

**Light Rail Transit Authority** 

Client Satisfaction Measurement Report (LRT 2)
2023

## **TABLE OF CONTENTS**

I. Overview	1
II. Scope	5
III. Methodology	8
IV. Data and Interpretation	10
V. Results of the Agency Action Plan	30
VI. Continuous Agency Improvement Plan	31
VII. Index	34
Annex A. Survey Questionnaire Used	34

### I. OVERVIEW

#### Background

The Light Rail Transit Authority (LRTA) is a government-owned and controlled corporation under the Department of Transportation (DOTr) which oversees the operations of the LRT-1 (Baclaran-Roosevelt) by the Light Rail Manila Corporation, the private concessionaire, and manages the operation of the LRT-2 (Recto-Antipolo) system.

As part of the government's initiative to enhance citizen participation in its processes, particularly in the delivery of products and services, a feedback mechanism/survey shall be established to gauge client satisfaction with the services of all government agencies, including Government-Owned or Controlled Corporations (GOCCs). In 2023, the GCG and the Anti-Red Tape Authority (ARTA) released the Joint Memorandum Circular No. 1, which aims to harmonize the conduct of the GCG-prescribed Customer Satisfaction Survey and the ARTA's Client Satisfaction Measurement (CSM). As such, all government agencies are required to adopt the "Harmonized CSM" to assess the government agencies' services as defined in the Citizen's Charter. As an ISO 9001:2015 certified GOCC which values the importance of customer feedback for the continual improvement of the Agency, the LRTA commissioned the services of a third-party marketing research firm, the Premier Value Provider, Inc. (PVP), to conduct the survey to ensure transparency, objectivity, and reliability, and in compliance with the Governance Commission for GOCCs (GCG) and ARTA's Memorandum Circular No. 2022-05 as amended by MC No. 2023-05.

The client satisfaction feedback was gathered for services offered by LRTA. It measured the clients' satisfaction regarding how LRTA, specifically LRT Line 2, responds to their needs, which reflected LRT's competence and effectiveness. The survey results shall serve as inputs in the continuous improvement of LRTA's service delivery.

#### Objective of the Survey

The Light Rail Transit Authority (LRTA), through its Public Relations Division (PRD), sought to engage the short-term services of Premier Value Provider, Inc. (PVP) to undertake an annual customer satisfaction survey for the LRT 2 system to measure customer satisfaction on services identified in its Citizen's Charter, and to gather information on customer requirements and expectation on system performance.

The survey served as a mechanism to identify priorities on service improvement from a customer's perspective and provide a benchmark upon which future service delivery and customer satisfaction improvements shall be anchored. The following are the specific objectives of the survey:

- To assess LRTA's customers' overall satisfaction and perception on the services rendered to them by the agency;
- 2. To determine the level of service quality across the following dimensions:
  - Responsiveness
  - Reliability
  - Access and facilities
  - Communication
  - Cost
  - Integrity
  - Assurance
  - Outcome
- 3. To determine the statistical impact of the service quality dimensions on the overall satisfaction rating; and
- 4. To surface suggestions for areas of improvement.

#### **Executive Summary**

This is the comprehensive report that presents the findings of the 2023 External Client Satisfaction Measurement of the Light Rail Transit Authority (LRTA) It was initiated to measure customer satisfaction on services identified in its Citizen's Charter, and to gather information on customer requirements and expectation on system performance. It covered the six services availed by clients specific to the LRT 2 system.

The survey data was collected through an intercept survey and phone survey conducted in December 2023 by Premier Value Provider, Inc. (PVP), a third-party marketing research firm. It also incorporated the data from phone and onsite survey conducted by the Public Relations Division and the Knowledge Management and Information Technology Division. A total of 1,726 respondents completed the survey with reported response rate of 100% and a margin of error of ± 2.31%.

Table 1 shows the summary of the 2023 LRTA CSM Survey according to Citizen's Charter Results, Overall Satisfaction and Total Rating and Response Rate.

Table 1. Summary of the Citizen's Charter Results, Overall Satisfaction, Total Rating and Response Rate

Scores and Response Rate	Score
CC Awareness:	37.00%
CC Visibility	92.00%
CC Helpfulness	97.00%
Overall Satisfaction Score	93.90%
Total Rating Score	93.30%
Response Rate	100.00%

Key findings of the survey are as follows:

- Citizen's Charter (CC) Results
  - 37% of the respondents know what a Citizen's Charter is and 42% saw where the LRTA's Citizen's Charter Office is. 57% were not able to see the CC and 16% only learned about the CC when they saw it in the office.
  - Among those who were aware of what a CC is, 48% found it easy to see and 44% found it somewhat easy to see.
  - While 48% found the CC to be very helpful in their transaction and 49% considered it to be somewhat helpful, only 2% considered it to be not helpful.
- Service Quality Dimensions (SQDs) Results:
  - Overall Satisfaction score is "Very Satisfactory" (SQD0 = 93.90%)
  - Total Rating score is "Very satisfactory" (SQD1-SQD8 = 93.30%)
  - Responsiveness was rated "Outstanding" (95.00%) among all the other service quality dimensions.
  - The following service quality dimensions were rated as "Very Satisfactory":
    - Reliability (94.70%)
    - Assurance (94.60%)
    - Access and Facilities (94.40%)
    - Outcome (94.30%)
    - Integrity (93.30%)
    - Cost (90.80%)
  - While the lowest score was in Communication (89.50%), it was still considered to be "Satisfactory".

## II. SCOPE

#### Period Covered

The LRTA CSM survey processed all collected data from the intercept and phone surveys conducted in December 2023 and the data gathered by the Public Relations Division from digital and onsite survey conducted in December 2023.

#### **Geographical and Office Coverage**

The 2023 LRTA Survey was conducted to external clients who availed of its services of LRT Line 2. However, respondents who completed the survey and served in various stations came from 10 Regional areas in the country as presented in Table 2.

Table 2. Distribution of Respondents according to Regional Coverage

Regional Coverage		Total No. of Respondents
National Capital region (NCR)		1,186
Region 1 (Ilocos Region)		16
Region 2 (Cagayan Valley)		3
Region 3 (Central Luzon)		42
Region 4A (CALABARZON)		416
Region IVB (MIMAROPA)		7
Region 5 (Bicol Region)		1
Region 7 (Central Visayas)		1
Region 8 (Eastern Visayas)		1
Region 9 (Zamboanga Peninsula)		1
(Unspecified regional location)		52
	Total	1,726

#### Services Surveyed

The LRTA CSM Survey for 2023 specific for LRT Line 2 covered the services reflected in Table 3.

Table 3. Service Units Surveyed

Service Units	No. of Annual Transactions	Total No. of Respondents with Completed Survey
Purchase of Single Journey Tickets (SJT) or Stored Value Card (SVC)	16,526,605	410
Reloading of Stored Value Card (SVC)	4,052,782	449
Application for Discounted Stored Value Card (SVC) or Concessionary Card (BEEP) for Senior Citizens and PWDs	4,520	355
Filing of Complaints	330	386
Processing of Business Proposals	80	66
Sale or Issuance of Bidding Documents	70	60
Total	20,584,387	1,726
Total Percentage	100	100 *

<sup>\*</sup> Based on required minimum number of respondents (n=1,425)

#### Sampling

Based on the ARTA guidelines, a 95% confidence interval and a 5% margin of error was applied across all services. The sampling calculator provided in the CSM Guidelines was used to compute the minimum number of respondents needed.

As reflected in Table 4, there were 1,726 LRT 2 clients who availed of the various services of LRTA and who responded to the CSM survey invitation. Overall, the response rate is 100% given that the total respondents is more than the required sample size of 1,425 (with a margin of error of  $\pm$  2.31%). Out of 1726 total respondents, 26% (n=449) availed of Reloading of Stored Value Card (SVC) while 24% (n=410) had Purchase of Single Journey Tickets (SJT) or Stored Value Card (SVC). On the other hand,

22% (n=386) have filed some complaints or had given feedback. Application for Discounted Stored Value Card (SVC) or Concessionary Card (BEEP) for Senior Citizens and PWDs was availed by 21% (n=355) of the total respondents. A corresponding 4% (n=66) of the respondents were involved in Processing of Business Proposals and another 3% (n=60) availed of the service on Sale or Issuance of Bidding Documents.

Table 4. Sampling and Response Rate

Service Units	No. of Annual Transactions	Required Sample Size	Total No. of Surveyed Respondents	Percentage (Based on Surveyed Respondents)
Purchase of Single Journey Tickets (SJT) or Stored Value Card (SVC)	16,526,605	384	410	24
Reloading of Stored Value Card (SVC)	4,052,782	384	449	26
Filing of Complaints	330	178	386	22
Application for Discounted Stored Value Card (SVC) or Concessionary Card (BEEP) for Senior Citizens and PWDs	4,520	354	355	21
Processing of Business Proposals	80	66	66	4
Sale or Issuance of Bidding Documents	70	59	60	3
Total	20,584,387	1425	1726	
Total Percentage	100		100	100
Margin of Error			± 2.31%	

### III. METHODOLOGY

The governing guidelines provided by GCG and ARTA were used as the standard methodology for the conduct of the CSM. All the relevant specifications and procedures were adopted as stated in the documents.

#### Mode of Survey Implementation

Data was collected using the method/s prescribed in ARTA MC No. 2023-05 in the conduct of the CSM Questionnaire. Both onsite and remote conduct were carried out wherein an intercept survey and phone interviews were conducted by PVP in December 2023 while other data were gathered from phone and onsite survey conducted by the Public Relations Division and the Knowledge Management and Information Technology Division.

#### Feedback and Collection Mechanism

The CSM covered 6 services delivered to external clients specific for LRT 2 stations. The minimum number of responses per service was computed based on the calculator provided by ARTA. The number of completed responses met the minimum requirement for all services evaluated.

The full CSM questionnaire as provided by ARTA Memorandum Circular 2023-05 was used (refer to Index). The questionnaire contains four sections. The first section covers demographics and basic information, the second section contains questions on the Citizen's Charter (CC), and third section contains questions on the Service Quality Dimensions (SQDs). The last part of the survey is an openended qualitative portion.

The CSM Questionnaire was administered to respondents during the prescribed data collection period. The estimated time for respondents to complete the online survey was 5 minutes. All raw data furnished by LRTA was incorporated with those collected by PVP for tabulation and analysis.

#### **Scoring System**

The section on SQDs makes use of a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Scale	Rating
5	Strongly Agree
4	Agree
3	Neither Agree nor Disagree
2	Disagree
1	Strongly Disagree

#### **Numerical Interpretation**

Results of the CSM were scored and rated according to the ARTA memorandum. On the other hand, responses to the open-ended question were categorized based on the actual answers of the respondents. Internal quality control measures and standards were followed to ensure data quality and integrity.

The Overall score for the 8 SQDs were computed based on the following formula:

The interpretation of the results are as follows:

Score	Rating
95.0 to 100%	Outstanding
90.0% to 94.9%	Very Satisfactory
80.0 to 89.9%	Satisfactory
60.0% to 79.9%	Fair
Below 60.0 %	Poor

# IV. DATA & INTERPRETATION

#### A. Demographic Profile

The succeeding tables show the distribution of respondents by age, sex, region of residence and client type.

Table 5 indicates that out of 1,726 total respondents, more of the respondents are females (45%, n=785) while 41% (n=713) are males. The largest number of respondents are between 20-34 years old (39%, n=670), 21% (n=355) are between 35 to 49 years old while 16% (n=268) of the respondents are in the age range of 50–64 years old.

Table 5. Profile of Respondents according to Sex and Age

Sex	No. of Resp.	%
Female	785	45%
Male	713	41%
not indicated	228	13%
Total	1,726	100%

Note: A discrepancy in percentage calculation is due to binary round-off error

Age	No. of Resp.	<b>%</b>
20-34	670	39%
35-49	355	21%
50-64	268	16%
19 o mas mababa	167	10%
65 o mas mataas	135	8%
not indicated	131	8%
Total	1,726	100%

Table 6 shows the distribution of respondents according to region of residence. As shown, most of the respondents (68.7%, n=1,186) availed the services delivered in the NCR Region. The second highest number of representation is from Region 4A with 24.1% (n=416) out of the total number of respondents. The rest of the regional representations are below 5% of the total number of respondents.

Table 6. Profile of Respondents according to Region of Residence

Region of Residence	No. of Resp.	<b>%</b>
NCR	1,186	68.7%
Region 04-A	416	24.1%
not indicated	52	3.0%
Region 03	42	2.4%
Region 01	16	0.9%
Region 04-B	7	0.4%
Region 02	3	0.2%
Region 05	1	0.1%
Region 07	1	0.1%
Region 08	1	0.1%
Region 09	1	0.1%
Total	1,726	100.0%

In the succeeding page, Table 7 shows the distribution of respondents according to client type. As shown, the bulk of the respondents were the passengers/citizens comprising 86% (n=1,480) of the total number of respondents. This is followed by the business clients (i.e., concessionaires, suppliers, contractors) who comprise the 7% (n=125) of the total respondents. Only 1% (n=19) of the respondents are government clients.

Table 7. Profile of Respondents according to Client Type

Client type	No. of Resp.	<b>%</b>
Citizen (passenger)	1,480	86%
Business (concessionaire, supplier, contractor	125	7%
not indicated	102	6%
Gobyerno (Empleyado o Ibang Ahensya)	19	1%
Total	1,726	100%

Table 8 shows the distribution of respondents according to LRT 2 station. As shown, the bulk of the respondents (76%; n=1,314) from unidentified station/s considering that the respondents failed to indicate from which station they came from. However, 24% of the total respondents were distributed from the 6 stations identified, with each station having five percent or less (=/<5%) respondents. The two stations with the highest representation were the Anonas LRT 2 Station (5%) and Katipunan LRT 2 Station (5%).

Table 8. Profile of Respondents according to LRT 2 Station

Station	No. of Resp.	<b>%</b>
not indicated	1,314	76%
Anonas LRT2	86	5%
Katipunan LRT2	85	5%
Recto LRT2	80	5%
Cubao LRT2	52	3%
Marikina-Pasig LRT2	52	3%
Santolan LRT2	35	2%
N/A (Survey conducted through calls)	22	1%
Total	1,726	100%

When analyzing and gaining insights from the data, it should be noted that in terms of the demographic profile of the respondents, there is minimal difference in terms of representation of both male and female respondents. The majority of the respondents are from the 20-34 age bracket and are mostly citizens/passengers coming from the NCR Region. While most of the respondents came from the Anonas LRT 2 Station and Katipunan LRT 2 Station, they only represent a very minimal percentage of the total number of respondents.

#### B. Citizen's Charter (CC) and Service Quality Dimension Results

#### B.1 Citizen's Charter (CC) Results

This Citizen's Charter of the Light Rail Transit Authority is in support of the government's drive to promote integrity, accountability, and effective management of public affairs and assets. The aim is to establish practices and standards that prevent corruption in the bureaucracy.

The following table details the results from the questions regarding the Citizen's Charter (CC) specifically on the client's awareness of the CC, the visibility of its office, and its helpfulness. The key findings from the CC results is shown in Table 9.

- o 37% of the respondents know what a Citizen's Charter is and 42% saw where the LRTA's Citizen's Charter Office is. 57% were not able to see the CC and 16% only learned about the CC when they saw it in the office.
- Among those who were aware of what a CC is, 48% found it easy to see and 44% found it somewhat easy to see.
- While 48% found the CC to be very helpful in their transaction and 49% considered it to be somewhat helpful, only 2% considered it to be not helpful.

Table 9. Frequency and Percentage of Respondents according to Awareness, Visibility and Helpfulness of the Citizen's Charter

CC1: Which of the following best describes your awareness of a CC?	Responses	%
1. I know what a CC is and I saw this office's CC.	444	26%
2. I know what a CC is but I did NOT see this office's CC.	197	11%
3. I learned of the CC only when I saw this office's CC.	277	16%
4. I do not know what a CC is and I did not see one in this office.	795	46%
did not respond	13	1%
Total	1,726	100%

CC2: If aware of CC (answered 1-3 in CC1), would you say that the CC of this office was?	Responses	%
1. Easy to see	349	48%
2. Somewhat easy to see	320	44%
3. Difficult to see	46	6%
4. Not visible at all	12	2%
Total	727	100%

CC3: If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?	Responses	%
1. Helped very much	349	48%
2. Somewhat helped	357	49%
3. Did not help	16	2%
Total	722	100%



This section of the report presents the survey data specific to the overall satisfaction and total rating of the service quality dimensions covering the following: Responsiveness, Reliability, Access and Facilities, Communication, Cost, Integrity, Assurance, and Outcome. This is in reference to the 6 services delivered by the LRT 2 system.

Table 10 shows the Overall Customer Satisfaction Score for the 8 service quality dimensions. The satisfaction score takes into account both the "strongly agree" and agree" responses. Out of 1,726 total respondents, the overall customer satisfaction rating is "Very Satisfactory" with an overall positive rating of 93.9%.

Table 10. Service Quality Dimension Score for Overall Satisfaction

Rating Category	Strongly	Agree	Neither Agree	Disagree	Strongly	N/A	Total	Overall
Service Quality Dimensions	Agree		nor Disagree		Disagree		Resp.	(% Positive Ratings)
SQD0. Overall Satisfaction	teranomia estado	Description of the second	In a second	losso (incomo consesso)				
SQD0. I am satisfied with the service that I availed.	917	689	74	19	11	16	1726	93.9

Score Rating

95.0 to 100% Outstanding

90.0% to 94.9% Very Satisfactory

80.0 to 89.9% Satisfactory

60.0% to 79.9% Fair

Below 60.0 % Poor

In reference to Table 11 which shows the Total Rating score of the 8 service quality dimensions and the per dimension score, the respondents' Total Rating (SQD1 to SQD 8) is also "Very Satisfactory" with a positive rating score of 93.3%. The key findings are as follows:

Key Findings on the Service Quality Dimensions (SQDs) Results

 Responsiveness (i.e., reasonable amount of time spent by the client when having transaction) was considered "Outstanding" with a positive rating of 95.0%. This reflects the area where LRTA did very well.

- Specific SQDs with "Very Satisfactory" rating are the following:
  - Reliability (94.7%)
  - Assurance (94.6%)
  - Access and Facilities (94.4%)
  - Outcome (94.3%)
  - Integrity (93.3%)
  - Cost (90.8%)
- o The lowest score is in Communication (89.5%) but is still rated as "Satisfactory".

Table 11. Total Rating Score and Service Quality Dimension Score for SQD1 to SQD8

Rating Category	Strongly	Agree	Neither Agree	Disagree	Strongly	N/A	Total	Overall
Service Quality Dimensions	Agree		nor Disagree		Disagree		Resp.	(% Positive Ratings)
SQD1. Responsiveness								
SQD1. I spent a reasonable amount of time for my transaction.	929	692	52	26	7	20	1726	95.0
SQD2. Reliability								
SQD2. The office followed the transaction's requirements and steps based on the information provided.	636	607	55	8	7	413	1726	94.7
SQD3. Access and Facilities								
SQD3. The steps (including payment) I needed to do for my transaction were easy and simple.	922	668	64	21	9	42	1726	94.4
SQD4. Communication								
SQD4. I easily found information about my transaction from the office or its website.	730	614	111	30	17	224	1726	89.5
SQD5. Cost								
SQD5. I paid a reasonable amount of fees for my transaction.	823	650	100	41	9	103	1726	90.8
SQD6. Integrity								And the same and the same and the same and the same and
SQD6. I feel the office was fair to everyone, or "walang palakasan", during my transaction.	914	667	75	28	11	31	1726	93.3
SQD7. Assurance								
SQD7. I was treated courteously by the staff, and (if asked for help) the staff was helpful.	990	630	57	25	10	14	1726	94.6
SQD8. Outcome								
SQD8. I got what I needed from the government office, or (if denied) denial of request was sufficiently explained to me.	955	638	08	15	2	36	1726	94.3
Total (SQD 1 to 8)	6899	5166	594	194	72	883	13808	93.3

Note: The overall score represents the percentage of positive ratings, which are either a "Strongly Agree" or "Agree" response. "N/A" responses are excluded from the computation.

95.0 to 100% Outstanding
90.0% to 94.9% Very Satisfactory
80.0 to 89.9% Satisfactory
60.0% to 79.9% Fair
Below 60.0 % Poor

Specifically, Communication as a service quality dimension refers to the clients' easy access to information about their transaction from the office or its website. The rating is in reference to the respondent's comment regarding the need for announcement of the exact schedule of train arrival. Moreover, it was pointed out that code alerts can also be helpful (i.e. "Code alerts are 'good'" as commented by a respondent).

#### C. Service Quality Dimension Results by Service Availed

The following section presents the results for the key service quality dimensions according to the specific services availed by the respondents.

Key Findings on the SQD Scores by Service Availed (see Table 12):

- In terms of Overall Satisfaction (SQD0), an "Outstanding" rating is given to two services:
  - Sale or Issuance of Bidding Documents (Overall Satisfaction = 98.2%)
  - Application for Discounted Stored Value Card (SVC) or Concessionary Card
     (BEEP) for Senior Citizens and PWDs (Overall Satisfaction = 98.0%)
- A "Very Satisfactory" rating is observed in four other service areas:
  - Purchase of Single Journey Tickets (SJT) or Stored Value Card (SVC) (Overall Satisfaction = 94.8%)
  - Processing of Business Proposals (Overall Satisfaction = 93.8%)
  - Filing of Complaints (Overall Satisfaction = 91.9%)
  - Reloading of Stored Value Card (SVC) (Overall Satisfaction = 91.1%)
- For Total Rating (SQD1-SQD8), three services were considered to be "Outstanding":
  - Sale or Issuance of Bidding Documents (Total Rating = 97.6%)

- Application for Discounted Stored Value Card (SVC) or Concessionary Card (BEEP) for Senior Citizens and PWDs (Total Rating = 97.1%)
- Processing of Business Proposals (Total Rating = 96.6%)
- For Total Rating (SQD1-SQD8) A "Very Satisfactory" rating is observed in three services availed:
  - Purchase of Single Journey Tickets (SJT) or Stored Value Card (SVC) (Total
     Rating = 93.6%)
  - Filing of Complaints (Total Rating=92.1%)
  - Reloading of Stored Value Card (SVC) (Total Rating = 90.4%)
- In Reloading of Stored Value Card (SVC), almost all service quality dimensions were rated as "Very Satisfactory" except in Communication and Cost which were rated as "Satisfactory."

#### D. Free Responses

Below are the comments and suggestions for improvement of the respondents.

Service Quality Dimension	Comments / Suggestions for Improvement
Overall Satisfaction	Address the complaints and "improve the services"
Responsiveness	"Araw araw ako sumasakay and sorry for the inconvenience lang ang binibigay tuwing titigil ang train." How to properly address this regular concern?
Reliability	"Magkaron ng time limit kung kelan isasara yung pinto ng train, by this maiwasan na napupuno ang train 1st and 2nd station pa langKung kailangan nyo mag stay sa isang station dahil laging may train pa sa unahan ang dahilan eh isara nyo pa din yung pinto ng train para hindi napupuno"
	"Kung merong analyst ang LRTA, tingnan kung ilan ang pasahero daily, saan station sumasakay at bumababa with data, you can request additional train."

"Hindi safe na overload ang train.. 1st station pa lang puno na.. saan ba station ang maraming bumababa? Cubao di ba at dulong station pa kung saan may mga universities..kung pupunuin nyo pa lang mula Antipolo station ano pa mangyayari at paano pa ang ibang sasakay sa mga susunod na station." "Sana mabigyan kami ng storage areas since food ang Access & Facilities hinahandle namin." "Additional Electric Fan in Platform and Benches" "Addional TVM" "Additional guards na mag-accommodate sa mga senior citizens" "Additional scanner especially during peak season" "Aircon in trains need to be colder during rush hour" "Airconditioning need improvement" "Ang ibang train ay mainit at di namamaintain ang aircon" "Add exact schedule for train to arrive Communication "Code alerts are good." (No suggestions related to costs.) Costs (No suggestions related to costs.) Integrity "Separate sana ang janitorial services and sanitary services." Assurance "Agapan ng maayos ang mga isyu tungkol sa pagkain ng Outcome points sa beep card. Ang suhesyon ko po sa mga guard ng Recto po sana maglaan sila ng nag-check po ng bag wag lang po scanner lalo pag-rush hour at umuulan po kasi nakakaistorbo sa nagmamadali umuwi po kung pipila pa ng mahaba lalo na kung ang dala lng po ay eco bag na lagayan ng pagkain at small sling bag ang laman Ing cp mdami sa guard po na babae ay mga bastos sa pasahero. Pag umuulan naman po wag na ipagamit yung scanner lalo n po kung basa pasahero sana gayahin sa Antipolo Station may chance mamili ng pasahero kung gagamit po ba sya ng scanner o bag checking na lng po. Sobra stress po kasi kahit na nilaladlad mo na bag na dala mo sa guard ng babae ipipilit pa din ilagay sa scanner ang bag. Di ba po obligasyon naman ng guard i-check ang bag at wag umasa sa scanner.. pag alam naman po nila ibbigay na bag ng pasahero sa kanila dapat obligasyon nila i-check po iyon.

Table 13 presents the breakdown of SQD Scores according to client type. The key findings are presented below:

Key Findings on the SQD Scores by Client Type:

- O Among the identified client types, Overall Satisfaction (SQD0) was considered "Outstanding" by the Business clients (i.e. concessionaires, suppliers, and contractors) with an Overall Satisfaction positive rating of 95.9%. It was rated as "Very Satisfactory" by Citizens/Passengers with an Overall Satisfaction positive rating of 93.9%.
- A "Poor" evaluation was observed in the overall satisfaction rating made by the Government Clients (Overall Satisfaction=57.9%).
- Total Rating (SQD1-SQD8) score was "Outstanding" among Business clients (i.e., concessionaires, suppliers, and contractors) with a Total Rating of 96.9% while Citizens/Passengers had a "Very satisfactory" Total Rating (93.4%).

Consistently, Government Clients had the lowest Total Rating score (73.8%). A "Fair" rating is given to almost all service quality dimensions except in Assurance and Cost which were rated as "Satisfactory".

Table 12. Breakdown of SQD Scores by Service Availed

	Aplikasyon para sa Concessionary Card para sa Senior Citizens at PWDs	Pagbili ng dokumento para sa bidding	Pagbili ng Single Journey Ticket o Stored Value Card (SVC)	Paghain ng Reklamo/Feedback	Pagproseso ng panukala sa negosyo/business proposals	Pagreload ng Stored Value Card o Concessionary card	Total
Number of Respondents	355	09	410	386	99	449	1726
SQD0. Overall Satisfaction	98.0	98.2	94.8	91.9	93.8	91.1	93.9
SQD1. Responsiveness	7.79	96.5	96.3	91.9	100.0	93.5	95.0
SQD2. Reliability	6.96	98.2	95.9	93.7	98.4	91.8	94.7
SQD3. Access and Facilities	7.79	98.2	94.8	93.3	98.1	91.5	94.4
SQD4. Communication	94.5	96.5	8.98	91.1	94.2	83.8	89.5
SQD5. Cost	6'96	94.6	92.8	9:98	100.0	85.6	8.06
SQD6. Integrity	96.1	98.2	94.0	91.3	93.8	91,4	93.3
SQD7. Assurance	98.0	0.001	93.3	95.1	95.4	91.9	94.6
SQD8. Outcome	2.79	98.2	93.6	92.7	6:96	92.5	94.3
Total Rating (SQD1 to 8)	97.1	97.6	93.6	92.1	99.96	90.4	93.4

Score	Rating
95.0 to 100%	Outstanding
90,0% to 94.9%	Very Satisfactory
80.0 to 89.9%	Satisfactory
60.0% to 79.9%	Fair
Below 60.0 %	Poor

Table 13. Breakdown of SQD Scores by Client Type

topos calaboratorio de la comunicación de la comuni				-	Manager Manager
	Business (concessionaire, supplier, contractor	Citizen (passenger)	Gobyerno (Empleyado o Ibang Ahensya)	not indicated	Total
Number of Respondents	125	1480	19	102	1726
SQD0. Overall Satisfaction	95.9	93.9	57.9	98.0	93.9
SQD1. Responsiveness	98.4	94.9	72.2	97.0	95.0
SQD2. Reliability	98.3	94.6	72.2	95.1	94.7
SQD3. Access and Facilities	98.1	94.6	77.8	90.2	94.4
SQD4. Communication	94.4	89.5	70.6	87.0	89.5
SQD5. Cost	97.0	91.0	83.3	83.2	90.8
SQD6. Integrity	95.8	93.1	73.7	96.1	93.3
SQD7. Assurance	97.5	94.4	84.2	97.1	94.6
SQD8. Outcome	96.7	94.3	72.2	95.0	94.3
Total Rating (SQD1 to 8)	96.9	93.4	73.8	93.2	93.4

Score	Rating
95.0 to 100%	Outstanding
90.0% to 94.9%	Very Satisfactory
80.0 to 89.9%	Satisfactory
60.0% to 79.9%	Fair
Below 60.0 %	Poor

Table 14 presents the breakdown of SQD Scores according to respondents' age group. The key findings are presented below:

Key Findings on the SQD Scores according to Age Group:

- o In terms of Overall Satisfaction and Total Rating, the older age groups (i.e., 50-64 and 65-up age groups) had an "Outstanding" rating of most service quality dimensions while the younger age groups (i.e., 19 years old and below, 20-34, and 35-49 age groups).
  - Clients wo are 19 years and below had the lowest Overall Satisfaction rating (91.6%) while those in those in the age group 65 years and above had the highest Overall Satisfaction rating (99.3%).

- In terms of Total Rating, the oldest age group (i.e., 65 years and above) had the highest rating (97.8%) and those in the 20-34 age group had the lowest rating (Total Rating=91.9%)
- For clients from 65 years old and above, almost all service quality dimensions were rated as "Outstanding" except Cost which was considered to be "Very Satisfactory".

Table 14. Breakdown of SQD Scores by Respondent's Age

	19 o mas mababa	20-34	35-49	50-64	65 o mas mataas	not indicated	Total
Number of Respondents	167	670	355	268	135	131	1726
SQD0. Overall Satisfaction	91.6	92.4	93.5	95.8	99.3	96.2	93.9
SQD1. Responsiveness	94.0	94.7	93.7	95.9	99.3	95.3	95.0
SQD2. Reliability	93.8	92.8	94.3	96.2	97.6	97.7	94.7
SQD3. Access and Facilities	90.9	93.2	94.7	97.0	98.5	94.6	94.4
SQD4. Communication	93.3	85.9	89.3	89.1	96.1	95.3	89.5
SQD5. Cost	85.0	88.9	90.5	94.9	94.8	95.1	90.8
SQD6. Integrity	94.6	91.4	92.8	94.7	97.8	94.6	93.3
SQD7. Assurance	95.2	93.2	92.9	96.6	99.3	96.9	94.6
SQD8. Outcome	95.8	93.4	91.4	97.7	97.8	93.8	94.3
Total Rating (SQD1 to 8)	92.7	91.9	92.6	95.4	97.8	95.5	93.4

Score	Rating
95.0 to 100%	Outstanding
90.0% to 94.9%	Very Satisfactory
80.0 to 89.9%	Satisfactory
60.0% to 79.9%	Fair
Below 60.0 %	Poor

Table 15 presents the breakdown of SQD Scores according to sex of respondents. The key findings are presented below:

Key Findings on the SQD Scores according to Sex of Respondents:

- Generally, overall satisfaction (SQD0) and Total Rating (SQD1-SQD8) was "Very Satisfactory" for both male and female respondents.
- O Responsiveness was rated as "Outstanding" by the female respondents (95.2%) while the male respondents rated the following service quality dimensions as "Outstanding": Access and Facilities (95.6%), Assurance (95.2%), and Outcome (95.1%).
- Communication was consistently rated as "Satisfactory" by both male and female respondents (89.6% and 88.3%, respectively) while Cost was rated as "Satisfactory" by the female respondents (89.6%).

Table 15. Breakdown of SQD Scores by Respondent's Sex

	Female	Male	not indicated	Total
Number of Respondents	785	713	228	1726
SQD0. Overall Satisfaction	93.7	93.8	95.1	93.9
SQD1. Responsiveness	95.2	94.3	96.5	95.0
SQD2. Reliability	94.0	94.4	96.9	94.7
SQD3. Access and Facilities	93.2	95.6	95.0	94.4
SQD4. Communication	88.3	89.6	92.9	89.5
SQD5. Cost	89.6	90.8	94.8	90.8
SQD6. Integrity	91.8	94.4	94.7	93.3
SQD7. Assurance	93.7	95.2	96.0	94.6
SQD8. Outcome	93.1	95.1	95.6	94.3
Total Rating (SQD1 to 8)	92.6	93.7	95.3	93.4

Score	Rating
95.0 to 100%	Outstanding
90.0% to 94.9%	Very Satisfactory
80.0 to 89.9%	Satisfactory
60.0% to 79.9%	Fair
Below 60.0 %	Poor

Table 16 presents the breakdown of SQD Scores according to Regional Residence of the respondents. The key findings are presented below.

Key Findings on the SQD Scores according to Regional Residence:

- Overall satisfaction and total rating vary among the different regions but is particularly "Outstanding" for respondents coming from Region 2, Region 5, Region 7, Region 8, and Region 9. The lowest overall satisfaction rating was endorsed by those coming from Region 4-B (85.7%; "Satisfactory").
- o A 100% Total Rating ("Outstanding") came from Region 2, Region 5, and Region 7.
- NCR, the region with the highest number of respondents, generally has a "Very Satisfactory" overall satisfaction (94.4%) and total rating (94.2%). The four service quality dimensions rated as "Outstanding" by clients were Reliability (96.3%), Responsiveness (95.6%), Access and Facilities (95.4%) and Assurance (95.2%).
- Clients from Region 2 gave a 100% rating to all service quality dimensions.

Table 17 presents the breakdown of SQD Scores according to Line 2 Station. The key findings are presented below:

Key Findings on the SQD Scores according to Line 2 station:

- Clients who availed of the services in Santolan Line 2 Station and Katipunan Line 2 station gave out an "Outstanding Rating" (with an Overall Satisfaction rating of 100% and 95.3%, respectively). The Katipunan Line 2 Station is likewise rated as "Outstanding" in terms of total rating score (Total rating=98.9%).
- Anonas Line 2 Station, the station with the highest number of respondents, was generally rated as "Very Satisfactory" (Overall Satisfaction=93.0%; Total Rating=91.2%).

Table 16. Breakdown of SQD Scores by Regional Residence

Number of Respondents         52         1186         16         3         42           SQD0. Overall Satisfaction         98.0         94.4         92.9         100.0         95.2           SQD1. Responsiveness         98.0         95.6         92.9         100.0         90.5           SQD2. Reliability         98.0         96.3         92.3         100.0         88.0           SQD3. Access and Facilities         94.1         95.4         92.9         100.0         76.3           SQD4. Communication         90.2         89.9         92.9         100.0         76.3           SQD5. Cost         94.1         91.7         100.0         85.4           SQD5. Integrity         96.1         92.9         100.0         87.5           SQD7. Assurance         96.1         94.9         92.9         100.0         95.2		not indicated NCR Region 01	NCR	CONTRACTOR AND ADDRESS.	Region 02	Region 03	Region 04-A	Region 04-B	Region 05	Region 07	Region 08	Region 09	Total
ities 98.0 94.4 92.9 100.0 98.0 98.0 95.6 92.9 100.0 100.0 96.3 92.3 100.0 100.0 90.2 89.9 92.9 100.0 90.2 89.9 92.9 100.0 94.1 91.7 91.7 100.0 96.1 95.2 92.9 100.0 96.1 96.1 94.9 92.9 100.0 96.1 94.9 92.9 100.0	Jumber of Respondents	52	1186		3	42	416	7	-	-	-	1	1726
1ties 98.0 95.6 92.9 100.0 100.0 100.0 100.0 100.0 100.0 100.2 89.9 92.9 100.0	QD0. Overall Satisfaction	98.0	94.4	92.9	100.0	95.2	92.0	85.7	100.0	100.0	100.0	100.0	93.9
d Facilities     94.1     96.3     92.3     100.0       cation     90.2     89.9     92.9     100.0       94.1     91.7     91.7     100.0       98.0     94.1     92.9     100.0       98.0     94.1     92.9     100.0       96.1     95.2     92.9     100.0       96.1     94.9     92.9     100.0	QD1. Responsiveness	98.0	92.6	92.9	100.0	90.5	93.6	85.7	100.0	100.0	100.0	100.0	95.0
94.1     95.4     92.9     100.0       90.2     89.9     92.9     100.0       94.1     91.7     91.7     100.0       98.0     94.1     92.9     100.0       96.1     95.2     92.9     100.0       96.1     94.9     92.9     100.0	QD2. Reliability	0.86	96.3	92.3	100.0	88.0	9.06	83.3	100.0	100.0	100.0	100.0	94.7
90,2     89,9     92,9     100.0       94,1     91,7     91,7     100.0       98,0     94,1     92,9     100.0       96,1     95,2     92,9     100.0       96,1     94,9     92,9     100.0	QD3. Access and Facilities	94.1	95.4	92.9	100.0	95.1	7.16	85.7	100.0	100.0	100.0	100.0	94.4
94.1     91.7     91.7     100.0       98.0     94.1     92.9     100.0       96.1     95.2     92.9     100.0       96.1     94.9     92.9     100.0	QD4. Communication	90.2	89.9	92.9	100.0	76.3	89.3	83.3	100.0	100.0	100.0	100.0	89.5
98.0     94.1     92.9     100.0       96.1     95.2     92.9     100.0       96.1     94.9     92.9     100.0	QD5. Cost	94.1	91.7	7.16	100.0	85.4	88.6	85.7	100.0	100.0	0.0	100.0	8.06
96.1     95.2     92.9     100.0       96.1     94.9     92.9     100.0	SQD6. Integrity	0.86	94.1	92.9	100.0	87.5	91.1	100.0	100.0	100.0	0:0	0.0	93.3
96.1 94.9 92.9 100.0	SQD7. Assurance	96.1	95.2	92.9	100.0	95.2	92.9	85.7	100.0	100.0	100.0	100.0	94.6
	SQD8. Outcome	96.1	94.9	92.9	100.0	95.2	92.3	85.7	100.0	100.0	100.0	100.0	94.3
Total Rating (SQD1 to 8) 95.9 94.2 92.7 100.0 90.1	fotal Rating (SQD1 to 8)	6:56	94.2	92.7	100.0	90.1	91.4	86.9	100.0	100.0	77.8	88.9	93.4

Score	Rating
95.0 to 100%	Outstanding
90.0% to 94.9%	Very Satisfactory
80.0 to 89.9%	Satisfactory
60.0% to 79.9%	Fair
Below 60.0 %	Poor

Table 17. Breakdown of SQD Scores by Line 2 Station

	N/A (Survey conducted not indicated through calls)	not indicated	Anonas LRT2	Cubao LRT2	Katipunan LRT2	Katipunan LRT2   Marikina-Pasig LRT2	Recto LRT2	Santolan LRT2	Total
Number of Respondents	22	1314	98	52	85	52	80	32	1726
SQD0. Overall Satisfaction	6.06	94.2	93.0	90.4	95.3	90.2	92.4	100.0	93.9
SQD1. Responsiveness	100.0	94.8	93.0	94.2	95.3	94.1	97.5	100.0	95.0
SQD2. Reliability	100.0	94.6			100.0	50.0	100.0		94.7
SQD3. Access and Facilities	100.0	94.2	7.76	90.4	96.4	92.2	92.5	100.0	94.4
SQD4. Communication	7.2.7	91.4	80.0	61.3	74.0	96.2	9.08	94.7	89.5
SQD5. Cost	95.0	90.3	88.4	86.3	92.9	94.1	8.96	94.3	8.06
SQD6. Integrity	90.5	93.5	91.7	87.8	91.5	92.2	94.9	100.0	93.3
SQD7. Assurance	95.5	95.5	88.4	90.4	91.8	90.2	92.5	100.0	94.6
SQD8, Outcome	100.0	95.0	2'06	88.5	91,9	94.1	88.6	100.0	94.3
Total Rating (SQD1 to 8)	95.0	93.8	91.2	87.5	92.1	92.5	92.3	6.86	93.4

Score	Rating
95.0 to 100%	Outstanding
90.0% to 94.9%	Very Satisfactor
80.0 to 89.9%	Satisfactory
60.0% to 79.9%	Fair
Below 60.0 %	Poor

#### Key Drivers Analysis

Figure 1 presents the Key Drivers Analysis which was intended to determine the impact of the individual service quality dimensions on the overall satisfaction. (Refer to Table 18 for the Key Drivers Scores)

Key Findings on the Key Drivers:

- o Strength Area (High scoring dimensions with high impact)
  - Access and Facilities (Driver Score = 93.8; Impact = 1.27)
  - Reliability (Driver Score = 93.8; Impact = 0.90)
- o Areas to Maintain (High scoring dimensions with low impact)
  - Responsiveness (Driver Score = 93.5; Impact = -0.92)
  - Outcome (Driver Score = 93.3; Impact = -1.10)
  - Assurance (Driver Score = 94.3; Impact = -0.70)
  - Integrity (Driver Score = 92.7; Impact = -1.21)
- o Areas of Priority (Low scoring dimensions with high impact)
  - Cost (Driver Score=89.8; Impact=0.90)
  - Communication (Driver Score=88.5; Impact=0.87)

We see that relative strength is on Access and Facilities and Reliability. This means that the scores in these areas are higher as compared to the other six service quality dimensions and statistically, the impact of these factors are significant.

Referring to the areas to be maintained, these are the high scoring but low impact dimensions: Responsiveness, Outcome, Assurance and Integrity. The scores are relatively high but their impact on overall satisfaction is not that much.

Those service quality dimensions which should be given more priority are Cost and Communication as the satisfaction scores are lower than other service areas but are considered to have high impact on client satisfaction.

Figure 1. Key Drivers Analysis: Relationship of Overall Customer Satisfaction with Specific Service Quality Dimensions



Table 18. Key Drivers Scores

Drivers	Score	Impact	Standardized
		<b>*</b>	Impact
Access and Facilities	93.8	0.74	1.27
Cost	89.8	0.64	0.90
Reliability	93.8	0.64	0.90
Communication	88.5	0.63	0.87
Assurance	94.3	0.20	-0.70
Responsiveness	93.5	0.14	-0.92
Outcome	93.3	0.09	-1.10
Integrity	92.7	0.06	-1.21

# V. RESULTS OF THE AGENCY ACTION PLAN

(Note: This item shall not apply for the first year of CSM implementation but should be included in the report with the understanding that its exclusion during the initial year is due to specific instructions)

## VI. CONTINUOUS AGENCY IMPROVEMENT PLAN

This Continuous Agency Improvement Plan aims to address the areas of concern highlighted in the report.

The Citizen's Charter has the potential to generate a number of benefits for stakeholders and service providers alike in terms of improving the quality-of-service delivery. Primarily, there is a need to improve the Citizen's Charter's visibility through enhanced awareness programs considering that only a minimal percentage of respondents know what a Citizen's Charter is and of those aware, a very minimal percentage found it easy to see. Information about Citizen's Charter must be properly posted in conspicuous places and other forms of media (e.g., television or monitors in waiting areas) be made available to clients.

It is important to note that LRTA's key drivers (i.e., strength areas) for customer satisfaction were Access and Facilities and Reliability. As they play a large role in determining customer satisfaction, these service quality dimensions were considered important and highly rated by clients. While LRTA is already performing well in these areas, there is a need to take action on the suggestions for improvement provided by the clients. For Access and Facilities, there should be provision for additional scanners during peak seasons, upgrading of the air conditioning system, provision for electric fans in platforms and in the waiting areas, provision for additional TV monitors, and availability of storage areas for food. As for Reliability, it is suggested that time limit be established as to when to close the train's door and refrain from loading the train with passengers while there are still several stations to pass through. There is also preference for having a fixed time interval for the departure and arrival of the train.

This report highlighted three service quality dimensions which need to be maintained: Responsiveness, Assurance, and Integrity. These are high-scoring but low-impact dimensions—indicative of drivers that have no strong impact on customer satisfaction. As such, the LRTA should maintain emphasis on these service quality dimensions.

The service quality dimensions which should be prioritized by LRTA are Cost and Communication. These are low-scoring but high-impact dimensions affecting the overall customers' satisfaction. It is implied that LRTA is not performing as well as clients expect the Agency to perform. These dimensions have significant impact on customer satisfaction, thus, LRTA should increase emphasis on them. Communication of up-to-date, timely and accurate information to clients can be delivered through continuous innovation and adoption of technology-mediated communication system.

The Light Rail Transit Authority will implement the following strategies to further improve the service quality on communication and enhance overall client satisfaction.

ACTION/STRATEGIES	TIMELINE	RESPONSIBLE OFFICE
Review Existing Communication Channels: Conduct a thorough examination of current communication channels within the LRTA to spot any gaps or inefficiencies  Stakeholder Analysis: Identify crucial stakeholders internally and externally and discern their communication preferences and requirements.  Develop a Communication Strategy: Based on the assessment, craft a communication strategy outlining objectives, target audiences, key messages, and preferred communication channels.	May-July 2024	ARTA Committee Public Relations Division Human Resource and Management Division Planning Department
Enhance Internal Communication: Implement routine internal communication activities like staff meetings and memoranda and utilize digital tools like Facebook, websites, and emails to keep employees informed and engaged.  Improve External Communication: Ensure sufficient	Year-round Year-round	ARTA Committee Human Resource and Management Division Knowledge Management and Information Division ARTA Committee
staffing to manage LRTA communication channels such as social media, website updates, and customer service hotlines to deliver timely and accurate information to clients, even during weekends and holidays.	rear-round	Public Relations Division
Training and Development: Provide staff with training on effective communication techniques to maintain clear and consistent messaging across all touchpoints.	Year-round	ARTA Committee Human Resource and Management Division- Training Section
Enhance Feedback Mechanisms: Ensure prompt responses to inquiries, comments, suggestions, and complaints to promote a culture of open communication.	Year-round	ARTA Committee Public Relations Division
Monitoring and Evaluation: Continuously monitor the effectiveness of the communication plan through surveys, feedback analysis, and key performance indicators to make any necessary adjustments.	Year-round	ARTA Committee

To enhance awareness of the LRTA's Citizen Charter by 50% among LRTA Employees and Passengers by the 4th quarter of the year, the following strategies will be implemented.

ACTION/STRATEGIES	TIMELINE	RESPONSIBLE OFFICE
Utilize all communication channels to disseminate	Year-round	ARTA Committee Human Resource and
information about ARTA/Citizens Charter, including social media sites, the website, and comic-style	rear-round	Management Division-
flyers and signages.		Training Section
Create a 3-5 minute video on ARTA/Citizens Charter	May-June 2024	ARTA Committee
for refresher/brief orientation/trainings of		Public Relations Division
employees.		Human Resource and
		Management Division-
		Training Section
Send out email blasts containing information on	Year-round	ARTA Committee Knowledge Management
ARTA/Citizen Charter.		and Information Division
Post updates on LRTA Employees FB Page to keep	Year-round	ARTA Committee
employees well-informed about ARTA/Citizen		Knowledge Management
Charter.		and Information Division
Establish a Technical Working Group (TWG) to		ARTA Committee
monitor internal and external services offered by	April 2024	
LRTA and review other services available to		
employees.	1 2024	ARTA Committee
Launch an ARTA Awareness Day	July 2024	ARTA Committee
Develop visually compelling content like infographics, videos, and testimonials highlighting		Public Relations Division
key points of the LRTA Citizen Charter to convey the		Knowledge Management
message effectively.		and Information Division
Engage passengers through interactive contests,		ARTA Committee
quizzes, or challenges related to the Citizen Charter.		Public Relations Division

## VII. INDEX

### ANNEX A: Survey Questionnaire Used

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Macaming salamat sa impong pagrupon.

Submitted by:

M. Valencia MARSHALL VALENCIA

President, Project Manager and Statistician Premier Value Provider Inc.

Approved by:

ATTY. HERNANDO T. CABRERA 4

Administrator / %
Light Rail Transit Authority (LRTA)