



Productivity and Development Center  
Productivity Development Research Office  
2016 Project Accomplishment Report

**Project Information**

Project Code	QDRXM
Project Title	Customer Satisfaction Survey for the Philippine Fisheries Development Authority
Project Start	01 February 2016
Project End	31 October 2016
Project Price	PhP 1,355,872.00
Client Organization	Department of Agriculture – Philippine Fisheries Development Authority (DA-PFDA)
Status	Project Closed

**I. Project Team:**

Project Manager	Yuri R. Munsayac
Team Members	Jomar A. Pastrana, Amado Bonifacio L. Alto, John Christian C. Flaminiano, Christian S. Eparwa, Applevine S. Rivera, Melinda F. Escopete
Supervising Fellow	Monica D. Saliendres
Consultants/Resource Persons	John De Guzman Eustaquio

**II. Project Details**

**A. Project Description:**

In line with the Philippine Fisheries Development Authority's (PFDA) initiative to improve the productivity and effectiveness of their current systems and to elicit a stronger link between work commitments of its employees to meet customer requirements, PFDA commissioned the Development Academy of the Philippines (DAP) to conduct of a Customer Satisfaction Survey (CSS).

The project was conducted in compliance with the Governance Commission for GOCC's (GCG) requirement for a third party customer satisfaction survey for all GOCCs.

PFDA is the "government agency mandated to strengthen the government's developmental thrusts in fisheries through a program that would balance production ventures with adequate post-harvest support facilities. Its establishment signaled the thrust of the government at providing modern organizational and marketing framework to supplement current and future infrastructure development programs in the fishing industry."<sup>1</sup> Ensuring customer satisfaction is important in achieving these thrusts, and as the PFDA expands its coverage, monitoring customer feedback should be considered not just a requirement for the GCG, but a necessity for continuous improvement.

**B. Project Objective:**

The project determined the level of satisfaction of customers in terms of the essential services and post-harvest support facilities provided by the PFDA in its eight (8) fish ports nationwide, and at the same time identified the service dimensions that are valuable to PFDA's clients/customers as basis for future directions of the PFDA.

<sup>1</sup> Lifted from PFDA's website, retrieved on 02 May 2016 from <http://www.pfda.da.gov.ph/>



Productivity and Development Center  
Productivity Development Research Office  
2016 Project Accomplishment Report

Specifically, the project was able to:

- a. Determine the over-all customer satisfaction rating of PFDA in all its fish ports;
- b. Identify which essential services and facilities PFDA customers are most satisfied with or they think needs improvement; and,
- c. Make recommendations based on the results of the CSS for continual improvement towards performance excellence of the services and facilities provided by the PFDA.

**C. Focus Area:** Agriculture and Fisheries Sector

**D. Project Type:**

The nature of the project is centered on research.

**E. Project Beneficiary:**

Main beneficiary of the project is the PFDA Management including its officers and staff of the eight (8) fish ports. The results of the survey will not only meet their GCG requirement, but will also allow PFDA to use gathered information for future services and facilities improvement.

**F. Coverage:** The CSS covered the eight fish ports of PFDA located in Luzon (4), Visayas (1) and Mindanao (3).

**III. Project Accomplishments**

**A. Key Activities Implemented:**

Below are the highlights of the project detailing the activities conducted towards the development of the PFDA CSS Report.

**1. Initial Activities Conducted**

Several consultation meetings were conducted between the Academy and PFDA to discuss the nature and details of the CSS project. The result of these meetings were captured in the project proposal submitted by the DAP in August 2015, and the project was formally contracted in January 2016. Notice to Proceed was then issued by the PFDA for the project to commence in February 2016.

The draft survey instrument for the CSS was forwarded to the PFDA for comments and suggestions in March 2016, and was returned to the Academy after two weeks (April 2016).

However, during the meeting between the two parties on 10 May 2016, it was decided that the CSS to be conducted will cover the current year of 2016 instead of the originally planned year of 2015. The change required the conduct of the CSS to be moved in the mid-year in order to accurately represent customer satisfaction for the current year. Due to the change, the project was extended for two months with 31 October 2016 as the project end. A signed letter of conforme dated 31 May 2016 was executed by both parties in support of this change.





**Productivity and Development Center  
Productivity Development Research Office  
2016 Project Accomplishment Report**

## **2. Pre-Survey Activities**

A focus group discussion with key officials and staff of PFDA to discuss the survey instrument was conducted on 02 June 2016. The survey instrument was finalized in July 2016, after being pretested at the Navotas Fish Port Complex.

Before the actual conduct of the survey, necessary preparations were done by the DAP Survey Team for the conduct of the CSS. This is to avoid bias and/or minimize survey errors. Such preparations include:

- Development of training materials and actual conduct of training for the survey interviewers
- Development of staff work schedules during the data gathering
- Orientation with survey Instrument software programmer on the use of the tablet computer (including troubleshooting) and how to download data/data management
- Practice of the survey interviewers in using the tablet computers
- Assignment of respondents per survey interviewer

## **3. Actual Conduct of the CSS**

Data gathering for the CSS commenced on the third week of July until the second week of August 2016. First to be surveyed were the Fish Ports of Zamboanga (ZFPC) and Davao (DFPC), followed by the Luzon Fish Ports (Lucena [LFPC], Camaligan [CFP] and Sual [SFP]), next were Iloilo (IFPC) and General Santos (GSFPC) and then finally, the Navotas Fish Port Complex (NFPC). At each fish port, two to four members of the DAP Survey Team conducted the survey. Only NFPC had more survey team members (11) given the number of respondents required in that fish port. All respondents were interviewed within the day of the scheduled interview to avoid contamination of the survey results.

In conducting the CSS, tablet computers and android phones were used in interviewing identified respondents. After each daily survey, tablet computers and android phones used were cleaned externally (wiping the touch screen with soft cloth) and internally (saving/storing/transmitting recorded data). Before proceeding to the next fish port for another survey, observations and experiences from the previous survey were noted down and survey reports per port submitted. Photos were also taken during the CSS.

Aside from the actual survey, DAP also gathered data using various methods such as secondary data review, statistical analysis; FGD (for the pre-test and indirect clients); and consultation with statistics and CSS experts.

## **4. Data Consolidation, Cleaning and Analysis**

From August to September 2016, the DAP Survey Team processed data gathered from the CSS. Using the application in the tablet computers and android phones, survey responses were consolidated and downloaded online into a single file converted to MS Excel. CSS information was then subjected to data checks and tests for accuracy of results and analysis. The DAP Survey Team conducted "data cleaning" by looking at responses per respondent for each port, and then trying to categorized answers into specific codes and value fields. This was done to better facilitate data consolidation and later on conversion into different forms (tables, graphs, charts, etc.).



**Productivity and Development Center  
Productivity Development Research Office  
2016 Project Accomplishment Report**

**5. CSS Results Presentation**

Results of the CSS were presented to the PFDA management last 06 October 2016. The presentation was attended by the PFDA General Manager, Dr. Joseph Patrick A. Javier, Assistant General Manager, Atty. Loralie C. Datahan, and other officials and staff. Comments and suggestions given during the presentation were noted, considered and incorporated in the initial draft of the CSS Report.

**6. Submission of CSS Report**

The initial draft of the CSS Report was submitted to PFDA on the second week of October 2016. Comments and additional inputs given were incorporated by the DAP Survey Team in the final CSS Report submitted on the last week of October 2016.

**B. Major Outputs:**

DAP conducted the PFDA CSS Project for nine (9) months commencing on 01 February until 31 October 2016. During that period:

- Four meetings were held between DAP and PFDA
- CSS Survey instrument underwent several revisions (about six times)
- Eight PFDA fish Ports were surveyed by 13 members of the DAP Survey Team
- 168 direct clients of PFDA were surveyed
- 29 indirect clients participated in the FGDs
- Initial draft of the CSS Report submitted with three chapters
- Final CSS Report submitted with six chapters plus Annexes.

**C. Project Impacts:**

The project was able to provide key findings and recommendations for better service delivery and facilities management of PFDA in its eight (8) fish ports. It is hoped that these findings and recommendations will be used by the client (PFDA) in performing its mandate and in making improvements toward the services and facilities it provides to its clients.

Major findings of the CSS are as follows:

1. The overall customer satisfaction rating of the fish ports given by the respondents is 4.0, or very satisfactory. Seven of the eight fish ports got a rating of very satisfactory, while one got a neutral mark. The Iloilo Fish Port Complex was highly rated (4.4), followed by the Sual Fish Port (4.3). Lowest rating was received by the Zamboanga Fish Port Complex with 3.3. The two biggest fish port complexes, General Santos and Navotas obtained very satisfactory marks of 4.0 and 3.9, respectively.
2. In terms of percent distribution of satisfaction rating, 64% gave a rating of 4.0 or very satisfied, while 18% gave a rating of 5 (outstanding/excellent). This gives a net overall satisfaction rating of 82% which is within the range of very satisfactory based on the rating scale used in this study.
3. Overall rating for PFDA services is at 4.01, while for facilities, 3.77. Both ratings are within the very satisfactory level.





Productivity and Development Center  
Productivity Development Research Office  
2016 Project Accomplishment Report

4. The study reveals that 30% of the respondents consider Responsiveness as the most important /ideal service dimension or attribute of the fish ports, followed by cost with 13% of the respondents choosing it; and integrity with 12% of the respondents expressing it. The least important is courtesy with 2% of the respondents citing it. When asked to rate the service dimensions based on their current experience with PFDA, courtesy got the highest overall net satisfaction rating of 79%; followed by integrity with 74% rating, and outcome, 73% rating. Cost got the least satisfaction with 59% rating.
5. Ease of doing business was cited by 41% of the PFDA client - respondents at the eight fish ports as their main reason for giving the satisfaction rating. This was followed by prompt service which was mentioned by 39% of the respondents. Both reasons fall under the service dimension of responsiveness.
6. Low quality service is the main reason for the dissatisfaction rating given by 36% of the respondents; and the next reason for the dissatisfaction rating given by the 29% of the respondents is incomplete/inaccurate service. Both reasons fall under the service dimension of reliability/quality.
7. Twenty-nine percent of the respondents suggested the enhancement in the quality of service rendered, while 24% of the respondents recommended both the improvement in maintenance (e.g. availability of garbage cans) and in garbage management. These suggestions fall under the attributes of Reliability/Quality and Outcome Dimensions.
8. Based on the survey results, the following recommendations were given:
  - a. Review and update the PFDA Citizens Charter
  - b. Institute Quality Management System across all fish ports
  - c. Provide a mechanism to promote compliance to Environmental and Food Safety regulation
  - d. Provide information and explain structure of fees
  - e. Continue the culture of equal treatment among all PFDA clients
  - f. Regular conduct of satisfaction survey
  - g. Beef-up PFDA labor power/staff, and facilities

**D. Lessons Learned:**

During the conduct of the CSS, some lessons were learned that can help improve future conduct of the survey:

1. There should be a complete and clean list of PFDA direct clients coming from the fish ports to be surveyed. It should also be guaranteed that the clients included in the list are active clients as of scheduled survey time so as to avoid getting replacement candidates or incomplete set of respondents.
2. Identified PFDA clients must be informed ahead of time that they were selected as survey respondents. This is to give them ample time to prepare and make themselves available for the survey. There were several cases during this CSS that the respondents identified for the survey were uninformed and had to cancel, or were selected right then and there without any idea of the survey, realizing eventually that they do not have much time for the survey or are busy with their ongoing work while being surveyed.



Productivity and Development Center  
Productivity Development Research Office  
2016 Project Accomplishment Report

3. Actual pretesting of the survey instrument using tablet computers should be done aside from Focus Group Discussion with selected clients. This is to determine early on actual time requirement per survey respondent, as well as technical glitches that needed to be corrected or adjusted before the conduct of the actual survey.
4. There might be also a need to review and further enhance the survey questionnaire/instrument so that shorter interview time will be allotted by both interviewer and respondents.

#### IV. Attachments

Annex A – Certificate of Project Closure (to be attached as soon as client returns signed certificate).

Prepared by:

  
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Noted/Approved by:

  
ARNEL D. ABANTO  
Center Head

#### Notes:

1. Project details on Section I-III can be generated thru PMIS based on PMs Inputs
2. Project Managers are required to accomplish Section IV & provide Section V to reflect results of project implementation
3. Project Managers can update/adjust the pre-filled sections(I-III) based on actual data