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Client Satisfaction Survey On The Services Of Philippine Information Agency

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Chapter 1

THE PROBLEM AND ITS BACKGROUND

Background of the Study

Communication is an integral part of any organization or institution. In Public Administration, it serves as a tool to convey transparency in the activities, programs, and projects of the government for accountability purposes. With the emergence of digital technology, information became easily accessible to the public in a fast-paced environment.

United Nations defined communication for development, otherwise known as development communication, as stressing the need to support two-way communication systems that enable dialogue and that allow communities to speak out, express their aspirations and concerns and participate in the decisions that relate to their development. It is also a social process based on dialogue using a broad range of tools and methods. It is also about seeking change at different levels, including listening, building trust, sharing knowledge and skills, building policies, debating, and learning for sustained and meaningful change. It is not public relations nor corporate communication.

United States Agency for International Development (USAID) uses the method called “P-process” for its strategic communication activities related to developing communities. It is a framework designed to guide to communication professionals as they develop strategic communication programs. This step-by-step road map leads communication professionals from loosely defined concept about changing behavior to a strategic and participatory program with a measurable impact on the intended audience. It involves the process of analysis, strategic design, development and testing, implementation and monitoring, and evaluation and replanning.

Many African Governments recognized that Information and Communications Technologies (ICT) can be used to meet the goals of their various visions and the Millennium Development Goals on poverty reduction. The African Governments realized the importance of ICT on poverty reduction; hence they have formulated National ICT Policies. With the uptake of mobile for development and Information and Communication Technologies for Development, the dominance and prevalence of innovations, incubations of ideas in developing countries is on the upsurge. (Amuomo, 2017)

In the Philippines, the very first definition of development communication (DevCom) was articulated in 1971 by Nora Cruz Quebral. Since then, DevCom has continually flourished in the Philippines and its Asian neighbors as a field of study and practice. Quebral, a Filipina, is now widely recognized as one of the pillars and leading scholars of DevCom in Asia and the whole world. (Daya, 2019) Quebral defines development communication as “the art and science of human communication applied to the speedy transformation of a country and the mass of its people from poverty to a dynamic state of economic growth that makes possible greater social equality and the larger fulfillment of the human potential.” DevCom requires creativity in communicating messages through the use of various communication media and materials; the aesthetic aspect is an important consideration in communication because first you have to gain the attraction and attention of your learner or your audience before he or she decides to read or listen to your message.

Development communication is a social science. Like other social science fields, it uses the scientific method to enrich its own field through research where theories and principles can be derived and applied to development problems. Furthermore, it applies systematic methods in making decisions and planning how to effectively carry out communication interventions.

On December 24, 1986, President Corazon Aquino issued Executive Order No. 100 creating Philippine Information Agency, the official development communication arm of the government. It is mandated to disseminate information about government programs, projects, and services to the Filipino public, with the final goal of improving their quality of life, thus empowering them to participate in the country's democratic processes. Its mission declares that the PIA is committed to provide a national mechanism for the free flow of timely, accurate, and relevant information to enhance people's capabilities in decision-making and identification of opportunities for growth and development; and promote people's participation in democratic process.

It is under the Presidential Communication Office (PCO), the lead communications arm of the government, and the primary source of the Administration's messages. PCO's mission is to provide accurate information, education and communications materials on government initiatives in partnership with key stakeholders, to effectively communicate and disseminate information regarding the policies, priority programs and projects of the Administration through appropriate media, and to develop and manage the strategic communications of the President and the Administration to ensure a whole-of-government approach through the implementation of unified messaging.

To date, the Philippine Information Agency is the only government information network that can reach the grassroots—spanning 17 regional offices and 78 provincial information centers. It caters to agencies under the Office of the President, national government agencies, local government units, government owned and controlled corporations, government financial institutions, special inter-agency committees/councils and government task forces, among others.

The Philippine Information Agency through its Policy and Communication Research Division (PCRD) conducts a yearly Client Satisfaction Survey for its clients all over the country. Each regional office is tasked to identify respondents in the provinces it covers. However, due to budgetary limitations it only accommodates a total of 550 respondents from the population.

Moreover, the Department of Budget and Management, in November 2022 issued Department Order No. 33, series of 2022 stating the Internal Guidelines on the grant of the Fiscal Year 2022 Performance Based-Bonus. It is stated in the order that to become illegible for the grant of the FY 2022 PBB, the Department must be able to a) satisfy the criteria and conditions set under the four dimensions of accountability namely, Performance

Results, Process Results, Financial Results, and Citizen or Client Satisfaction Results; b) attain a total score of at least 70 points; and c) achieve at least a rating of 4 for at least three (3) criteria, based on the PBB Scoring System.

Hence, a Client Satisfaction Survey is a requirement in every government agency to be submitted every first month of the year following the evaluation period to provide additional incentives to employees in the specified organization.

A customer satisfaction survey is one of the most basic studies a business can implement. It is an important key-performance indicator every business or organization should measure. That is because 89% of consumers are more likely to make another purchase after a positive customer service experience. (Rodgers, 2023)

Additionally, gathering feedback more often from customers through transactional customer satisfaction surveys enables companies to make better decisions along the way to improve customer satisfaction, keep customers happy and hopefully achieve greater long-term loyalty. (Walker, 2023)

There are innumerable texts on the factors which lead to success in deploying Quality Management, and consensus is widespread. This include the a) senior management commitment which is the most important success factor from almost all the research; b) strategic alignment and customer focus, this allows for the organization to derive maximum benefits from improvement activities by ensuring they are working on the things that matter most; c) widespread engagement, which put simply, means the more people actively working on this the better; d) good infrastructure and support, essentially resources need to be available in the right place, time and quality to allow for effective execution. This includes people, money, training, and expertise; e) learning where in the whole system needs to focus on generating continual learning as well as continual improvement; f) good measurement and recognition systems to establish success there is a need to measure, and to maintain commitment there is a need to recognize effort and results; and g) communication is the lifeblood of any Quality Management system. Effective, two-way dialogue allows the organization to evolve and priorities to be reviewed and addressed. (Knowles, 2014)

Although feedback is only a part of the whole transformative process, it is crucial both in decision-making practiced by the Philippine Information Agency leaders and promoting good relationship with the public who is the heart of public service.

This research seeks to identify the satisfaction of the clients of Philippine Information Agency in the province of Tarlac not only with the end goal of complying to the requirements of DBM Department Order No. 33, 2022 but more importantly, with the purpose to lead Tarlac Information Center employees improve its services. Services include Awareness-raising Activity for a Specific Advocacy/Program/Project, Media Relations, Radio/TV/Online Program and Radio/TV/Online Guesting, Events Management, and Technical Assistance to a Specific Program/Project. Also, it aims to fulfill the process of promoting quality in the services of government offices guided by the International Organization for Standardization or ISO 9001:2015 adapted by the agency.

Therefore, the researcher, as an employee of the Philippine Information Agency supplies her the capacity and authority in conducting the study.

Statement of the Problem

This study evaluated the satisfaction of Local Government Units on the services of Philippine Information Agency.

Specifically, the research answered the following questions:

1. How is the client satisfaction on the Services of Philippine Information Agency be described and evaluated along with:
 - 1.1 Awareness-raising Activity for a Specific Advocacy/Program/Project
 - 1.2 Media Relations
 - 1.3 Radio/TV/Online Program and Radio/TV/Online Guesting
 - 1.4 Events Management
 - 1.5 Technical Assistance to a Specific Program/Project
2. What are the problem/s clients encountered in availing the services of PIA?

3. What measures can be proposed to enhance the client satisfaction on the Services of Philippine Information Agency?
4. What are the implications of the study to Public Administration?

Significance of the Study

The findings of study will be beneficial to the Philippine Information Agency, to Local Government Units--its clients, to students of Public Administration, and to the researcher.

To the Philippine Information Agency, this research provided evidence-based solutions to the issues encountered by its clientele through a client satisfaction survey, which will pave way to retain its best practices, and improve its existing services. The client satisfaction survey included five areas to be evaluated such as Reliability, Responsiveness, Assurance, Empathy, and Tangibles. It specified the problems clients have experienced in availing the services of the agency as well as the measures that can be taken into consideration to fulfill its mandate in extending public service. Furthermore, this research can be a future reference for other Philippine Information Agency offices in the province for their own conduct of their province-wide client satisfaction survey.

To the Local Government Units, this research will bring more collaborations with the Philippine Information Agency and its partner organizations relative to the needs and demands of communicating to the public. This, in effect, will also lead to improved services rendered upon their request as it will transpire conversations on upgrading and enhancing the services of a national agency who will be utilizing its funds to extend its services. More so, this research provided information on other services being accommodated by the Philippine Information Agency as the official development communication arm of the government. Awareness of this services will enable them to maximize their full potential as Local Government Units. This will help them shift from the traditional forms of communication to riding with the trend of digital technology since many people are now present online. The best practices that can be seen in this research may be adopted in their communication strategies in various fields such as agriculture, health, science, disaster risk and reduction management, and many others.

To the Clients, this research served as a platform to voice out their concerns both positively and negatively to encourage improvements in the services of Philippine Information Agency. This research considered their experiences, thoughts, and suggestions to improve the way they avail the services of the agency. This will better client experience and heighten recommendation of the agency to other peers due to its valuable service. This research will likewise improve their quality of life with the correct information they consume through the initiatives of the agency. This research can be an avenue for growth not only in the provincial level but also in the municipal level through its evident service to the people.

To the Students of Public Administration, this paper supplemented knowledge on the role of development communication in public administration as well as identify their possible partner in this field. This study will expound their existing knowledge on the essence of freedom of information in assuring accountability and transparency. This will help them recognize the importance of communicating to the public the initiatives of the government from the beginning of the process to the end. This will also supply them with the necessary steps in conducting their own client satisfaction survey in the future as future public servants.

To the Researcher, this research will help her address the concerns raised by the respondents as an employee of the Philippine Information Agency. This research looked closely to their clients hence making them capable of aiding change. This recognizes that there is always a room for improvement in the services they render every day. This will help the researcher to become a catalyst for growth and change in their agency. It will debunked the idea of lack of growth the government service and instead push for a continuous improvement for service quality. This likewise will help the researcher to reach out to the top management to take action to the problems clients encounter on a day to day basis. It is imperative because after all public office is a public trust. It is the duty of public servants to give the best service the people deserve with the money they put through taxes,

Scope and Delimitation of the Study

The study evaluated the satisfaction of Local Government Units (LGUs) in the province of Tarlac on the services provided by the Philippine Information Agency, particularly on the services they have availed such as Awareness-raising Activity for a Specific Advocacy/Program/Project, Media Relations, Radio/TV/Online Program and Radio/TV/Online Guesting, Events Management, and Technical Assistance to a Specific

Program/Project, and identify the problems clients encountered in availing the services of Philippine Information Agency and recommendations for Philippine Information Agency. This will cover the services they availed from January 2022 to December 2022.

Literature Review and Related Studies

The concepts and literature pertinent to the subject are presented in this area. It also provides the theoretical and conceptual foundation, as well as relevant studies.

Awareness-raising Activity

Advocacy campaigns and awareness raising activities in the Philippines emerged along with the digital media. Nowadays, Local Government leaders may accessibly share their message about a campaign through video messages or social media posts. Social media applications are slowly diffusing across all levels of government. The organizational dynamics underlying adoption and use decisions follow a process similar to that for previous waves of new information and communication technologies. (Mergel, I. and Bretschneider, S. I., 2013). In addition, digital tools allow for fast feedback from supporters, rapid surges in mobilization, and more decentralized campaigns. Importantly, in the digital era, organization must decide not only which digital platforms to use, but also whether to devolve decision-making to their supporters. (Hall, et al, 2020)

Research in the past decade has highlighted the importance of government-led awareness initiatives in shaping public policies and societal behaviors. The works of scholars like Collins and Davis (2015) have emphasized the role of government communication strategies in promoting public awareness and engagement. Their studies shed light on how effective communication can lead to better-informed citizens and improved civic participation.

Moreover, recent literature by Kumar and Rajagopal (2019) explored the impact of government-sponsored health awareness campaigns on disease prevention and public health outcomes. These studies underscore the significance of well-designed and targeted awareness programs in influencing health-related behaviors and reducing the burden on healthcare systems.

Environmental awareness has also been a focal point, with studies by Jones and Smith (2017) highlighting the government's role in fostering environmental consciousness through policies and awareness campaigns. Their research underscores the importance of governmental involvement in promoting sustainable practices and raising awareness about environmental issues among the public.

On the contrary, in terms of a much more complicated topic on health particularly palliative care, public awareness campaigns require significant funding and may not be effective. Public awareness campaigns are as follow: organized communication activities designed to raise awareness, induce behavior change, and improve quality outcomes for individuals and populations. (Seymour, 2018)

In the field of environment, participatory video was seen as a tool for raising awareness about climate change. Young people regularly face great hurdles to get their voices heard, while research and practice in the disaster and climate change community commonly represent young people as passive victims requiring protection. Consequently, their capacities to inform decision-making processes, communicate risks to their communities and take direct action to reduce risks have been neglected. Producing videos enabled youth groups to research, document and raise awareness of disaster risk, and use screening events to mobilise and advocate for risk reduction measures in their communities. It is effective tool for empowering young people to raise important issues with decision-makers and advocate change on behalf of their communities. (Haynes and Tanner, 2015).

Raising awareness of the Sustainable Development Goals (SDGs) in Universities is crucial not only for their implementation but also for future innovations as the SDGs could be a basis of inspiration and motivation for the young scientists in search for solutions. Ecological Projects' implementation and presentation sufficiently raised awareness of the Sustainable Development Goals. (Manolis and Manoli, 2021)

Media Relations

Recent literature has highlighted the evolving landscape of media relations within government communication strategies. The Excellence Theory proposed by Grunig and Hunt (1984) continues to serve as a foundational framework, emphasizing the importance of fostering mutually beneficial relationships between

government entities and the media. Recent studies by L'Etang and Pieczka (2015) delve into the ethical dimensions of government media relations, focusing on transparency and accountability to maintain public trust.

Cities appear to be taking steps toward more open government, with more interactive platforms. The rapid adoption of social networks by governments is remarkable. Within the span of only two years, adoption among the largest United States of America cities increased as much as six times over for some social media. And, most local governments allow comments to be posted and include policy content in their social network sites. Open data portals are less common, but a handful of local governments are forging ahead. (Mossberger and Crawford, 2013).

Political communication is a precondition of democracy, and democracy depends heavily on the infrastructure of the media system. The media and mediated communication are of central relevance for contemporary societies due to their decisive influence on, and consequences for, political institutions, political actors, and individual citizens. Political actors have learnt to accept that their behavior to a significant extent is influenced by the rules of the game set by the mass media. Politicians have grown to rely on the mass media for gauging public opinion (using media coverage as a proxy for public sentiments), and for generating attention, acceptance, and legitimation of their actions (using media channels for public presentation of politics). (Kriesi, et al, 2013)

Social media applications are extending the information and communication technology landscape in the public sector and are used to increase government transparency, participation and collaboration in the U.S. federal government. The success, impact and performance of these new forms of bi-directional and networked interactions can provide insights to understand compliance with the mandate of the Open Government Initiative. Many government agencies are experimenting with the use of social media, however very few actively measure the impact of their digital interactions. (Mergel, 2013)

Moreover, scholars like Chadwick (2017) have explored the impact of social media on government communication, emphasizing its role in shaping public discourse and citizen engagement. Additionally, studies by Zheng and Wu (2020) highlight the integration of traditional and digital media in government communication strategies, emphasizing the need for a cohesive and adaptive approach to media relations.

Empirical studies conducted within this timeframe have provided insights into the effectiveness of media relations in government contexts. For instance, research by Smith and Johnson (2016) assessed the impact of media engagement strategies on public perception of government policies. Their findings demonstrated a positive correlation between proactive media interaction and increased public understanding and support for government initiatives.

Similarly, studies by Lee et al. (2018) investigated the role of media relations during crises faced by government agencies, highlighting the crucial role of effective communication through media channels in managing and mitigating crises while maintaining public trust.

Furthermore, recent research by Wang and Chen (2021) delved into the efficacy of government communication through social media platforms, showcasing how government agencies utilizing social media effectively engaged citizens and disseminated information during emergencies and public events.

In Tunisia, the government and the media has still not formed a relationship that fully recognizes freedom of information. After the Ben Ali regime the arbitrary practices of authoritarian rule had not been eradicated and the media was still seen as a weapon in a political struggle, rather than as an essential vehicle of public participation in the construction of a new political order. (Joffé, 2014)

Radio, Television, and Online Programs

Scholars have highlighted the enduring relevance of radio in government communication strategies. Works such as McLeish's (2018) analysis underscore radio's historical role as a tool for government messaging, particularly in remote or rural areas where access to other mediums might be limited. Smith et al. (2014) delve into the efficacy of radio programs in disseminating government initiatives, emphasizing its ability to reach diverse populations effectively. Moreover, studies by Rodriguez and Gomez (2019) showcase the impact of radio in delivering crucial health-related information to communities, highlighting its effectiveness in public service announcements and emergency broadcasts.

Television remains a cornerstone in government communication efforts. Johnson and White (2017) discuss how television serves as a platform for conveying policy information and shaping public perceptions about governmental initiatives. Additionally, Corner and Richardson (2016) explore the influence of televised government campaigns on societal norms and public opinion, showcasing television's ability to impact public attitudes toward governance and policies. Television's visual nature and wide audience reach have positioned it as a crucial medium for governmental communication strategies, enabling authorities to engage with citizens on a mass scale.

The advent of online programs has revolutionized government communication. Brown and Davis (2019) discuss the increasing prominence of online platforms in governmental outreach, citing their interactive nature and potential for engaging diverse audiences. Jenkins (2017) highlights the participatory culture fostered by online platforms, enabling citizens to engage actively in governance, contributing to policy discussions, and accessing government services. Furthermore, studies by Wang and Kim (2021) showcase how governments leverage online programs for citizen engagement, fostering interactive dialogues and soliciting feedback, thereby enhancing transparency and accountability.

Scholars, such as Zheng and Wu (2020), advocate for the integration of traditional mediums like radio and television with digital platforms to create comprehensive government communication strategies. This integration allows for broader audience outreach, tailored messaging, and interactive engagement across diverse demographics. Understanding the unique strengths of each medium and strategically utilizing them in conjunction can amplify the impact of government communication efforts, ensuring effective dissemination of information and fostering meaningful citizen engagement in governance.

Order fulfilment, ease of return, responsiveness are contributors to satisfaction. Also, customer satisfaction contributes to repurchase intention and word of mouth. (Pham and Ahammad, 2017). In their study Antecedents and Consequences of Online Customer Satisfaction: A Holistic Process Perspective, which examined the determinants and consequences of online customer satisfaction by considering the entire online shopping experience, they found evidence that post online purchase experiences including experiences with order fulfilment, ease of return and responsiveness of customer service are the most significant contributors to online

customer satisfaction. The effect of website appearance on customer satisfaction is not significant. Moreover, online customer satisfaction leads to repurchase intention, and a likelihood of making positive recommendations to others.

Meanwhile, in *New Public Management and Citizens' Perceptions of Local Service Efficiency, Responsiveness, Equity and Effectiveness*, which examine the relationship between a range of new public management practices and citizens' perceptions of service efficiency, responsiveness, equity and effectiveness in English local governments, findings revealed that public-private relationships have a negative relationship with citizens' perceptions of all four dimensions of local service performance, but an entrepreneurial strategic orientation exhibits a positive association with all four. Performance management is also likely to positively influence rather than negatively influencing citizens' perceptions of local public services. (Andrews and Van de Walle, 2013)

Events Management

In terms of access and facilities as a key to customer loyalty, in the study *Influence of Facilities on Customer Patronage among Selected Hotels in Southwest, Nigeria*, findings showed that quality of facilities is positive and significantly related to customer patronage of hotels. (Patrick, et al., 2019). In particular, customer patronage is a function of the good access road, constant electricity, constant water supply, basic security facilities and convenient parking space. Furthermore, e-governance has been a tool for communication in the public sector. *E-government in Nigeria: Progress and Prospects*, revealed that Nigeria's e-government performance has been a mix of failure and success over the years. Factors responsible for this include reduced budgetary allocation for Information and Communications Technology, power failure, infrastructure challenge, digital divide, etc. (Abdulkareem and Ishola, 2016)

In the review of Bakhtiyari (2019) Customer Satisfaction Measurement was defined as a process of obtaining data which gives information about the level of satisfaction of a customer about a service. This tool uses questionnaires to gather information about customers' level of satisfaction as regards their service experience. It also involves structured survey questions where customers evaluate their levels of satisfaction using predetermined scales or open-ended questions containing information about the different areas of satisfaction related to the service(s) provided. Customer satisfaction measurement is not only applied in the

commercial sector. Government agencies also use this tool to assess their performance as well as improve their quality of service. Public services which are noted for using this tool include health and transport industries. Despite this tool been common, some sectors of government have yet to utilize this valuable apparatus.

Linkages between service quality, customer satisfaction and customer loyalty of Arora and Nurula (2018) studied the models having linkages between service quality, customer satisfaction and customer loyalty and summarize these models to have some ideas for future research on the basis of critical analysis of the available literature. The review of various models revealed that service quality is dependent on many factors, including service setting, situation, time, etc. Further, service quality has positive impact on customer satisfaction and customer loyalty. It also developed a linkage between service quality, customer satisfaction and customer loyalty and came out with direct and indirect effects of service quality on customer loyalty through customer satisfaction.

Technical Assistance to Programs

Having its origin in public administration, trustworthiness is a significant concept in digital government research, influencing the relationships between citizens and governments. (Janssen, et al., 2018) In Trustworthiness of digital government services: deriving a comprehensive theory through interpretive structural modelling, findings revealed that current conceptualizations of digital government trustworthiness take a too narrow view. Robinson et al. (2013) found various individual factors such as political attitude to have substantive impacts on trust in administrative agencies and argue that although these are seldom measured in public administration research, their significant influence makes their inclusion in further research important.

Quality management system (QMS) provides generic guidance and requirements for establishing an appropriate quality management procedure, in order to lower cost, increase productivity, customer's satisfaction, and market share in the organizations since the last two-decade. (Neyestani, 2016) Findings have shown that the implementation of QMS can be affected mostly on customer's satisfaction, followed by cost, and time respectively, while minimum effectiveness of QMS was on scope (quality) through QMS implementation in construction projects in Metro Manila.

On the other hand, (Artawan, et. al, 2020) on the Effect of Service Quality to Build Taxpayer Trust and Satisfaction on Increasing Taxpayer Compliance in Gianyar Regency, revealed that while service quality fails to directly affect taxpayer compliance, service quality can affect trust, trust affects taxpayer satisfaction, and

taxpayer satisfaction affects taxpayer compliance. The quality built by the manager of the tax sector should be led to the creation of greater trust and satisfaction to increase taxpayer compliance. Taxpayer compliance is inseparable from the role of the Government in responding to the wishes of taxpayers for public satisfaction as taxpayers for service delivery. So that public compliance with paying taxes (Jaya et al., 2017; Walsh, 2012) in addition to satisfaction with services, public trust in the government and legal system would encourage the willingness of taxpayers to pay taxes if the funds obtained from tax expenditures are distributed evenly to finance all the needs and management of the country. (Winda, 2016). This is contrary to research conducted by Thondro (2018) which shows that trust in government agencies does not tend to have an impact on tax morale.

Problems Encountered in Availing Government Service

Government establishments are always visited by the citizens to transact businesses and avail services, requests for issuance of documents and other important matters. The government exists for its citizens, to protect and to foster the general welfare and rights of the general public (Pañares and Abocejo, 2019). It works for the benefit of its citizens without any intention to abuse power (Evangelio and Abocejo, 2015) and exploit personal motives. Given the important role of the government, one who is working and compensated by the estate must have the heart for the people (Andaya and Abocejo, 2019), passion to serve and a high sense of accountability. Evaluation is important to gauge the strengths, weaknesses, and effectiveness of any activity. (Lorenzo, 2016)

Clients were very satisfied with assessment services with no significant difference when grouped into income classes. However, there were significant differences in frontline services, service quality, physical setup, and basic facilities. While when grouped as to land area, there was a significant difference across all areas. (Kumar, 2014).

Studies such as (Santos and Reyes, 2017) in the Philippine banking sector have highlighted issues related to lengthy processing times for transactions, complicated account management procedures, and inadequate customer service. Reyes and Garcia (2019) focused on healthcare, revealing concerns about long waiting times, accessibility to healthcare facilities, and the perceived quality of medical services.

Moreover, (Cruz and Martinez, 2018) explored client satisfaction in government services, uncovering challenges related to bureaucratic processes, lack of responsiveness, and inefficiencies in service delivery faced by citizens dealing with government agencies.

Empirical studies conducted in the Philippines further delineate the specific problems encountered by clients across different industries. For instance, (Dela Cruz et al., 2020) identified issues in the telecommunications sector, such as network connectivity problems, billing inaccuracies, and poor customer service response to queries or complaints.

Similarly, (Tan and Gomez, 2019) highlighted concerns in the education sector, including inadequate facilities, insufficient learning resources, and challenges in faculty-student communication and support.

Furthermore, Fernandez and Santos (2016) conducted a cross-industry analysis, revealing common issues across sectors such as unmet customer expectations, lack of personalized services, and difficulties in obtaining timely assistance or information from service providers.

Bigdata is a potential instrument to transform traditional governance into smart governance. (Sarker, et al, 2018) In their study on the application of big data for the transformation of traditional public administration to modern and smart public administration, they argued that the application of big data for smart governance in the public sector can increase the efficiency of the public agencies fastest public service delivery, enhancing transparency, reducing public hassle and helping to the become a smart agency. They further argued that implementation of big data for smart governance has a significant role in timely, error-free, appropriate, and cost-effective service delivery to citizens which leads to the sustainable economic development of a country. The findings suggest that every public-sector agency should be brought under smart governance which should be fully promoted under big data technologies for easy access, transparent and accountable, and hassle-free public agencies. While this may be an effective tool for improving Customer Satisfaction, in the paper on the Effectiveness of the Computer and Internet Literacy Project in Public High Schools of Tarlac Province, Philippines, the researcher revealed that schools encountered problems in project implementation including hardware failure, difficulty on the use of software package, lack of follow-up on capability building, no available internet connection, limited access to the laboratory, and lack of repair/maintenance of the equipment in the laboratory. (Lorenzo, 2016)

The efficiency of public administration can be enhanced through innovation and e-government, whereby it can provide better services and respond to demands for transparency and accountability. E-government can help governments go-green and promote effective natural resource management, as well as stimulate economic growth and promote social inclusion, particularly to the disadvantaged and vulnerable groups. Further, E-governance is at its early stage in the developing world and facing challenges mainly at the implementation phase. (Shaikh, 2016)

Clearly, definitions of quality management system and how it affects client satisfaction vary from different field. Also, the study being conducted annually by the Philippine Information Agency’s PCRD evaluates client satisfaction in all the regions of the country for submission to the Department of Budget and Management. In the whole country it involves a sample of about 550 respondents representing national and local government agencies. This study will focus solely in the province of Tarlac to further the services of Philippine Information Agency Tarlac otherwise known as Tarlac Information Center.

Conceptual Framework

As central focus of this framework comprises of the topic which pertains on the client satisfaction on the services of Philippine Information Agency in the Province of Tarlac. Thus, description and evaluation of how the participating local government unit offices will be done in this research based on their availment of the service of the agency. Hence, this research will address the issues and concerns of the respondents in having transactions with the organization to create stringent actions.

| | | |
|--|--|---|
| <p>Input</p> <ul style="list-style-type: none"> • Description and Evaluation of the Local Government Unit on the Services of Philippine Information Agency particularly on: <ul style="list-style-type: none"> -Awareness-raising Activity for a Specific Advocacy/Program/Project -Media Relations -Radio/TV/Online Program | <p>Process:</p> <ul style="list-style-type: none"> • Accomplishment of Client Satisfaction Survey of the respondents from the 17 municipalities and one City • Interview with the respondents to verify their claims as written in the Client Satisfaction Survey | <p>Output:</p> <ul style="list-style-type: none"> • Measures for Service Improvement • Implications of the study to Public Administration. |
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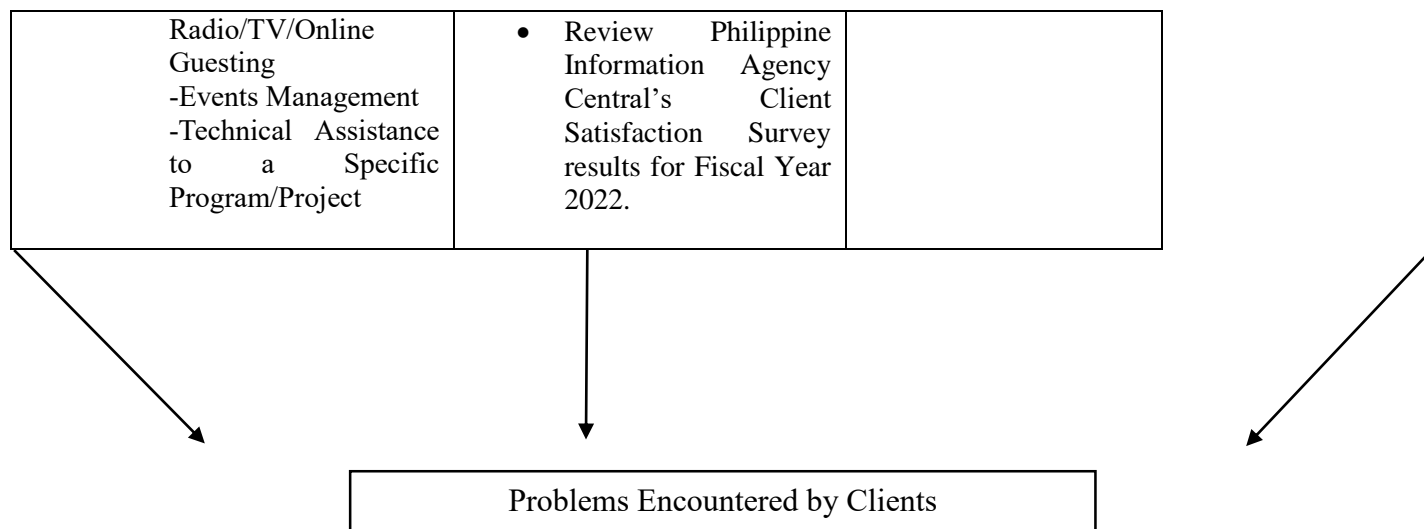


Fig. 1 Paradigm of the Study

Chapter 2

METHODOLOGY

This chapter outlines the research methodologies utilized, the study's locale, data collection methods, research tools or instruments, and statistical treatments required for data collection.

Research Design

The researcher conducted a quantitative descriptive research to achieve the primary goal of the study. A descriptive study's purpose is to identify a population, circumstance, or occurrence correctly and methodically. The study is an analysis of how contented participating local government unit employees in the province of Tarlac are with the services of the Philippine Information Agency. It identified the issues that are preventing them from using the agency's services and urge them to submit feedback. The questionnaire for the study is adopted from the SERVQUAL Model which was introduced in the study of Parasuraman, Zeithaml, and Berry in 1985. It is the approach government offices to measure the satisfaction of their clients on their services.

Locale of the Study

The research was carried out in the participating local government units of Tarlac Province. Tarlac is a Philippine province located in Region 3, otherwise known as Central Luzon. The province is divided into three congressional districts. District 1 comprises of the municipalities of San Manuel, Moncada, Anao, Paniqui,

Ramos, Pura, San Clemente, Camiling, Mayantoc and Sta. Ignacia. District 2 covers the municipalities of San Jose, Gerona, Victoria, and the city of Tarlac. District 3 spans in the municipalities of Bamban, Capas, Concepcion, and La Paz. In total it is broken down into 17 municipalities and one component city, Tarlac City, which serves as the province’s capital.

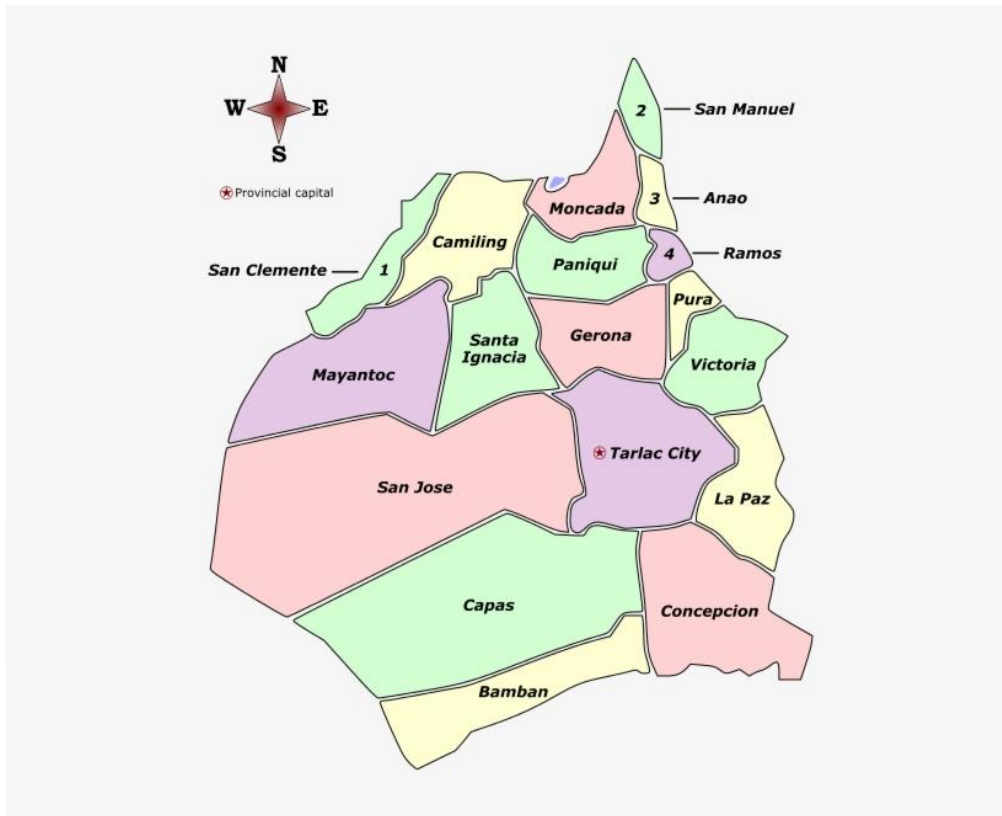


Figure 2. Map, Province of Tarlac

Sampling Design

Purposive sampling was utilized in the study upon identifying the respondents. This type of sampling technique is a non-probability type which selects respondents suiting the criteria needed by the researcher. In this case, the respondents of the study included government employees from local government unit offices who have availed of the services offered by the Philippine Information Agency such as Awareness-raising Activity for a Specific Advocacy, Program, or Project; Media Relations; Radio or TV or Online Program and Radio or TV or Online Guesting, Events Management, and Technical Assistance to a Specific Program or Project.

Respondents of the Study

The respondents of the study was composed of 126 government employees, from the local government units of the 17 municipalities and one component city, who have partnered with Philippine Information Agency for their events, press conferences, advocacy and campaign programs. Each local government unit provided seven (7) respondents for the study. These respondents have direct involvement in the activities led or participated by the Philippine Information Agency.

| LGU OFFICES | TOTAL NUMBER OF RESPONDENTS |
|---|------------------------------------|
| Information Offices/Social Media Managers/Photographers/Videographers | 90 |
| Negosyo Center Business Counselors | 18 |
| Municipal Science and Technology Coordinators | 18 |
| TOTAL NUMBER OF RESPONDENTS | 126 |

Data Gathering Procedure

By means of data collection method, the researcher utilized three instruments, which are survey questionnaire, interview, and documentary analysis.

Survey Questionnaire. The researcher provided questionnaires that may aid in providing a solution to the study's list of concerns. Respondents were required to tick off and write down their responses on the questionnaire provided by the researcher. The researcher adapted the SERVQUAL Model, a prominent approach in determining the quality of public services. It includes five components namely tangibility, reliability, responsiveness, empathy, and assurance.

Interview. The researcher conducted interviews to the respondents to verify the supplemented information in the questionnaires provided. This is employed in order to assure respondents have finished and filled in every space in the questionnaires.

Documentary Analysis. The researcher maximized this tool to seek reference regarding the client satisfaction surveys previously conducted. The researcher acquired a copy of the Philippine Information Agency Client Satisfaction Survey for Fiscal Year 2022.

Data Analysis

The researcher's collected data were be tabulated and arranged into tables to create a compelling presentation of findings. As a result, it will be subjected to the following statistical treatments:

Frequency. The frequency of a data value in statistics is the number of occurrences of the following predetermined problems and suggestive measures has been met by the respondents.

Percentage. It is computed for data visualization in order to demonstrate the scope of analysis among respondents based on the calculation of their rating on the problems encountered.

Mean. It is being determined by dividing the sum of all observations with the total number of observations.

The following formula will be used in order to present the response options of the respondents and corresponding value will be assigned to get the weighted mean of each item. The formula that will be used is as follow:

$$\text{Weighted mean} = \frac{f(3) + f(2) + f(1)}{N}$$

Where 5,4,3,2,1 = corresponding value

F = frequency of each response options

N = total number of respondents

In this study, the researchers utilized 5-point scale to assess the client satisfaction on the service of Philippine Information Agency of the participating national and local government agencies and local government units in the Province of Tarlac.

Likert Scale. The five-point rating scale will be used to evaluate and interpret the result of the study on the client satisfaction on the service of Philippine Information Agency of the participating national and local government agencies and local government units in the Province of Tarlac.

| <i>Rubric</i> | | |
|----------------------|----------------------------|------------------------------------|
| <i>Mean Interval</i> | <i>Response</i> | <i>Adjectival Description</i> |
| 4.50 - 5.00 | Strongly Agree | Very Satisfied |
| 3.50 - 4.49 | Agree | Satisfied |
| 2.50 - 3.49 | Neither Agree nor Disagree | Neither Satisfied nor Dissatisfied |
| 1.50 - 2.49 | Disagree | Dissatisfied |
| 1.00 - 1.49 | Strongly Disagree | Strongly Dissatisfied |

Figure 3. Rubric, Basis for Satisfaction Rate

Ethical Consideration

The researcher will ensure that responses and participants will be adequately briefed and are aware of the study's objectives. Respondents can choose whether to expose their names and personal information along with assurances from the researcher regarding the safety and well-being of the respondents while collecting data. Furthermore, the information to be acquired will be managed with the utmost consent and confidentiality and will only be used for academic purposes. As stated in Section 8 of the Data Privacy Act of 2012, which emphasizes the importance of maintaining the confidentiality of personal information that always comes into its knowledge and possession, it is necessary to take intentional steps to protect that information.



Chapter 3

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

Philippine Information Agency as the official development communication arm of the national government plays a pivotal role in disseminating information and stories of progress and development initiated by local government units. Information which empowers citizens to create better decisions and build trust to the government. The researcher initiated this study to aid improvement in the services they render to the Tarlaqueños and Filipino people as a whole.

1. Evaluation of Services

A total of 126 Local Government Unit employees evaluated the five services of Philippine Information Agency based on Reliability, Responsiveness, Assurance, Empathy, and Tangibles. Reliability has five parameters, Responsiveness has four parameters, Assurance has four parameters, Empathy has five parameters, and Tangibles has four parameters. In total, the clients rated 22 parameters in the provided Client Satisfaction Survey.

1.1. Awareness-raising Activity for a Specific Advocacy/Program/Project

Philippine Information Agency leads awareness-raising activities for a specific advocacy in the various municipalities of Tarlac. An example of this is every nutrition month, a municipality is chosen to host a nutrition-related activity which engages the people to join and participate in pushing forward the ultimate goal of an event. In this area, Philippine Information Agency clients are very satisfied with the performance of the agency in providing this service with 4.72 overall mean as stated in Table 1.

Table 1
Client Satisfaction in terms of Awareness-raising Activity for a Specific
Advocacy/Program/Project

| Component | Mean | Verbal Description |
|-----------------------|-------------|-----------------------|
| <i>Reliability</i> | 4.79 | <i>Very Satisfied</i> |
| <i>Responsiveness</i> | 4.88 | <i>Very Satisfied</i> |
| <i>Assurance</i> | 4.97 | <i>Very Satisfied</i> |
| <i>Empathy</i> | 4.85 | <i>Very Satisfied</i> |
| <i>Tangibles</i> | 4.11 | <i>Very Satisfied</i> |
| Overall Mean | 4.72 | Very Satisfied |

In the Reliability component, the agency performs services right the first time received a mean of 4.89, which indicates the clients are very satisfied in the services they received first time. Meanwhile, the agency provides services within the promised time got a very satisfied mean of 4.81, which means services availed were received in the given period. Likewise, the agency maintains error-free records obtained 4.81 mean which falls under very satisfied noting that accuracy is in place during transactions. Moreover, the agency provides services as promised gained a 4.73 mean, which shows that the agency is true to its words when extending services. Lastly, the agency is dependable in handling clients' service problems earned a mean of 4.73, which demonstrates the capacity of the agency to troubleshoot to the concerns of the clients.

For the Responsiveness component, the agency has willingness to help clients got a mean of 4.95 demonstrating the approachability of the employees. Same goes with the agency shows readiness to respond to clients' enquiries which gained 4.95 mean conveying the capability of the agency to respond to its clients' needs. Further, the agency observes prompt services to its clients earned a 4.84 mean, which shows that the agency values timeliness in giving its services. And, the agency keeps the clients informed about when services will be performed received a 4.78 mean acknowledging that employees have a constant communication with its clients.

In the context of Assurance, employees make clients feel safe in their transactions gained a perfect mean of 5.0, which highlights that the agency's employees establishes trust with its clients. It is followed by employees instill confidence in clients with 4.97 mean, which demonstrates the employees ability to uplift the clients availing the services. While employees are consistently courteous got a 4.95 mean imploring employees always being polite towards clients. Finally, employees have the knowledge to answer client's questions obtained 4.95 mean, which proves the ability of employees to supplement information regarding the services they offer.

Subsequently, Empathy component also received a very satisfied remark. Employees have the clients' best interest at heart acquired garnered 4.89 mean, implying that the agency puts its clients' needs firsthand. Employees understand the need of their clients, also receive a relatively high mean of 4.86 suggesting that clients' requests are acknowledged. Employees give customers individual attention received a mean of 4.84 confirming the warm accommodation of the agency to local government units reaching out to them. More so, the agency has convenient business hours got 4.84 mean establishing that the agency is open during the time clients are also

available. Additionally, employees deal with customers in a caring manner collected 4.81 mean, which demonstrates the pleasant attitude of employees toward the clients.

With regards to Tangibles, employees have a neat, professional appearance earned a 4.78 mean referring that employees follow proper attire guidelines at work. The agency has visually appealing materials associated with service gained a 4.70 mean, which explains the resourcefulness employees embody during the activities. The agency has visually appealing facilities acquired 3.76 mean signifying that facilities of the agency did not reached the highest level of satisfaction. Ultimately, the agency has modern equipment is within the neither satisfied nor dissatisfied threshold with its 3.19 mean.

Assurance received the highest rate with 4.97 mean with a verbal description of very satisfied. It is followed by Responsiveness with 4.88 mean and succeeded by Empathy with 4.85 mean. Also, Reliability falls under very satisfied with 4.79 mean. On the other hand, Tangibles, more specifically in terms of modern equipment and visually appealing facilities, received the lowest mean with 3.19 neither satisfied nor dissatisfied, and 3.76 satisfied, respectively.

1.2. Media Relations

It is the duty of the Philippine Information Agency to connect local government unit offices to the media whenever they seek for greater coverage during an event. Philippine Information Agency holds a directory of the media outfits in the province of Tarlac and disseminates media advisories upon the request of its clients. This linking the local government unit office to the media builds a relationship between the parties to reach its target audience in different forms of media both traditional such as radio, television, and newspaper, and non-traditional such as social media or digital media. In terms of media relations, clients are very satisfied with the services rendered by the agency with an overall mean of 4.87 as seen in Table 2.

Table 2
Client Satisfaction in terms of Media Relations

| Component | Mean | Verbal Description |
|-----------------------|-------------|-----------------------|
| <i>Reliability</i> | 4.95 | <i>Very Satisfied</i> |
| <i>Responsiveness</i> | 4.95 | <i>Very Satisfied</i> |
| <i>Assurance</i> | 4.94 | <i>Very Satisfied</i> |
| <i>Empathy</i> | 4.95 | <i>Very Satisfied</i> |
| <i>Tangibles</i> | 4.53 | <i>Very Satisfied</i> |
| Overall Mean | 4.72 | Very Satisfied |

In the context of the Reliability component, the agency performs services right the first time received a mean of 4.98, which indicates the clients are very satisfied in the services they received first time. Meanwhile, the agency provides services within the promised time got a very satisfied mean of 4.98, which means services availed were received in the given period. Likewise, the agency maintains error-free records obtained 4.95 mean which falls under very satisfied noting that accuracy is in place during transactions. Moreover, the agency provides services as promised gained a 4.93 mean, which shows that the agency is true to its words when extending services. Lastly, the agency is dependable in handling clients' service problems earned a mean of 4.93, which demonstrates the capacity of the agency to troubleshoot to the concerns of the clients.

The agency's Responsiveness component reveals very satisfied ratings across various facets: firstly, the willingness of the agency to assist clients garnered a mean score of 4.98, showcasing the approachability of its employees. Similarly, the agency's adeptness in responding to client inquiries also scored a commendable mean of 4.95, underscoring the agency's ability to cater to its clients' needs promptly. Moreover, the agency received a mean rating of 4.93 for providing prompt services, signifying its emphasis on timely service delivery. Lastly, maintaining clients informed about service schedules garnered a mean rating of 4.93, reflecting the employees' consistent communication with clients regarding service timelines.

With regards to Assurance, employees make clients feel safe in their transactions gained a perfect mean of 4.98, which highlights that the agency's employees establishes trust with its clients. It is followed by employees instill confidence in clients with 4.95 mean, which demonstrates the employees ability to uplift the clients availing the services. While employees are consistently courteous got a 4.91 mean imploring employees always being polite towards clients. Finally, employees have the knowledge to answer client's questions obtained 4.91 mean, which proves the ability of employees to supplement information regarding the services they offer.

In the Empathy component also received a very satisfied remark. Employees have the clients' best interest at heart acquired garnered 5.0 mean, implying that the agency puts its clients' needs firsthand. Employees understand the need of their clients, also receive a relatively high mean of 4.98 suggesting that

clients' requests are acknowledged. Employees give customers individual attention received a mean of 4.95 confirming the warm accommodation of the agency to local government units reaching out to them. More so, the agency has convenient business hours got 4.93 mean establishing that the agency is open during the time clients are also available. Additionally, employees deal with customers in a caring manner collected 4.91 mean, which demonstrates the pleasant attitude of employees toward the clients.

Further, in Tangibles component, employees have a neat, professional appearance earned a 4.95 mean referring that employees follow proper attire guidelines at work. The agency has visually appealing materials associated with service gained a 4.88 mean, which explains the resourcefulness employees embody during the activities. The agency has visually appealing facilities acquired 4.86 mean signifying that facilities of the agency did not reached the highest level of satisfaction. Ultimately, the agency has modern equipment is within the neither satisfied nor dissatisfied threshold with its 3.44 mean.

Reliability, Responsiveness, and Empathy received the same mean with 4.95 which lands in the very satisfied threshold. Assurance comes close with 4.94 mean, still very satisfied. On the contrary, Tangibles received the lowest mean with 4.53 mean but remains to be in the very satisfied scope.

1.3. Radio/TV/Online Program and Radio/TV/Online Guesting

More than building relationship with the media and local government unit offices, Philippine Information Agency bridges the gap between local government units and its constituents through reaching them in the forms of emerging media. Nowadays, one of the most commonly used form of information dissemination is social media more specifically the social networking sites where children and adult are present. With online interviews, webinars, and other related programs, viewers may re-watch or re-visit information they may have missed while doing their day-to-day activities. Moreover, this platform requires a minimal budget as it can be done online. Data showed that clients are very satisfied in this service of the Philippine Information Agency with 4.49 overall mean as seen in Table 3.

Table 3
Client Satisfaction in terms of Radio/TV/Online Program and Radio/TV/Online Guesting

| Component | Mean | Verbal Description |
|-----------------------|-------------|-----------------------|
| <i>Reliability</i> | <i>4.65</i> | <i>Very Satisfied</i> |
| <i>Responsiveness</i> | <i>4.68</i> | <i>Very Satisfied</i> |
| <i>Assurance</i> | <i>4.79</i> | <i>Very Satisfied</i> |

| | | |
|---------------------|-------------|-----------------------|
| <i>Empathy</i> | <i>4.71</i> | <i>Very Satisfied</i> |
| <i>Tangibles</i> | <i>3.65</i> | <i>Satisfied</i> |
| Overall Mean | 4.49 | Very Satisfied |

For the Reliability component, the agency performs services right the first time received a mean of 4.76, which indicates the clients are very satisfied in the services they received first time. Meanwhile, the agency provides services within the promised time got a very satisfied mean of 4.65, which means services availed were received in the given period. Likewise, the agency maintains error-free records obtained 4.65 mean which falls under very satisfied noting that accuracy is in place during transactions. Moreover, the agency provides services as promised gained a 4.59 mean, which shows that the agency is true to its words when extending services. Lastly, the agency is dependable in handling clients' service problems earned a mean of 4.59, which demonstrates the capacity of the agency to troubleshoot to the concerns of the clients.

Regarding the Responsiveness aspect, the agency's willingness to assist clients scored an average of 4.71, illustrating the approachability of its employees. Similarly, the agency's readiness to address clients' inquiries also achieved a mean score of 4.71, indicating the agency's ability to promptly respond to its clients' needs. Furthermore, the agency's provision of timely services garnered an average score of 4.71, underscoring the agency's prioritization of timeliness in delivering its services. Lastly, keeping clients informed about service timelines received a mean score of 4.59, signifying that employees maintain consistent communication with clients.

Meanwhile, in the Assurance component, employees make clients feel safe in their transactions gained a perfect mean of 4.88, which highlights that the agency's employees establish trust with its clients. It is followed by employees instill confidence in clients with 4.76 mean, which demonstrates the employees' ability to uplift the clients availing the services. While employees are consistently courteous got a 4.76 mean imploring employees always being polite towards clients. Finally, employees have the knowledge to answer client's questions obtained 4.65 mean, which proves the ability of employees to supplement information regarding the services they offer.

Consequently, Empathy component also received a very satisfied remark. Employees have the clients' best interest at heart acquired garnered 4.82 mean, implying that the agency puts its clients' needs firsthand.

Employees understand the need of their clients, also receive a relatively high mean of 4.76 suggesting that clients' requests are acknowledged. Employees give customers individual attention received a mean of 4.71 confirming the warm accommodation of the agency to local government units reaching out to them. More so, the agency has convenient business hours got 4.65 mean establishing that the agency is open during the time clients are also available. Additionally, employees deal with customers in a caring manner collected 4.59 mean, which demonstrates the pleasant attitude of employees toward the clients.

Ultimately, in Tangibles component, employees have a neat, professional appearance earned a 4.88 mean referring that employees follow proper attire guidelines at work. The agency has visually appealing materials associated with service gained a 3.88 mean, which explains the resourcefulness employees embody during the activities. The agency has visually appealing facilities acquired 3.12 mean signifying that facilities of the agency did not reached the highest level of satisfaction. Ultimately, the agency has modern equipment is within the neither satisfied nor dissatisfied threshold with its 2.71 mean.

Clients who availed this type of service shared the same sentiment with the clients who availed Awareness-Raising Activity and Media Relations giving the Tangibles an average mean of 3.65 or satisfied remark, whereas, Reliability, Responsiveness, Assurance, and Empathy have a close range with 4.65, 4.68, 4.79, and 4.71 mean respectively.

1.4. Events Management

During Special Events like founding anniversaries, festivals, or anniversaries of heroes, Philippine Information Agency is also in the forefront to engage cultural and historical appreciation among the youth. It stands firmly on its belief that knowing one's culture is a key to nation building. During these events, Local Government Unit offices avail the service of Philippine Information Agency in event coordination. Philippine Information Agency connects the clients to the right suppliers who can provide for the event with a minimum to no charge at all from other government agencies. Data manifest that clients are very satisfied with 4.59 overall mean as depicted in Table 4.

Table 4
Client Satisfaction on Events Management

| Component | Mean | Verbal Description |
|--------------------|-------------|-----------------------|
| <i>Reliability</i> | <i>4.70</i> | <i>Very Satisfied</i> |

| | | |
|-----------------------|-------------|-----------------------|
| <i>Responsiveness</i> | 4.78 | <i>Very Satisfied</i> |
| <i>Assurance</i> | 4.80 | <i>Very Satisfied</i> |
| <i>Empathy</i> | 4.78 | <i>Very Satisfied</i> |
| <i>Tangibles</i> | 3.90 | <i>Satisfied</i> |
| Overall Mean | 4.59 | Very Satisfied |

Beginning with the Reliability component, the agency performs services right the first time received a mean of 4.90, which indicates the clients are very satisfied in the services they received first time. Meanwhile, the agency provides services within the promised time got a very satisfied mean of 4.80, which means services availed were received in the given period. Likewise, the agency maintains error-free records obtained 4.60 mean which falls under very satisfied noting that accuracy is in place during transactions. Moreover, the agency provides services as promised gained a 4.60 mean, which shows that the agency is true to its words when extending services. Lastly, the agency is dependable in handling clients' service problems earned a mean of 4.60, which demonstrates the capacity of the agency to troubleshoot to the concerns of the clients.

In terms of the Responsiveness aspect, the agency's willingness to assist clients scored an average of 4.90, illustrating the approachability of its employees. Similarly, the agency's readiness to address clients' inquiries also achieved a mean score of 4.80, indicating the agency's ability to promptly respond to its clients' needs. Furthermore, the agency's provision of timely services garnered an average score of 4.70, underscoring the agency's prioritization of timeliness in delivering its services. Lastly, keeping clients informed about service timelines received a mean score of 4.70, signifying that employees maintain consistent communication with clients.

Moreover, in the Assurance component, employees make clients feel safe in their transactions gained a perfect mean of 4.90, which highlights that the agency's employees establishes trust with its clients. It is followed by employees instill confidence in clients with 4.80 mean, which demonstrates the employees ability to uplift the clients availing the services. While employees are consistently courteous got a 4.80 mean imploring employees always being polite towards clients. Finally, employees have the knowledge to answer client's questions obtained 4.70 mean, which proves the ability of employees to supplement information regarding the services they offer.

Furthermore, Empathy component also received a very satisfied remark. Employees have the clients’ best interest at heart acquired garnered 4.90 mean, implying that the agency puts its clients’ needs firsthand. Employees understand the need of their clients, also receive a relatively high mean of 4.90 suggesting that clients’ requests are acknowledged. Employees give customers individual attention received a mean of 4.80 confirming the warm accommodation of the agency to local government units reaching out to them. More so, the agency has convenient business hours got 4.70 mean establishing that the agency is open during the time clients are also available. Additionally, employees deal with customers in a caring manner collected 4.60 mean, which demonstrates the pleasant attitude of employees toward the clients.

Subsequently, for Tangibles component, employees have a neat, professional appearance earned a 4.90 mean referring that employees follow proper attire guidelines at work. The agency has visually appealing materials associated with service gained a 4.50 mean, which explains the resourcefulness employees embody during the activities. The agency has visually appealing facilities acquired 4.30 mean signifying that facilities of the agency did not reached the highest level of satisfaction. Ultimately, the agency has modern equipment is within the dissatisfied threshold with its 1.90 mean.

Assurance received the highest rate with 4.80 mean resulting to a very satisfied remark. Responsiveness and Empathy comes second with 4.78 mean while Reliability ranks third with 4.70 mean. Conversely, Tangibles remain last with 3.90 mean yielding satisfied remark.

1.5. Technical Assistance to a Specific Program/Project

Technical Assistance or Media Coverage is one of the main sources of developmental stories of the Philippine Information Agency. When clients availed of this program, it is understood that the agency will produce outputs based on what transpired during an event. It is packaged in a way that beneficiaries are highlighted in the stories. It presents a story of hope or change that the local government unit played an important role to fulfill. Results revealed that clients are very satisfied with this service giving it an average mean of 4.53 as conveyed in Table 5.

Table 5
Client Satisfaction in terms of Technical Assistance to a Specific Program/Project

| Component | Mean | Verbal Description |
|--------------------|-------------|-----------------------|
| <i>Reliability</i> | <i>4.74</i> | <i>Very Satisfied</i> |

| | | |
|-----------------------|-------------|-----------------------|
| <i>Responsiveness</i> | 4.79 | <i>Very Satisfied</i> |
| <i>Assurance</i> | 4.83 | <i>Very Satisfied</i> |
| <i>Empathy</i> | 4.74 | <i>Very Satisfied</i> |
| <i>Tangibles</i> | 3.57 | <i>Satisfied</i> |
| Overall Mean | 4.53 | Very Satisfied |

In the context of Reliability, the agency performs services right the first time received a mean of 4.79, which indicates the clients are very satisfied in the services they received first time. Meanwhile, the agency provides services within the promised time got a very satisfied mean of 4.74, which means services availed were received in the given period. Likewise, the agency maintains error-free records obtained 4.74 mean which falls under very satisfied noting that accuracy is in place during transactions. Moreover, the agency provides services as promised gained a 4.74 mean, which shows that the agency is true to its words when extending services. Lastly, the agency is dependable in handling clients' service problems earned a mean of 4.68, which demonstrates the capacity of the agency to troubleshoot to the concerns of the clients.

On another note, under Responsiveness aspect, the agency's willingness to assist clients scored an average of 4.84, illustrating the approachability of its employees. Similarly, the agency's readiness to address clients' inquiries also achieved a mean score of 4.79, indicating the agency's ability to promptly respond to its clients' needs. Furthermore, the agency's provision of timely services garnered an average score of 4.79, underscoring the agency's prioritization of timeliness in delivering its services. Lastly, keeping clients informed about service timelines received a mean score of 4.74, signifying that employees maintain consistent communication with clients.

Further, in Assurance aspect, employees make clients feel safe in their transactions gained a perfect mean of 4.89, which highlights that the agency's employees establishes trust with its clients. It is followed by employees instill confidence in clients with 4.84 mean, which demonstrates the employees ability to uplift the clients availing the services. While employees are consistently courteous got a 4.84 mean imploring employees always being polite towards clients. Finally, employees have the knowledge to answer client's questions obtained 4.74 mean, which proves the ability of employees to supplement information regarding the services they offer.

Likewise, Empathy component also received a very satisfied remark. Employees have the clients' best interest at heart acquired garnered 4.84 mean, implying that the agency puts its clients' needs firsthand.

Employees understand the need of their clients, also receive a relatively high mean of 4.84 suggesting that clients' requests are acknowledged. Employees give customers individual attention received a mean of 4.79 confirming the warm accommodation of the agency to local government units reaching out to them. More so, the agency has convenient business hours got 4.79 mean establishing that the agency is open during the time clients are also available. Additionally, employees deal with customers in a caring manner collected 4.42 mean, which demonstrates the pleasant attitude of employees toward the clients.

On the contrary, parameters under Tangibles, employees have a neat, professional appearance earned a 4.95 mean referring that employees follow proper attire guidelines at work. The agency has visually appealing materials associated with service gained a 4.63 mean, which explains the resourcefulness employees embody during the activities. The agency has visually appealing facilities acquired 2.42 mean signifying that facilities of the agency did not reached the level of satisfaction of clients. Ultimately, the agency has modern equipment is within the dissatisfied threshold with its 2.26 mean.

Tangibles remains last in order with 3.57 average mean gaining satisfied description. Assurance maintains its top rank with 4.83 average mean of very satisfied. It is followed by Responsiveness with 4.79 average mean while Reliability and Empathy garnered the same mean at 4.74.

2. Problems Encountered in Availing Services

There are five problems encountered clients identified in availing the services of Philippine Information Agency. These are the following; outdated equipment of the Philippine Information Agency; office of Philippine Information Agency Tarlac far from the business center of the Province; limited number of personnel to accommodate all the requests of clients; inadequate media platform visibility; and Distance of Local Government Unit locations for coverage. Outdated equipment of the Philippine Information Agency emerged as the top problem with 34.9%; it is followed by Office of Philippine Information Agency Tarlac far from the business center of the Province at 23.8%; succeeded by Limited number of personnel to accommodate all the requests of clients with 18.3%; trailing behind is Inadequate media platform visibility at 12.7%; and Distance of Local Government Unit locations for coverage at 10.3 %.

Table 6

Problems Encountered by Clients

| Problems Encountered | Frequency | Percentage |
|--|-----------|------------|
| Outdated equipment of the Philippine Information Agency. | 44 | 34.9% |
| Office of Philippine Information Agency Tarlac far from the business center of the Province. | 30 | 23.8% |
| Limited number of personnel to accommodate all the requests of clients. | 23 | 18.3% |
| Inadequate media platform visibility. | 16 | 12.7% |
| Distance of Local Government Unit locations for coverage. | 13 | 10.3% |
| Total | 126 | 100% |

Some of the clients shared “*Medyo outdated na ang mga gamit nila*” (Their equipment are quite updated). This explains the overall mean received by Tangibles from Tables 1 to 5. Philippine Information Agency-Tarlac is using a camera purchased about 10 years ago. Although still functional, it cannot compete with updated cameras which have wider features that allow easy transfer of photos for immediate posting and dissemination. In addition, this equipment does not have Wi-Fi option on its menu, hence, it needs additional equipment for photos to be transferred. In terms of lenses, this camera cannot reach a far distance.

Moreover, a client said, “*Malayo ang office ng PIA-Tarlac sa Business Center sa Tarlac*” (The office of Philippine Information Agency-Tarlac is far from the business center of Tarlac). Unlike most government offices which are located in San Roque, Tarlac City, and San Vicente, Tarlac City, the Philippine Information Agency-Tarlac office is located at San Rafael, Tarlac City which have a 2.8 kilometer distance and a 6-minute drive from the Tarlac Provincial Capitol excluding traffic. This instance limits the times client visits and avails the services of Philippine Information Agency. Same sentiment goes with another client that said “*Wala sa Capitol ang office*

nila” (The office of the Philippine Information Agency is not located in the Tarlac Provincial Capitol). In addition to this, clients also had a problem with coordinating in advance with the Philippine Information Agency.

“Since they have limited personnel, they can only accommodate one to two events per day. We need to book early to assure their commitment,” a client wrote. Philippine Information Agency-Tarlac has only two employees, the Information Center Manager and the Information Officer. During events, the two play multiple roles such as host and writer; and photographer and videographer, these two always come together to create quality outputs for dissemination. In times when event locations are far from their official destination, only one event is achievable per day. However, there are also times where they split events as long as it is not a demanding.

Philippine Information Agency only has one website. It is the website for all Philippine Information Agency Officers from Luzon to Mindanao. For this reason, crashing of the websites occurs on the daily basis which prompted the regional office to post contents alternately. Thus, Information regarding the events in the province of Tarlac are limited. Beside this, accessing developmental stories in the website takes a longer process due to the number of clicks one has to do to reach the stories they are looking for.

Lastly, Philippine Information Agency sometimes beg off on the activities requiring a long travel when no transportation is available. This is for the reason that the Tarlac Information Center has no official vehicle. To get to the Geographically Isolated and Disadvantaged Areas, employees need to coordinate with the organizers beforehand. When there is no available vehicle to join with, Philippine Information Agency would opt to waiting for the write up about the event or details of the event via email. This material will be used to craft a developmental story. However, most of the time, these details would not suffice to create a standalone story.

3. Measures to Enhance the Services

The researcher proposes measures to enhance the services of Philippine Information Agency in accordance to the problems encountered enumerated by the clients from the Local Government Units. Each measure for improvement has a corresponding objective, strategy, and expected outcome.

Table 7
Measures to Enhance the Services

| Problems | Measures | Objectives | Strategies | Expected Outcome |
|----------|----------|------------|------------|------------------|
|----------|----------|------------|------------|------------------|

| | | | | |
|--|---|--|---|---|
| Outdated equipment of the Philippine Information Agency. | Procurement for new equipment such as camera, video and audio recorders, and laptops or apply for grants other partner agencies offer. | To produce and disseminate industry competitive outputs on the same-day of the event. | High quality and visually appealing outputs attract more viewers and audiences to engage in the information-education materials which they can share to their own peers. | Increased engagements and reach of information and outputs produced due to its improved quality brought about by updated equipment. |
| Office of Philippine Information Agency Tarlac far from the business center of the Province. | Coordination with the Provincial Government of Tarlac for the provision of space or office at the Tarlac Provincial Capitol. | To easily communicate with Local Government Units during their transactions with the offices located at Tarlac Provincial Capitol. | Accessibility to the public brings more opportunities for collaborations through awareness of programs being made available to the public. | Growth in number of partnerships with Local Government Units availing of the services of Philippine Information Agency and improved development communication programs of Local Government Units. |
| Limited number of personnel to accommodate all the requests of clients. | Hiring of new employees who are capable of performing various tasks such as writing, hosting, taking photographs, and other communication-related skills. | To cater more Local Government Units requesting for services such as Awareness-raising Activity, Media Relations, Radio, Television, and Online Programs, Events Management, and Technical Assistance for Advocacy Programs. | Having adequate number of personnel lessen the waiting time for responses and increase the events that can be accommodated for a day. | Rise in numbers of events that can be covered for the day leading to rise in number of information shared to the public. Also, increased trust in the government with programs getting published for their consumption. |
| Inadequate media platform visibility. | Creation of Philippine Information Agency-Tarlac's own website for centralized information in the province of Tarlac. | To provide easy access on accurate, timely, and relevant information in the province of Tarlac. | Information empowers people. With information remaining as one-click away, people can apply to different programs of the government or stray away from false information that dominates the media nowadays. | Additional source of verified information in the province of Tarlac and lesser victims of false information. Also, heightened awareness on the initiatives being implemented by the government. |
| Distance of Local Government Unit locations for coverage. | Request for provision of transportation vehicle from the Agency used only on official travels. | To cover events and activities occurring in Geographically Isolated and Disadvantaged Areas who needs presence in the media for inclusive public service. | Joining outreach and community support programs in Geographically Isolated and Disadvantaged Areas boosts awareness of government programs to far-slung communities who have limited access to information. | Extension of services of the Philippine Information Agency from various sectors down to the grassroots level especially in Indigenous Peoples Communities. |

The first problem, which is the office of Philippine Information Agency Tarlac far from the business center of the Province, may be solved through Procurement for new equipment such as camera, video and audio

recorders, and laptops or apply for grants other partner agencies offer. Its objective is to produce and disseminate industry competitive outputs on the same-day of the event. With this, high quality and visually appealing outputs can attract more viewers and audiences to engage in the information-education materials which they can share to their own peers. As a result there will be increased engagements and reach of information and outputs produced due to its improved quality brought about by updated equipment.

The second problem, which is the outdated equipment of the Philippine Information Agency, may be solved through Coordination with the Provincial Government of Tarlac for the provision of space or office at the Tarlac Provincial Capitol. Its objective is to easily communicate with Local Government Units during their transactions with the offices located at Tarlac Provincial Capitol. In consequence, accessibility to the public brings more opportunities for collaborations through awareness of programs being made available to the public. As an outcome, there will be growth in the number of partnerships with Local Government Units Offices availing of the services of Philippine Information Agency and improved development communication programs of Local Government Units.

The third problem, which is the limited number of personnel to accommodate all the requests of clients, may be improved through hiring of new employees who are capable of performing various tasks such as writing, hosting, taking photographs, and other communication-related skills. Its objective is to cater more Local Government Units requesting for services such as Awareness-raising Activity, Media Relations, Radio, Television, and Online Programs, Events Management, and Technical Assistance for Advocacy Programs. Therefore, having adequate number of personnel lessen the waiting time for responses and increase the events that can be accommodated for a day. In effect, there will be rise in the numbers of events that can be covered for the day leading to rise in number of information shared to the public. Also, increased trust in the government with programs getting published for their consumption.

The fourth problem, inadequate media platform visibility, may be enhanced through Creation of Philippine Information Agency-Tarlac's own website for centralized information in the province of Tarlac with the objective to provide easy access on accurate, timely, and relevant information in the province of Tarlac. Since, information empowers people, with information remaining as one-click away, people can apply to

different programs of the government or stray away from false information that dominates the media nowadays. Expectedly, In place would be an additional source of verified information in the province of Tarlac and lesser victims of false information. Also, heightened awareness on the initiatives being implemented by the government.

Finally, the fifth problem distance of Local Government Unit locations for coverage may be revamped through a request for provision of transportation vehicle from the Agency that will be used only on official travels. This aims to cover events and activities occurring in Geographically Isolated and Disadvantaged Areas who needs presence in the media for inclusive public service. Joining outreach and community support programs in Geographically Isolated and Disadvantaged Areas boosts awareness of government programs to far-slung communities who have limited access to information. Consequently, Extension of services of the Philippine Information Agency from various sectors down to the grassroots level especially in Indigenous Peoples Communities.

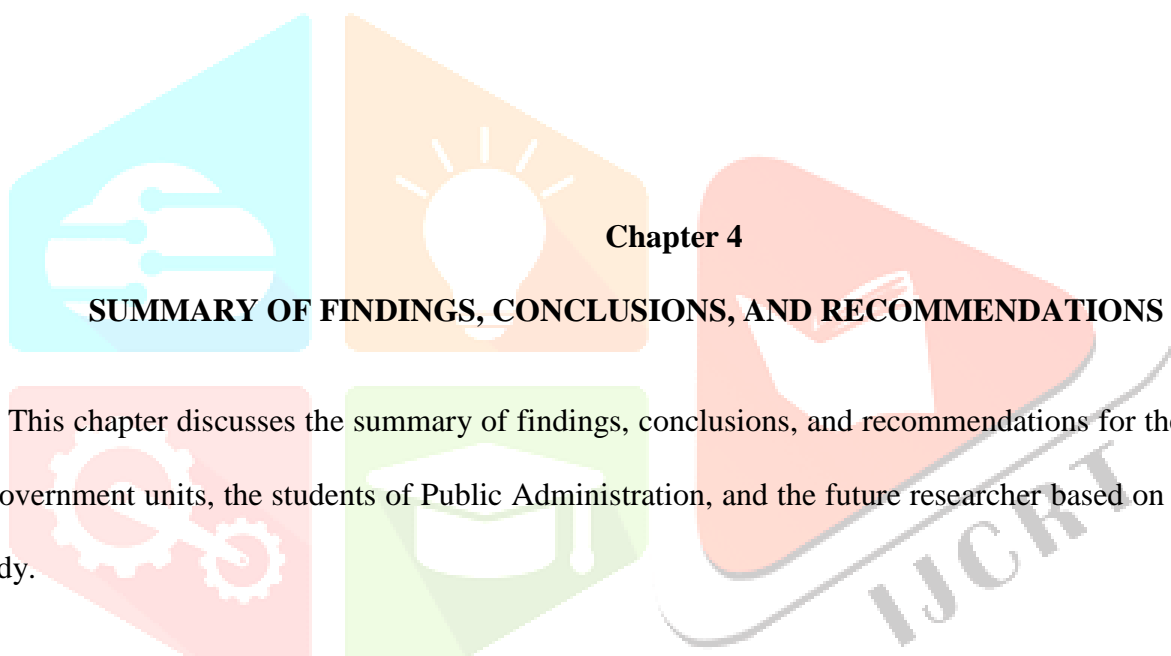
4. Implications to the Study of Public Administration-add more

Understanding client satisfaction on the services of the official development communication arm of the government leads to recognizing the crucial role of development communication in public administration. Providing the needs of clients and constantly improving the services for information dissemination is essential in combating false information that harms many Filipinos in today's age of digital technology. A salient feature of public administration is addressing the right of the people to freedom of information which becomes possible through an efficient and effective information dissemination agency. Development communication enables the people from various industries to the grassroots level to fully grasp the programs, projects, and activities of the government showing them that the government is functioning and doing its part thereby boosting public trust.

The article XI of the 1987 Constitution of the Republic of the Philippines dictates the Accountability of Public Officers. Section 1 states Public office is a public trust. Public officers and employees must, at all times, be accountable to the people, serve them with utmost responsibility, integrity, loyalty, and efficiency; act with patriotism and justice, and lead modest lives. Hence, it is imperative for Public officials to make-known their efforts in creating programs that will benefit the people. With development communication as tool for

improvement, it will build the credibility and integrity of the leaders elected by the people. It will clarify issues that arise from baseless accusations and gossips.

Additionally, this ensures good governance through accountability and transparency. Initiatives and efforts of the government are well recognized by the public when they are well disseminated. As a result, the government projects will be within the purview of the public hence, a heightened surveillance in the performance of government leaders. It manifests the features of democracy where people know what the elected officials are pushing forward for nation-building. As emphasized in one of the subject of Public Administration, the people is one of the sources of power of the Philippine Administrative System,



This chapter discusses the summary of findings, conclusions, and recommendations for the agency, the local government units, the students of Public Administration, and the future researcher based on the results of the study.

Summary of Findings

1. Local Government Units in the province of Tarlac are relatively satisfied with the services provided by the Philippine Information Agency namely awareness-raising activity; media relations; radio, television, and online program guesting; events management, and technical assistance to a specific program obtaining an overall mean of 4.64.
2. Assurance has the highest rating among the five components in the all services with an overall mean of 4.87.
3. Respondents are also very satisfied with the services of PIA in terms Reliability, Responsiveness, and Empathy of the employees with an overall mean of 4.77, 4.82, and 4.81 respectively.

4. Tangibles has the lowest rating among the components in the five services with an overall mean of 3.95.
5. Clients argued that one of the problems they encountered in availing the services of Philippine Information Agency is the outdated equipment of the Philippine Information Agency. A total of 44 out 126 respondents or 34.9% attested this.
6. Ranking second place in the problems encountered in availing the services of Philippine Information Agency is the office of Philippine Information Agency Tarlac far from the business center of the Province. A total of 30 out 126 respondents or 34.9% answered this.
7. The third problem clients encountered in availing the Philippine Information Agency is the limited number of personnel to accommodate all the requests of clients. A total of 23 out 126 respondents or 18.3% postulated this.
8. Local Government Units recognize the role of Philippine Information Agency considering they have availed of the following services: awareness-raising activity; media relations; radio, television, and online program guesting; events management, and technical assistance to a specific program. In doing so, they acknowledge the importance of development communication in Public Administration.

Conclusions

1. Philippine Information Agency is meeting its mandate given that Local Government Units are satisfied with its services as stated Tables 1 to 5.
2. Philippine Information Agency employees instill confidence, feel safe, consistently courteous and have the knowledge to answer the questions of their clients during their transactions.
3. Philippine Information Agency employees are sensitive to the needs of their clients particularly in replying to queries and emails on time, producing outputs within the given period, and demonstrating willingness to help.
4. Philippine Information Agency lacks the necessary equipment, which could be a great point for improvement, to produce industry competitive materials.

5. Philippine Information Agency must prioritize upgrading its equipment to produce quality outputs that are competitive in the digital landscape.
6. Clients perceive distance of Philippine Information Agency office to the business center as a hindrance to avails of its services.
7. The lack of personnel, which is an avenue for improvement, affects the satisfaction of clients in the services of Philippine Information Agency.
8. Philippine Information Agency's assurance, responsiveness, reliability, tangibles, and empathy to its clients prompts them to engage in the services of the agency.

Recommendations

1. Philippine Information Agency may consider adding its workforce to cater more clients needing their services and assistance in information dissemination. Considering the budgetary limitations of the agency, efforts in requesting for funding must be forwarded in the top management to understand the effect of limited personnel.
2. It is high time for Philippine Information Agency to upgrade its equipment such as cameras, laptops, video and audio recorders to produce quality information materials.
3. Philippine Information Agency may consider establishing a website for its provincial offices in order for information to be one click away. If provincial website is not within the budget, the agency may at least establish regional websites. This can also help control the traffic in the national website of the agency.
4. Local Government Units should recognize the services Philippine Information Agency offers and utilize them as they are free of charge.
5. Local Government Units should boost development communication in public administration to create a link between the government and its people. As well as to inform and educate the people on the efforts and actions taken by the government.

6. Students of public administration should dig deeper into the role of development communication in ensuring accountability and transparency in public offices.

7. Policymakers may consider to draft policies highlighting development communication as a tool in promoting public trust.

8. Future researchers may look into conducting a case study on how a certain municipality carry out its communication programs and recognize the best practices that may be adapted by other municipalities.

9. Future researchers may seek to consider the effectiveness of development communication in forming and shaping public opinion about government services.

10. Future researchers may consider to widen the scope of the study to national government agencies in the province of Tarlac.



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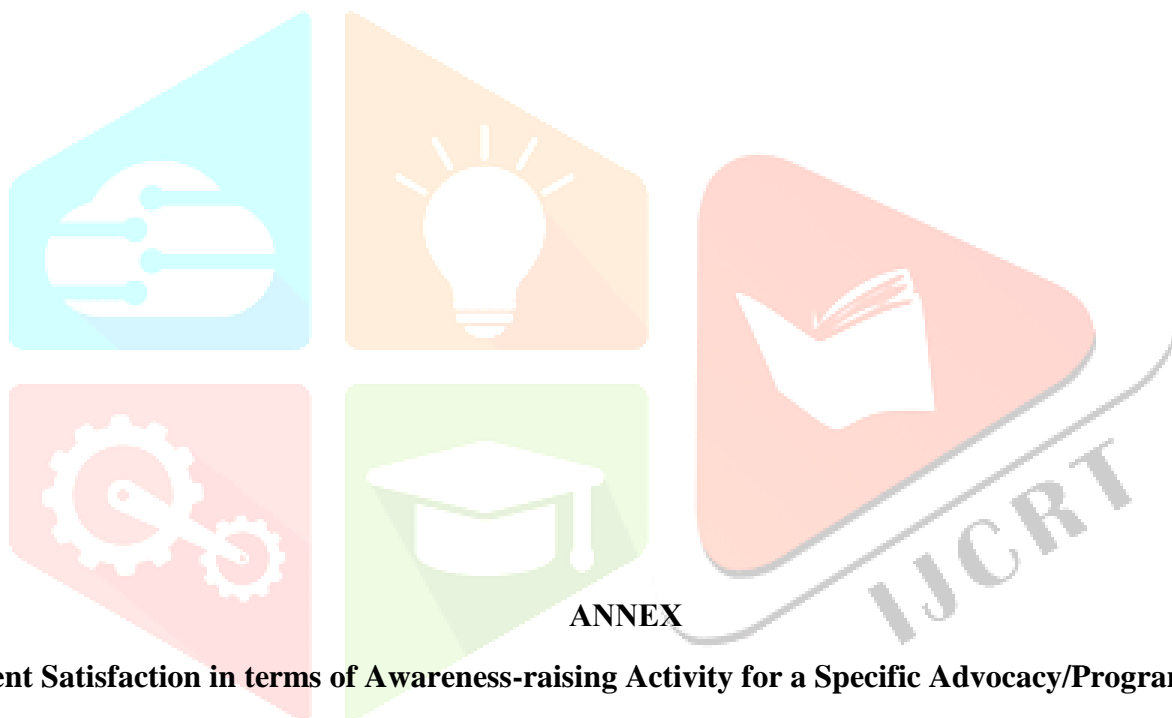
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ANNEX

Client Satisfaction in terms of Awareness-raising Activity for a Specific Advocacy/Program/Project

| Component | Mean | Verbal Description |
|---|-------------|-----------------------|
| RELIABILITY | | |
| The agency performs services right the first time. | 4.89 | Very Satisfied |
| The agency provides services within the promised time. | 4.81 | Very Satisfied |
| The agency maintains error-free records. | 4.81 | Very Satisfied |
| The agency provides services as promised. | 4.73 | Very Satisfied |
| The agency is dependable in handling clients' service problems. | 4.73 | Very Satisfied |
| Grand Mean | 4.79 | Very Satisfied |
| RESPONSIVENESS | | |
| The agency has willingness to help clients. | 4.95 | Very Satisfied |
| The agency shows readiness to respond to clients' enquiries. | 4.95 | Very Satisfied |
| The agency observes prompt services to its clients. | 4.84 | Very Satisfied |

| | | |
|--|-------------|------------------------------------|
| The agency keeps the clients informed about when services will be performed. | 4.78 | Very Satisfied |
| Grand Mean | 4.88 | Very Satisfied |
| ASSURANCE | | |
| Employees make clients feel safe in their transactions. | 5.00 | Very Satisfied |
| Employees instill confidence in clients. | 4.97 | Very Satisfied |
| Employees are consistently courteous. | 4.95 | Very Satisfied |
| Employees have the knowledge to answer client’s questions. | 4.95 | Very Satisfied |
| Grand Mean | 4.97 | Very Satisfied |
| EMPATHY | | |
| Employees have the clients’ best interest at heart. | 4.89 | Very Satisfied |
| Employees understand the need of their clients. | 4.86 | Very Satisfied |
| Employees give customers individual attention. | 4.84 | Very Satisfied |
| The agency has convenient business hours. | 4.84 | Very Satisfied |
| Employees deal with customers in a caring manner. | 4.81 | Very Satisfied |
| Grand Mean | 4.85 | Very Satisfied |
| TANGIBLES | | |
| Employees have a neat, professional appearance. | 4.78 | Very Satisfied |
| The agency has visually appealing materials associated with service. | 4.70 | Very Satisfied |
| The agency has visually appealing facilities. | 3.76 | Satisfied |
| The agency has modern equipment. | 3.19 | Neither Satisfied nor Dissatisfied |
| Grand Mean | 4.11 | Very Satisfied |
| Overall Mean | 4.72 | Very Satisfied |

Client Satisfaction in terms of Media Relations

| Component | Mean | Adjectival Description |
|---|-------------|------------------------|
| RELIABILITY | | |
| The agency performs services right the first time. | 4.98 | Very Satisfied |
| The agency provides services within the promised time. | 4.98 | Very Satisfied |
| The agency provides services as promised. | 4.95 | Very Satisfied |
| The agency is dependable in handling clients’ service problems. | 4.93 | Very Satisfied |
| The agency maintains error-free records. | 4.93 | Very Satisfied |
| Grand Mean | 4.95 | Very Satisfied |

| | | |
|--|------|----------------|
| RESPONSIVENESS | | |
| The agency keeps the clients informed about when services will be performed. | 4.98 | Very Satisfied |

| | | |
|--|-------------|------------------------------------|
| The agency has willingness to help clients. | 4.95 | Very Satisfied |
| The agency observes prompt services to its clients. | 4.93 | Very Satisfied |
| The agency shows readiness to respond to clients' enquiries. | 4.93 | Very Satisfied |
| Grand Mean | 4.95 | Very Satisfied |
| ASSURANCE | | |
| Employees instill confidence in clients. | 4.98 | Very Satisfied |
| Employees are consistently courteous. | 4.95 | Very Satisfied |
| Employees make clients feel safe in their transactions. | 4.91 | Very Satisfied |
| Employees have the knowledge to answer client's questions. | 4.91 | Very Satisfied |
| Grand Mean | 4.94 | Very Satisfied |
| EMPATHY | | |
| Employees understand the need of their clients. | 5.00 | Very Satisfied |
| Employees deal with customers in a caring manner. | 4.98 | Very Satisfied |
| The agency has convenient business hours. | 4.95 | Very Satisfied |
| Employees give customers individual attention. | 4.93 | Very Satisfied |
| Employees have the clients' best interest at heart. | 4.91 | Very Satisfied |
| Grand Mean | 4.95 | Very Satisfied |
| TANGIBLES | | |
| Employees have a neat, professional appearance. | 4.95 | Very Satisfied |
| The agency has visually appealing materials associated with service. | 4.88 | Very Satisfied |
| The agency has visually appealing facilities. | 4.86 | Very Satisfied |
| The agency has modern equipment. | 3.44 | Neither Satisfied nor Dissatisfied |
| Grand Mean | 4.53 | Very Satisfied |
| Overall Mean | 4.87 | Very Satisfied |

Client Satisfaction in terms of Radio/TV/Online Program and Radio/TV/Online Guesting

| Component | Mean | Adjectival Description |
|---|------|------------------------|
| RELIABILITY | | |
| The agency maintains error-free records. | 4.76 | Very Satisfied |
| The agency provides services as promised. | 4.65 | Very Satisfied |
| The agency is dependable in handling clients' service problems. | 4.65 | Very Satisfied |
| The agency performs services right the first time. | 4.59 | Very Satisfied |

| | | |
|--|-------------|------------------------------------|
| The agency provides services within the promised time. | 4.59 | Very Satisfied |
| Grand Mean | 4.65 | Very Satisfied |
| RESPONSIVENESS | | |
| The agency observes prompt services to its clients. | 4.71 | Very Satisfied |
| The agency has willingness to help clients. | 4.71 | Very Satisfied |
| The agency shows readiness to respond to clients' enquiries. | 4.71 | Very Satisfied |
| The agency keeps the clients informed about when services will be performed. | 4.59 | Very Satisfied |
| Grand Mean | 4.68 | Very Satisfied |
| ASSURANCE | | |
| Employees are consistently courteous. | 4.88 | Very Satisfied |
| Employees instill confidence in clients. | 4.76 | Very Satisfied |
| Employees make clients feel safe in their transactions. | 4.76 | Very Satisfied |
| Employees have the knowledge to answer client's questions. | 4.76 | Very Satisfied |
| Grand Mean | 4.79 | Very Satisfied |
| EMPATHY | | |
| The agency has convenient business hours. | 4.82 | Very Satisfied |
| Employees deal with customers in a caring manner. | 4.76 | Very Satisfied |
| Employees give customers individual attention. | 4.71 | Very Satisfied |
| Employees understand the need of their clients. | 4.65 | Very Satisfied |
| Employees have the clients' best interest at heart. | 4.59 | Very Satisfied |
| Grand Mean | 4.71 | Very Satisfied |
| TANGIBLES | | |
| Employees have a neat, professional appearance. | 4.88 | Very Satisfied |
| The agency has visually appealing materials associated with service. | 3.88 | Satisfied |
| The agency has visually appealing facilities. | 3.12 | Neither Satisfied nor Dissatisfied |
| The agency has modern equipment. | 2.71 | Neither Satisfied nor Dissatisfied |
| Grand Mean | 3.65 | Satisfied |
| Overall Mean | 4.49 | Very Satisfied |

Client Satisfaction on Events Management

| Component | Mean | Adjectival Description |
|---|-------------|------------------------|
| RELIABILITY | | |
| The agency performs services right the first time. | 4.90 | Very Satisfied |
| The agency provides services as promised. | 4.80 | Very Satisfied |
| The agency is dependable in handling clients' service problems. | 4.60 | Very Satisfied |
| The agency provides services within the promised time. | 4.60 | Very Satisfied |
| The agency maintains error-free records. | 4.60 | Very Satisfied |
| Grand Mean | 4.70 | Very Satisfied |

| | | |
|--|-------------|-----------------------|
| RESPONSIVENESS | | |
| The agency has willingness to help clients. | 4.90 | Very Satisfied |
| The agency shows readiness to respond to clients' enquiries. | 4.80 | Very Satisfied |
| The agency keeps the clients informed about when services will be performed. | 4.70 | Very Satisfied |
| The agency observes prompt services to its clients. | 4.70 | Very Satisfied |
| Grand Mean | 4.78 | Very Satisfied |
| ASSURANCE | | |
| Employees are consistently courteous. | 4.90 | Very Satisfied |
| Employees make clients feel safe in their transactions. | 4.80 | Very Satisfied |
| Employees have the knowledge to answer client's questions. | 4.80 | Very Satisfied |
| Employees instill confidence in clients. | 4.70 | Very Satisfied |
| Grand Mean | 4.80 | Very Satisfied |
| EMPATHY | | |
| Employees have the clients' best interest at heart. | 4.90 | Very Satisfied |
| Employees understand the need of their clients. | 4.90 | Very Satisfied |
| Employees deal with customers in a caring manner. | 4.80 | Very Satisfied |
| Employees give customers individual attention. | 4.70 | Very Satisfied |
| The agency has convenient business hours. | 4.60 | Very Satisfied |
| Grand Mean | 4.78 | Very Satisfied |
| TANGIBLES | | |
| Employees have a neat, professional appearance. | 4.90 | Very Satisfied |
| The agency has visually appealing materials associated with service. | 4.50 | Very Satisfied |

| | | |
|---|-------------|-----------------------|
| The agency has visually appealing facilities. | 4.30 | Satisfied |
| The agency has modern equipment. | 1.90 | Dissatisfied |
| Grand Mean | 3.90 | Satisfied |
| Overall Mean | 4.59 | Very Satisfied |

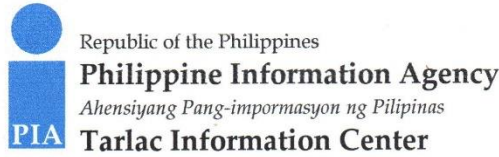
Client Satisfaction in terms of Technical Assistance to a Specific Program/Project

| Component | Mean | Adjectival Description |
|--|-------------|------------------------|
| RELIABILITY | | |
| The agency provides services within the promised time. | 4.79 | Very Satisfied |
| The agency provides services as promised. | 4.74 | Very Satisfied |
| The agency performs services right the first time. | 4.74 | Very Satisfied |
| The agency maintains error-free records. | 4.74 | Very Satisfied |
| The agency is dependable in handling clients' service problems. | 4.68 | Very Satisfied |
| Grand Mean | 4.74 | Very Satisfied |
| RESPONSIVENESS | | |
| The agency observes prompt services to its clients. | 4.84 | Very Satisfied |
| The agency keeps the clients informed about when services will be performed. | 4.79 | Very Satisfied |
| The agency has willingness to help clients. | 4.79 | Very Satisfied |
| The agency shows readiness to respond to clients' enquiries. | 4.74 | Very Satisfied |
| Grand Mean | 4.79 | Very Satisfied |
| ASSURANCE | | |
| Employees are consistently courteous. | 4.89 | Very Satisfied |
| Employees instill confidence in clients. | 4.84 | Very Satisfied |
| Employees make clients feel safe in their transactions. | 4.84 | Very Satisfied |
| Employees have the knowledge to answer client's questions. | 4.74 | Very Satisfied |
| Grand Mean | 4.83 | Very Satisfied |
| EMPATHY | | |
| Employees give customers individual attention. | 4.84 | Very Satisfied |
| Employees understand the need of their clients. | 4.84 | Very Satisfied |
| Employees deal with customers in a caring manner. | 4.79 | Very Satisfied |
| Employees have the clients' best interest at heart. | 4.79 | Very Satisfied |
| The agency has convenient business hours. | 4.42 | Satisfied |
| Grand Mean | 4.74 | Very Satisfied |

| TANGIBLES | | |
|--|-------------|-----------------------|
| Employees have a neat, professional appearance. | 4.95 | Very Satisfied |
| The agency has visually appealing materials associated with service. | 4.63 | Very Satisfied |
| The agency has visually appealing facilities. | 2.42 | Dissatisfied |
| The agency has modern equipment. | 2.26 | Dissatisfied |
| Grand Mean | 3.57 | Satisfied |
| Overall Mean | 4.53 | Very Satisfied |

Communication Letters





27 June 2023

MS. ANN LORRAINE BADILLOS-MACADAEG
 Chief
 Planning and Communications Research Division

Dear Ms. Badillos-Macadaeg:

Greetings!

I, Gabriela Liana S. Barela of the Philippine Information Agency (PIA) Regional Office 3, am currently taking my Master of Public Administration at Tarlac State University, Tarlac City. I am writing to **request for a copy of the PIA Client Satisfaction Survey for the year 2022** to serve as my reference in my research proposal entitled Client Satisfaction on the Services of PIA in the province of Tarlac.

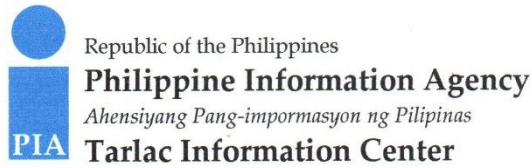
I am optimistic that this study will be beneficial to further improve the services of PIA in providing relevant, timely, and accurate information towards empowering communities in the province.

Looking forward for your favorable consideration to my utmost request. For immediate concerns, questions and/or clarifications, you may reach me at 0917-142-9270 or 0960-312-8891.

Thank you and more power!

Respectfully yours,


GABRIELA LIANA S. BARELA
 Information Officer I, PIA-Tarlac



20 October 2023

HON. ALICE GUO
Mayor
Municipality of Bamban

Dear Mayor Guo:

Greetings!

I, Gabriela Liana S. Barela of the Philippine Information Agency (PIA) Regional Office 3, am currently taking my Master of Public Administration at Tarlac State University, Tarlac City. I am writing to **ask permission to conduct my research data gathering in your municipality regarding PIA services** specifically with your Municipal Information Office, Negosyo Center Bamban, and Municipal Science and Technology Coordinators for my research entitled Client Satisfaction Survey on the Services of PIA in the province of Tarlac.

I am optimistic that this study will be beneficial to further improve the services of PIA in providing relevant, timely, and accurate information towards empowering communities in the province.

Looking forward for your favorable consideration to my utmost request. For immediate concerns, questions and/or clarifications, you may reach me at 0917-142-9270 or 0960-312-8891.

Thank you and more power!

Respectfully yours,



GABRIELA LIANA S. BARELA
Information Officer I, PIA-Tarlac

Research Questionnaire



Presidential Communications Office
Philippine Information Agency
Ahensiyang Pang-impormasyon ng Pilipinas
Tarlac Information Center

HELP US SERVE YOU BETTER!

Greetings from the Philippine Information Agency!

As part of our efforts to continually assess our client's satisfaction and improve our services, we would like to invite you to give your feedback and answer the survey below. This survey will take about 5 minutes to complete. Your feedback will help PIA in providing a better service. Personal information and your responses will be kept strictly confidential. Your participation is voluntary, and you may, at any time, choose to stop or exit the survey.

If you have any questions about this survey, please contact Tarlac Information Center via piatarlacinfocen@gmail.com.

Informed Consent:

- By continuing, I agree to participate in this survey.
- I choose not to answer this survey.

Local Government Unit of _____

Service Availed:

- Awareness-raising Activity for a Specific Advocacy/Program/Project
- Media Relations
- Radio/TV/Online Program and Radio/TV/Online Guesting
- Events Management
- Technical Assistance to a Specific Program/Project

A. Evaluate your experience in availing the services of the Philippine Information Agency (PIA) by putting a checkmark (/) on the column corresponding to your answer.

| | | Strongly Agree | Agree | Neither Agree nor Disagree | Disagree | Strongly Disagree |
|-----------------------|--|----------------|-------|----------------------------|----------|-------------------|
| RELIABILITY | | | | | | |
| 1. | The agency provides services as promised. | | | | | |
| 2. | The agency is dependable in handling clients' service problems. | | | | | |
| 3. | The agency performs services right the first time. | | | | | |
| 4. | The agency provides services as the promised time. | | | | | |
| 5. | The agency maintains error-free records. | | | | | |
| RESPONSIVENESS | | | | | | |
| 6. | The agency keeps the clients informed about when services will be performed. | | | | | |
| 7. | The agency observes prompt services to its clients. | | | | | |
| 8. | The agency has willingness to help clients. | | | | | |

Unit 4, 2nd Floor, De Leon Building, McArthur Highway, San Rafael, Tarlac City
Tel. No. (045) 925-7239 - www.pia.gov.ph





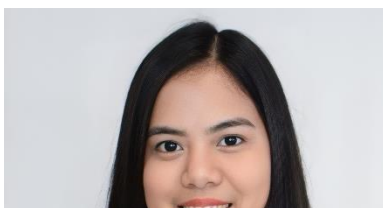
Presidential Communications Office
Philippine Information Agency
Ahensiyang Pang-impormasyon ng Pilipinas
Tarlac Information Center

| | | | | | | |
|------------------|--|--|--|--|--|--|
| 9 | The agency shows readiness to respond to clients' enquiries. | | | | | |
| ASSURANCE | | | | | | |
| 10. | Employees instill confidence in clients. | | | | | |
| 11. | Employees make clients feel safe in their transactions. | | | | | |
| 12. | Employees are consistently courteous. | | | | | |
| 13. | Employees have the knowledge to answer client's questions. | | | | | |
| EMPATHY | | | | | | |
| 14. | Employees give customers individual attention. | | | | | |
| 15. | Employees deal with customers in caring manner. | | | | | |
| 16. | Employees have the clients' best interest at heart. | | | | | |
| 17. | Employees understand the need of their clients. | | | | | |
| 18. | The agency has a convenient business hours. | | | | | |
| TANGIBLES | | | | | | |
| 19. | The agency has modern equipment. | | | | | |
| 20. | The agency has visually appealing facilities. | | | | | |
| 21. | Employees have a neat, professional appearance. | | | | | |
| 22. | The agency has visually appealing materials associated with service. | | | | | |

B. What are the problem/s you have encountered in availing the services of PIA? (Comments)

Your feedback is valuable to us! Thank you for your time and have a great day!

CURRICULUM VITAE



GABRIELA LIANA S. BARELA
Information Officer I

Address

793 Purok Tobias San Agustin Concepcion, Tarlac 2316

Contact Number

0917-142-9270

E-mailgabriela.barela@pia.gov.ph**Education**

- 2022-Present** Master of Public Administration
Tarlac State University
Tarlac City
- 2015-2019** Bachelor of Arts in Communication
Saint Louis University
Baguio City
Cum Laude
- 2003-2015** Primary and Secondary
College of the Holy Spirit of Tarlac
Tarlac City

Professional Appointments

- 2022-Present** Information Officer I
Philippine Information Agency
- Conducts media coverage and produces news and features for web, radio, and social media platforms.
 - Designs social media cards and info graphics to aid information dissemination.
 - Facilitates press conferences for various clients.
 - Edits video reports for broadcast releases and social media postings.
 - Shares social media planning and strategies to government and private organizations through trainings.
- 2019-2022** Multimedia Assistant
Philippine Information Agency

Skills

Public Speaking
Social Media Management and Planning
News Writing and Feature Writing
Photojournalism
Graphic Designing
Sales and Marketing

Certifications

Licensed Financial Advisor

Insurance Commission

2022

Presidential Decree 907 or Honor Graduate Eligibility

Civil Service Commission

2019

