UNVEILING EXCELLENCE: A STUDY OF CLIENT SATISFACTION WITH TARELCO I SERVICES

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ABSTRACT: The study aimed to evaluate the client satisfaction with the services of TARELCO I, focusing on indicators such as Technical Services, Institutional Services, Meter Readings, Billing and Collection Services, and Area Office Services. The research was limited to the area of TARELCO I. This method was selected to determine the satisfaction levels of member-consumers regarding the services delivered by TARELCO I. The objective was to identify key concepts associated with improving consumer satisfaction among members, focusing on the perceived quality of services provided by TARELCO I. The feedback and ratings received from clients demonstrate that TARELCO 1 has effectively fulfilled their expectations and delivered a gratifying experience. This high level of client satisfaction underscores TARELCO 1's dedication to providing quality services and addressing the requirements of its clientele. It is crucial for TARELCO 1 must persist in its endeavors to sustain and enhance this commendable level of client satisfaction, ensuring continuous success and maintaining the support of its clientele.

I. 1ntroduction

1.1 Background of the Study

The solid convergence of Electric Cooperative (ECs) with their Member-Consumer-Owners (MCOs), in partnership with the National Electrification Administration (NEA), aided by the National Government, towards one common goal is a potent force that supports the call for genuine and lasting development of the country through rural electrification which paves the way for the availability of opportunities for people to improve their way of life (NEA, 2017).

In the province of Tarlac, there are three electricity utility providers. They are Tarlac Electric Incorporated (TEI), Tarlac I Electric Cooperative Incorporated (TARELCO I), and Tarlac II Electric Cooperative Incorporated (TARELCO II). TARELCO I and TARELCO II are both cooperatives while TEI is a privately owned electric service provider. In general, electric cooperatives are non-stock, non-profit, and service-oriented which are owned and governed by the consumers they serve (The National Rural Electrification Cooperative Association, 2016).

The TARELCO I headquarters located at Barangay Amacalan, Gerona, Tarlac is 135kilometers north of Manila. It has six (6) area offices all of which are coop-owned. The cooperative is powered by eight (8) substations such as the Paniqui, Gerona, Camiling, Sta. Iganacia, Moncada, Victoria, Anao, and Mayantoc.

In addition, TARELCO I occupies an approximate land area of 2,000 square kilometers. Seventy percent (70%) of its area is rugged flat lands while the rest is hilly and forested. It is bounded on the north by the Province of Pangasinan, Nueva Ecija on the East, and the South by Pampanga and Zambales on the West.

Lastly, this study aimed to evaluate the Client Satisfaction with the Services of TARELCO I along with: Technical Services, Institutional Services, Meter Readings, Billing and Collection Services, and Area Offices Services. This also identifies the problems encountered by the respondents that affect Client Satisfaction, to which measures will be proposed.

1.2 Statement of the Problem

This study aimed to evaluate Client Satisfaction with the Services of TARELCO I. Specifically, the study sought to answer the following questions:

1. How is the level of Satisfaction of TARELCO I be described and evaluated along with:
   - 1.1. Technical Services
   - 1.2. Institutional Services
   - 1.3. Meter Readings, Billing and Collection Services
   - 1.4. Area Offices Services
2. What are the problems encountered by the respondents which affects the Client Satisfaction on the services of Tarlac I Electric Cooperative, Inc.?

3. What measures can be proposed to enhance the Client Satisfaction on the services of
Tarlac I Electric Cooperative, Inc.
(TARELCO I)?

5. What are the implications of the study to Public Administration?

1.3 Scope and Delimitation of the Study

The study centered on evaluating client satisfaction with the services offered by TARELCO I, focusing on indicators such as technical services, institutional services, meter readings, billings and collections services, and area office services. A total of 100 respondents from Area Coverage of TARELCO 1 had been included and lastly, the study will cover the year 2023.

Additionally, the researcher aimed to identify the issues faced by clients regarding their satisfaction with the services provided by Tarlac I Electric Cooperative Inc. (TARELCO I). The researcher proposed recommendations to enhance client satisfaction with the services offered to customers. Data collection methods involved documentation, survey questionnaires, and interviews conducted with predetermined respondents selected based on their experiences with the services provided by TARELCO I.

This study aimed to gather comprehensive insights into the satisfaction levels of clients and to understand their perspectives through varied data collection approaches, enabling the researcher to make informed recommendations for improving service quality and overall customer satisfaction./8

II. RESEARCH METHODOLOGY

This chapter of the study research methodology utilized, the locale, sampling design, respondents of the study, data gathering procedures, and statistical treatment required for data collection.

2.1 Research Design

The researcher used a quantitative descriptive research method that involved data collection to address queries regarding the current status of the study. This method was chosen to ascertain the level of satisfaction among member-consumers concerning the services provided by Tarlac I Electric Cooperative, Incorporated (TARELCO I). This study aimed to establish concepts related to enhancing members' consumer satisfaction based on the perceived quality of services offered by TARELCO I.

The study will also examine the challenges faced by the cooperative and the strategies used to overcome them. The findings of this research will provide insights into the best practices and lessons learned from TARELCO I.

The interviews was conducted with key stakeholders, including residential, commercial, and industrial member-consumers of TARELCO I, to gain a deeper understanding of the cooperative's operations, challenges, and strategies for success. The study was conducted with community members to gather their perceptions and experiences with TARELCO I and its impact on their lives.

The study was provide insights into the factors that contribute to the success of the cooperative and its impact on the community. The findings of this research was useful for other rural electric cooperatives in the Philippines in improving their operations and services.

2.3.Respondents of the Study

The respondents were selected through random sampling, involving a total of 100 participants in the study. The distribution of questionnaires occurred immediately after customers completed their payments at the counter. This timing was chosen strategically, ensuring that customers had just engaged with the service and providing an opportunity to gather feedback while their experiences were fresh in their minds. This method aimed to capture immediate and detailed insights into their satisfaction levels and perceptions of the services rendered by TARELCO I. The primary respondents of this study are the member-consumers of TARELCO I. A total of 100 respondents including the residential, commercial, and industrial member-consumers were availing services from TARELCO I. The data gathering was notified and related to the Client Satisfaction on the services of TARELCO I is to conduct the present study, the Documentary Analysis, Survey Questionnaire, Interviews, and Observation.

2.3.1 Survey Questionnaire

The researcher designed a questionnaire aligned with the services of TARELCO I To answer the 1st question of the Statement of the Problem. This tool, comprising 25 questions, aimed to evaluate Client Satisfaction regarding TARELCO I's services. Each question was carefully crafted to precisely assess and understand the client's perspectives and satisfaction levels. A rigorous validation stage was added during the questionnaire development process to improve the instrument's resilience. The validation procedure was carried out by four professionals with considerable knowledge and expertise in the relevant sector. This entailed carefully examining the questionnaire to determine its validity, ensuring that the questions properly assessed the specified constructs or variables. Furthermore, the experts assessed the questionnaire's dependability, confirming that it consistently delivered accurate findings over time. The validation procedure carried out by these specialists adds to the questionnaire's credibility and reliability, confirming its suitability for obtaining significant Client data. This rigorous validation not only improves the overall quality of the research instrument but also supports the integrity of the study's conclusions by confirming the validity and reliability of questionnaire.

2.3.2 Documentary Analysis.

The researcher acquired necessary documents from TARELCO I to substantiate comments and proposed actions and communicated to member-consumers. The study also considered the impact of changing customer needs on the cooperative's service delivery. The conceptual framework provided a comprehensive approach to understanding and addressing the factors influencing client satisfaction with TARELCO I's services. It served as a guide for the study's methodology and analysis, ensuring a systematic and structured approach to achieving its objectives.

2.3.3 Interviews

To further validate and support the responses obtained from the survey questionnaires, the researcher conducted supplementary interviews with r respondents. These interviews aimed to delve deeper into the respondents' perspectives, clarifying their answers and providing additional insights. The interview process is a valuable tool for gathering first-hand information and insights from individuals who have experienced a particular phenomenon or situation. The purpose of conducting interviews for a study is to understand the perspectives, experiences, and thoughts of the participants in relation to the research topic.

2.3.4 Observation

Given the unique nature of this study, direct observation was employed by the researcher to assess if member-consumers were implementing client satisfaction measures concerning the services provided by TARELCO I. This method allowed for firsthand evaluation of the practical implementation of service satisfaction strategies. However, observation is the act of carefully watching or monitoring   something in order to gain information or knowledge about it. It involves using the senses, such as sight, hearing, and touch, to gather data or evidence about a particular subject. The researcher, observation is a key method for collecting data and making observations about natural events. This can involve direct observation, where the researcher collects data by observing the subject in its natural environment, or indirect observation, where data is collected through tools and instruments, such as microscopes or sensors. Furthermore, observation is also an important tool in everyday life, used to gather information about the world around us and make informed decisions. In summary, observation is the act of   carefully   watching   and   gathering information about a subject or phenomenon, and   it is a crucial tool for understanding and explaining the world around us.

2.4 Data Analysis

The data analysis aims to effectively identify the project's needs. The researcher constructs an assessment of client satisfaction regarding TARELCO I's services based on the gathered data, pinpointing problems to address member-consumer complaints. The collected data by the researchers were tabulated and organized into tables to create a compelling presentation of findings. The data collected through surveys, and interviews will be analyzed using thematic analysis. This method involves identifying patterns and themes in the data and interpreting them to answer the research questions. The data from the document review will be analyzed using content analysis, which involves systematically categorizing and coding the data to identify key themes and patterns.

The survey was completed by 100 respondents of residential, commercial, and industrial member-consumers.

2.4.1 Frequency

Refers to the number of times a specific data value occurs within a dataset. In the context of client satisfaction with the services of TARELCO I, frequency analysis can be applied to determine the occurrence of predetermined problems identified by respondents and the suggested measures to address these issues.

2.4.2 Ranking.

As the data is sorted out, this tool is used to convert numerical findings that are modified by rank. It was mostly used in this research to assess how a certain item's link with a group is determined. This can be used particularly in problems encountered.

2.4.3 Mean.

It is determined by dividing the sum of all observations by the total number of observations. The following formula was used for the response options for the respondents and the corresponding value was assigned to get the weighted mean of each item. The formula that will be used is as follow:

Weighted mean $=[f(3)+f(2)+f(1)]/N$ 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 services of Tarlac I Electric Cooperative, Inc. (TARELCO I).

2.4.4 Likert Scale.

The five-point rating scale was used to evaluate and interpret the result of the study on how the client satisfaction on the services of Tarlac I Electric Cooperative, Inc, (TARELCO 1).

Rubric

Numerical Equivalent	Mean Interval	Verbal Description
5	4.50 - 5.00	Outstanding
4	3.50 - 4.49	Very Satisfactory
3	2.50 - 3.49	Satisfactory
2	1.50 - 2.49	Fair
1	1.00 - 1.49	Poor

III. RESULT AND DISCUSSION

3.1 Overall Evaluation of Client Satisfaction on the services of TARELCO I

Overall, our clients are satisfied with the services of TARELCO I and would recommend it to others. We value the feedback of our clients and will continuously strive to improve our services to better meet their needs and expectations. The discussion highlighted the positive experiences and the levels of satisfaction that clients have had with the services provided by TARELCO 1.

Table 2
Overall Evaluation

Indicators	Grand Mean	Verbal Descriptions
Technical Services	3.21	Satisfactory
Institutional Services	3.85	Very Satisfactory
Meter Reading, Billing & Collection Services	3.27	Satisfactory
Area Offices Services	3.29	Satisfactory
Overall Grand Mean	**3.41**	**Satisfactory**

The overall grand mean of 3.41 with verbal description of " Satisfactory" reinforces the positive trend observed in individual service categories. This consolidated score indicates a high level of overall client satisfaction with the various services provided by TARELCO I. The company's commitment to excellent customer support, accurate billing, responsiveness, and reliable services has clearly resonated with its clientele. TARELCO 1 should continue to prioritize these aspects to ensure ongoing client satisfaction and maintain its reputation as a provider of quality services.

Moreover, the clients expressed their contentment with the consistent and uninterrupted supply of electricity, which enabled them to carry out their daily activities without any disruptions. The evaluation results suggest that TARELCO I has been successful in providing satisfactory services across technical, institutional, and billing-related dimensions. The cooperative's commitment to addressing client needs and mainta=ining service quality is reflected in the positive experiences reported by clients. Ongoing efforts to enhance services and address specific areas of concern will likely contribute to sustained client satisfaction in the future.

3.2 Problems encountered by the respondents which affects the Client Satisfaction on the services of Tarlac I Electric Cooperative

The specific problems encountered by respondents that may impact client satisfaction with TARELCO I's services can vary. However, some common issues that can affect client satisfaction in utility services include, this problem being answered by multiple.

Overall, these problems can greatly impact client satisfaction with the services of Tarlac I Electric Cooperative and should be addressed by the cooperative to improve their services and maintain a positive relationship with their customers.

Table 3
Problems Encountered

Problems	f	R
Power Outages	60	1
Online Payment of Satellite Collection Office	49	2
Billing Inaccuracies	35	3
Wrong sending of Payment	30	4
Sometimes the poor customer services	26	6
Lack of Transparency	14	7
Voltage Fluctuations	10	8

These problems directly impact Client Satisfaction with the services provided by Tarlac I Electric Cooperative.
These identified problems cover a spectrum of issues affecting Client Satisfaction with Tarlac I Electric Cooperative's services. Addressing these concerns, particularly focusing on resolving frequent power outages, improving billing accuracy, enhancing online payment systems, and bolstering customer service, could significantly enhance overall satisfaction levels among consumers.

3.3 Proposed Measures to enhance the Client Satisfaction on the services of Tarlac I Electric Cooperative, Inc. (TARELCO I)

Based on the interviews among the respondents of the study the following measures were proposed to enhance and solve the problems encountered identified in the study.

3.3.1 Improve service reliability: Implement measures to minimize power outages by investing in infrastructure upgrades, regular system maintenance, and proactive monitoring. This would ensure a more reliable and uninterrupted power supply.

3.3.2 Enhance communication channels: Establish clear and effective communication channels to keep clients informed about any service disruptions, maintenance schedules. Utilize multiple platforms such as emails, SMS notifications, social media, and a user-friendly website to provide updates and address concerns promptly.

3.3.3 Enhance customer support: Strengthen the customer support team by providing training on effective communication, problem-solving, and empathy. Ensure that customer inquiries are promptly addressed, and complaints are resolved in a timely manner. Consider implementing a dedicated customer helpline for quicker   assistance.

3.3.4 Improve billing accuracy and transparency: Implement measures to ensure accurate billing, such as regular meter readings and clear statement of account (SOA). Make billing information easily accessible through online for clients' convenience.
3.3.4.1 Seek client feedback: Regularly conduct client satisfaction surveys or feedback sessions to understand their concerns, expectations, and suggestions for improvement. Actively incorporate client feedback into service enhancements and address any recurring issues. Remember, these are just proposed measures, and TARELCO I may need to assess their feasibility and align them with their specific goals and resources

4. Implications of the study to Public Administration

The implications of the study for public administration, focusing on service delivery, trust and confidence, reputation and image, public perception and legitimacy, accountability and improvement, and sustainable development. Service Delivery in Public Management of the study provides insights into the effectiveness of service delivery by TARELCO 1, a public administration entity. It offers valuable knowledge for public managers to understand the areas of strength and potential improvement in delivering services to the public. Next. The Trust and Confidence: High client satisfaction fosters trust and confidence in the public administration. Clients who are satisfied with the services provided by TARELCO 1 are more likely to trust the competence and reliability of the administration. This trust is essential for building positive relationships with the public and encouraging their cooperation and engagement.

IV. ACKNOWLEDGEMENT

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