important pursuit for service providers that seek to create and provide value to their clients. Thus, bringing delight to clients while also providing services takes priority in service delivery.



**Table 1**  
**Level of Service Delivery among the Selected Clients**  
**of Civil Registrar's Office**

<b>Service Delivery</b>	<b>Mean</b>	<b>Descriptive Equivalent</b>
1) Speed of response to referral of clients' concerns	4.07	High
2) Waiting time for assessment of documents submitted	3.77	High
3) Communication regarding the requirements needed for registry	3.84	High
4) Communication regarding the process of documents/certificates	3.73	High
5) Communication and updates regarding the progress of the process	3.79	High
6) Process of getting problems resolved	3.65	High
7) Knowledge of the staffs to their work	3.70	High
8) Time taken by the staff to solve clients' issue/problem	3.67	High
9) Waiting time for clients' questions/concerns to be answered	3.72	High
10) The Civil Registry overall service	3.67	High

---

quality			
	<b>Overall Mean</b>	<b>3.76</b>	<b>High</b>

---

## Legend:

Scaling	Descriptive Equivalent
4.21 - 5.00	Very High
3.41 - 4.20	High
2.61 – 3.40	Moderate
1.81 – 2.60	Low
1.00 – 1.80	Very Low

As shown in Table 1, item 1 *speeding of response to referral of clients' concerns* described as high with the highest mean of 4.07. It implies that the level of service delivery of the Civil Registrar's Office is satisfactory. It means that the employees can reply and recommend course of actions to the clients' concern or problem in a short period of time. While item 6 *process of getting problems resolved* described as high with the lowest mean of 3.65. This indicates that the level of service delivery of the Civil Registrar's Office is satisfactory. This means that the said Office address clients' issues and settle them immediately.

The remaining items 2,3,4,5,7,8,9, and 10 with the mean 3.77, 3.84, 3.73, 3.79, 3.70, 3.67, 3.72, and 3.67 which are described as high in terms of *waiting time for assessment of documents submitted, communicating regarding the requirements needed for registry, communicating regarding the process of documents/certificates, communication and updates regarding the progress of the process, knowledge of the staffs to their work, time taken by the staff to solve client issue of problem, waiting time for clients' questions/concerns to be answered, and the Civil Registry overall service quality*. It implies that the service delivery of the Civil Registrar's Office is also satisfactory in terms of these aspects.

#### **Level of Client Satisfaction among selected clients of Civil Registrar's Office**

Shown in Table 2 is the level of client satisfaction among selected clients of Civil Registrar's Office in Panabo City. The data revealed and overall mean of 3.74 described as high. This implies that client satisfaction

among selected clients is very good. As stated by Farris, Bendle, Pfeifer and Reibstein (2010), client satisfaction is a measure of how services supplied by

**Table 2**  
**Level of Client Satisfaction among Selected Clients**  
**of Civil Registrar's Office**

<b>Client Satisfaction</b>	<b>Mean</b>	<b>Descriptive</b>
The civil registrar's office...		<b>Equivalent</b>
1) Staff member greeted respectfully and politely.	3.79	High
2) Staff member displayed professionalism during interaction.	3.73	High
3) Staff member appeared concerned about request/problem/issue by listening attentively to understand needs better.	3.70	High
4) Staff member was patient.	3.80	High
5) Staff member was knowledgeable in handling concern on the registry	3.74	High
6) Staff member served in a reasonable period of time	3.67	High
7) Staff member satisfied request during initial contact.	3.73	High
8) Staff member provided with the necessary steps needed for resolution and provided with an update until my request was fulfilled	3.76	High
9) Staff members' willingness to help	3.65	High
10) Staff member offered pertinent advice regarding concern, issue/problem	3.83	High
<b>Overall Mean</b>	<b>3.74</b>	<b>High</b>

## Legend:

Scaling	Descriptive Equivalent
4.21 - 5.00	Very High
3.41 - 4.20	High
2.61 – 3.40	Moderate
1.81 – 2.60	Low
1.00 – 1.80	Very Low



a company or service provider meet or surpass client expectation. Thus, it is an index used to determine the satisfaction of a client related to the service offered.

As reflected in Table 3, item 10 staff member offered pertinent advice regarding concern, issue/problem described as high with the highest mean of 3.83. It implies that client satisfaction is very good. This means that staffs are responsive to the clients' queries and in giving excellent advice in order to resolve their problem/concern. While item 9 staff members willingness to help described as high got the lowest mean of 3.65. It implies that client satisfaction is very good. It indicates that staffs gives kind approach when dealing with clients.

In addition, items 1, 2, 3, 4, 5, 6, 7, and 8 with the mean of 3.79, 3.73, 3.70, 3.80, 3.74, 3.67, 3.73, and 3.76 which are described as high in terms of staff members greeted me respectfully and politely, staff member displayed professionalism during my interaction, staff member appeared concerned with my request/problem/issue by listening attentively to understand my needs better, staff member was patient, staff member was knowledgeable in handling my concern on the registry, staff member served in a reasonable period of time, staff member satisfied my request during my initial contact, and staff member provided me with the necessary steps needed for resolution and provided me with an update until my request was fulfilled. It indicates that client satisfaction is very good.

**Significant Relationship between Service Delivery and Client Satisfaction among selected clients of Civil Registrar's Office**

Table 4 presents the significant relationship between service delivery and client satisfaction among selected clients of Civil Registrar's Office in Panabo City. The data revealed that among the selected clients, the result of the computation of service delivery using the Pearson-r is 0.787. The P-value is 0.000 which is less than 0.05. Therefore, the null hypothesis is rejected. It can be stated that there is a significant relationship between service delivery and client satisfaction among selected clients of Civil Registrar's Office in Panabo City. This indicates that service delivery has an influence on client satisfaction.

Furthermore, the overall result of the study is supported by the theory of Farayibi (2016), that there is a direct and significant relationship between service delivery and client satisfaction. Better service delivery, customer relationship management increases the customer base. Thus, ensuring the delight and pleasure of clients towards the services reduces the incidence of customer dissatisfaction.

**Table 3****Significant relationship between service delivery and client satisfaction among selected clients of Civil Registrar's Office**

Correlation Coefficient	
	Client Satisfaction
Service Delivery	0.787**

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P-value (0.000) < 0.05

## Chapter 5

### SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the summary of findings, conclusions and recommendation of the study.

#### Findings

The findings of the study are the following:

1. The mean of service delivery among selected clients of Civil Registrar's Office in Panabo City yield an overall mean of 3.76 which described as often practice.
2. The mean of client satisfaction among selected clients of Civil Registrar's Office in Panabo City earned an overall mean of 3.74 which described satisfactory.
3. The computed r-value of service delivery is 0.787 which is associated with P-value of 0.000. Since P-value is less than 0.05, thus the null hypothesis is rejected.

#### Conclusions

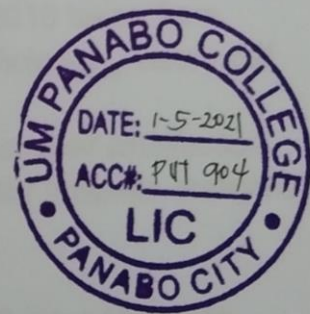
Based on the finding of the study the following conclusions were drawn:

1. The level of service delivery among selected clients of Civil Registrar's Office in Panabo City is high.

2. The level of client satisfaction among selected clients of Civil Registrar's Office in Panabo City is high.
3. There is a significant relationship between service delivery and client satisfaction among selected clients of Civil Registrar's Office in Panabo City.

### Recommendations

1. The Civil Registrar's Office's staff members should provide a checklists of requirements to clients for easy processing of documents.
2. The Civil Registrar's Office's staff members should show pleasant attitude towards all clients.
3. The researchers proposed that the future researchers may conduct study to all clients of Civil Registrar's Office in Panabo City to justify the deeper relationship between service delivery and client satisfaction.



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**Appendix A**

**Letter of Permission to Conduct the Study**

August 13, 2019

**Dennis B. Devilleres, LLB**  
 City Civil Registrar  
 LGU Panabo City

Dear Sir,

Good Day!

The undersigned are BSBA Marketing Management of UM Panabo College currently conducting a research in the "Service Delivery and Client Satisfaction of selected clients of City Civil Registrar's Office in Panabo City", as one of the final requirements of the course Marketing Research.

In line with this we would like to ask permission from your good office to allow us to distribute questioners to above mention study. Rest assured that the data to be gathered will remain confidential only for academic purposes.

We are hoping with your favorable response to the request.

Thank you very much!

Respectfully yours,

*[Signature]*  
**June Ray Jaralve**

*[Signature]*  
**June Geraldo**

*[Signature]*  
**Mark Andy Austria**  
 Researchers

Noted by:

*[Signature]*  
**April Rose Sam**  
 Adviser

*ccrb- Mm 8/14/19*

*09462454875*

## Appendix B

### Letter of Request for Validation

#### Letter of Request for Validation

August 09, 2019

**DR. AMELIE L. CHICO**  
Professor  
UM Panabo College  
Panabo City


Ma'am:


You are one of the chosen evaluators of our questionnaire on our research study entitled "**Service Delivery and Client Satisfaction among selected clients of Civil Registrar's Office in Panabo City**".


In view of this, it would be appreciated much if you can share your expertise by rating its contents. It would be a great help also for the undersigned if you can write your comments, suggestions and recommendations that will improve the above mentioned questionnaires.

Thank you very much for your kind cooperation and valuable contribution to this request.


Respectfully yours,

  
**MARK ANDY AUSTRIA**

  
**JUNE GERALDO**

  
**JUNE RAY JARALVE**  
Researchers

Noted by:

  
**APRIL ROSE SAM**  
Adviser



## Appendix D

### Survey Questionnaire

#### SERVICE DELIVERY AND CLIENT SATISFACTION AMONG SELECTED CLIENTS OF CIVIL REGISTRAR'S OFFICE IN PANABO CITY

##### Part I: Profile of the Respondent/s

Name (Optional): \_\_\_\_\_

**General Instruction:** Please mark check (√) on the space of your corresponding answers. The scale will guide you in answering the following questions below.

5–Strongly Agree 4–Agree 3–Moderate 2–Disagree 1–Strongly Disagree

##### Part II: Service Delivery

Service Delivery					
11)Speed of response to referral of clients' concerns					
12)Waiting time for assessment of documents submitted					
13)Communication regarding the requirements needed for registry					
14)Communication regarding the process of documents/certificates					
15)Communication and updates regarding the progress of the process					
16)Process of getting problems resolved					
17)Knowledge of the staffs to their work					
18)Time taken by the staff to solve clients' issue/problem					
19)Waiting time for clients' questions/concerns to be answered					

20) The Civil Registry overall service quality					
--	--	--	--	--	--

**Part III: Service Profitability**

5–Strongly Agree 4–Agree 3–Moderate 2–Disagree 1–Strongly Disagree

<b>Client Satisfaction</b>					
The civil registrar’s office...					
11) Staff member greeted me respectfully and politely.					
12) Staff member displayed professionalism during my interaction.					
13) Staff member appeared concerned about my request/problem/issue by listening attentively to understand my needs better.					
14) Staff member was patient.					
15) Staff member was knowledgeable in handling my concern on the registry					
16) Staff member served in a reasonable period of time					
17) Staff member satisfied my request during my initial contact.					
18) Staff member provided me with the necessary steps needed for resolution and provided me with an update until my request was fulfilled					
19) Staff members’ willingness to help					
20) Staff member offered pertinent advice regarding my concern, issue/problem					



**Appendix E**  
**Certificate of Appearance**



Republic of the Philippines  
Province of Davao del Norte  
**CITY OF PANABO**  
-oOo-

**OFFICE OF THE CITY CIVIL REGISTRAR**

**CERTIFICATE OF APPEARANCE**

**To Whom It May Concern:**

This is to certify that the herein stated Student whose Name, School and other details herein indicated, appeared in this Office, for the purpose/s stated:


Name : **JUNE RAY JARALVE**  
Student

School : UM Panabo College, Panabo City, Davao del Norte

Inclusive Date/s : August 14-19, 2019

Purpose/s : To conduct research in the Service Delivery and Client Satisfaction of selected clients of City Civil Registrar's Office, Panabo City

This certification is issued upon the request of the above-mentioned person this 19<sup>th</sup> of August 2019 at Panabo City Hall, Panabo City, Davao del Norte, Philippines.

  
**CESSELL H. IBANEZ**  
Administrative Officer V



Republic of the Philippines  
Province of Davao del Norte  
**CITY OF PANABO**  
-oOo-

**OFFICE OF THE CITY CIVIL REGISTRAR**

**CERTIFICATE OF APPEARANCE**

**To Whom It May Concern:**

This is to certify that the herein stated Student whose Name, School and other details herein indicated, appeared in this Office, for the purpose/s stated:


Name : JUNE GERALDO  
Student

School : UM Panabo College, Panabo City, Davao del Norte

Inclusive Date/s : August 14-19, 2019

Purpose/s : To conduct research in the Service Delivery and Client Satisfaction of selected clients of City Civil Registrar's Office, Panabo City

This certification is issued upon the request of the above-mentioned person this 19<sup>th</sup> of August 2019 at Panabo City Hall, Panabo City, Davao del Norte, Philippines.

  
**GISELLE H. JANSEN**  
Administrative Officer V



Republic of the Philippines  
Province of Davao del Norte

**CITY OF PANABO**

-oOo-

**OFFICE OF THE CITY CIVIL REGISTRAR**

**CERTIFICATE OF APPEARANCE**

**To Whom It May Concern:**

This is to certify that the herein stated Student whose Name, School and other details herein indicated, appeared in this Office, for the purpose/s stated:

Name : MARK ANDY AUSTRIA  
Student

School : UM Panabo College, Panabo City, Davao del Norte

Inclusive Date/s : August 14-19, 2019

Purpose/s : To conduct research in the Service Delivery and Client Satisfaction of selected clients of City Civil Registrar's Office, Panabo City

This certification is issued upon the request of the above-mentioned person this 19<sup>th</sup> of August 2019 at Panabo City Hall, Panabo City, Davao del Norte, Philippines.

  
**GEZELL F. IBANEZ**  
Administrative Officer V



## **JUNE G. GERALDO**

1877 Rempohito Subdivision, Brgy. New Pandan, Panabo City, Davao del Norte  
09486997170

### **CAREER OBJECTIVE**

Pursuing opportunities which allow me to improve my skills, to give all my best in the company, to do all my tasks and to be an efficient worker.

### **EDUCATION**

- **University of Mindanao**  
Department of accounting and business management education major  
in Marketing management  
2015-2019  
Undergraduate

### **SKILLS**

- Driving
- Photographer
- Videographer
- Computer hardware and software repair and maintenance

### **WORK EXPERIENCE**

- Audio Editor
- Circulation staff
- Procurement Officer

### **PERSONAL STRENGTHS**

Turning failures into stepping stones to success.

### **PERSONAL INFORMATION**

**Name:** June G. Geraldo  
**Age:** 38 years old  
**Birthday:** June 1, 1980

**Gender:** Male  
**Born:** Kasilak, Panabo  
**Status:** Married  
**Language:** Tagalog\Visayan



**JARALVE, JUNE RAY E.**

Purok 2-A Tubod, Carmen, Davao Del Norte  
09101175143

**CAREER OBJECTIVE**

To obtain a position where I could affectively apply my skills and knowledge I have learned and to give a opportunity to work productively and accurately in your company.

**EDUCATION**

- **University of Mindanao**  
Department of accounting and business management education major in Marketing management  
2015-2019  
Undergraduate

**SKILLS**

- Basketball
- Driving
- Microsoft Office

**WORK EXPERIENCE**

- Hammerhead Kids promo

**PERSONAL STRENGTH**

Positive attitude towards co-workers and work as well

**PERSONAL INFORMATION**

**Name:** June ray E. Jaralve

**Age:** 21

**Birthday:** June 27,1998

**Gender:** Male

**Born:** Gaviola Hospital

**Status:** Single

**Language:** Tagalog\Visayan



## **MARK ANDY J. AUSTRIA**

Purok 8 Kapatagan, Laak, Davao de Oro  
09092086192

### **CAREER OBJECTIVE**

To become a successful employee that is a great asset to the company.

### **EDUCATION**

- **University of Mindanao**  
Department of accounting and business management education major  
in marketing management  
2015-2019  
Undergraduate

### **SKILLS**

- Excellent Planner and Coordinator
- Microsoft word and excel expertise
- Critical thinking

### **WORK EXPERIENCE**

- Works at family business (Merchandising)

### **PERSONAL STRENGTHS**

A fast learning individual



**PERSONAL INFORMATION**

**Name:** Mark Andy J. Austria  
**Age:** 23  
**Birthday:** November 19, 1996  
**Gender:** Male  
**Born:** Kapatagan, Laak  
**Status:** Single  
**Language:** Tagalog\Visayan