Light Rail Transit Authority

Client Satisfaction Measurement Report (LRT 2)

2024 (1st Edition)

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I. OVERVIEW

BACKGROUND

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

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 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. 2022-005.

This year, LRTA collected data from their external and internal customers and has commissioned the services of Premier Value Provider, Inc. (PVP), a research company, to analyze the data and prepare the report for the survey.

EXECUTIVE SUMMARY

This final report presents the findings of the 2024 External and Internal Client Satisfaction Measurement of the Light Rail Transit Authority (LRTA) covering January to December 2024 transactions. 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.

Key findings of the survey are as follows:

Citizen Charter Scores		
Factor	Resp.	%
CC Awareness	**2974**	**100.0%**
CC1. Which of the following best describes your awareness of a CC?		
1. I know what a CC is and I saw this office's CC.	1988	66.8%
2. I know what a CC is but I did NOT see this office's CC.	203	6.8%
3. I learned of the CC only when I saw this office's CC.	517	17.4%
4. I do not know what a CC is and I did not see one in this office.	266	8.9%
CC Visibility	**2707**	**100.0%**
CC2. If aware of CC (answered 1-3 in CC1), would you say that the CC of this office was ...?		
1. Easy to see	1939	71.6%
2. Somewhat easy to see	683	25.2%
3. Difficult to see	63	2.3%
4. Not visible at all	22	0.8%
CC Helpfulness	**2678**	**100.0%**
CC3. If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?		
1. Helped very much	1949	72.8%
2. Somewhat helped	707	26.4%
3. Did not help	22	0.8%

Overall	Score
CC Awareness:	91.1%
CC Visibility:	71.6%
CC Helpfulness:	72.8%
Response Rate:	100%
Overall Score:	98.1%

- **Citizen's Charter (CC) Results**
  - 91.1% of the respondents know what a CC is, and 71.6% found the CC easy to see in LRTA's premises.
  - 72.8% found the CC very helpful in their transaction.

- **Service Quality Dimensions (SQDs) Results**
  - Overall Satisfaction score (SQD0) is 98.4%
  - Overall score (SQD1-SQD8) is 98.1%
  - All specific SQDs are rated as "Outstanding"
    - Responsiveness (98.7%)
    - Reliability (98.5%)
    - Access (98.5%)
    - Communication (96.5%)
    - Cost (95.6%)
    - Integrity (98.7%)
    - Assurance (98.5%)
    - Outcome (98.7%)

EXTERNAL SERVICES

Citizen Charter Scores

Factor	Resp.	%
CC Awareness	**1767**	**100.0%**
CC1. Which of the following best describes your awareness of a CC?		
1. I know what a CC is and I saw this office's CC.	941	53.3%
2. I know what a CC is but I did NOT see this office's CC.	125	7.1%
3. I learned of the CC only when I saw this office's CC.	446	25.2%
4. I do not know what a CC is and I did not see one in this office.	255	14.4%
CC Visibility	**1511**	**100.0%**
CC2. If aware of CC (answered 1-3 in CC1), would you say that the CC of this office was ...?		
1. Easy to see	861	57.0%
2. Somewhat easy to see	572	37.9%
3. Difficult to see	59	3.9%
4. Not visible at all	19	1.3%
CC Helpfulness	**1482**	**100.0%**
CC3. If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?		
1. Helped very much	828	55.9%
2. Somewhat helped	634	42.8%
3. Did not help	20	1.3%

External	Score
CC Awareness:	85.6%
CC Visibility:	57.0%
CC Helpfulness:	55.9%
Response Rate:	100%
Overall Score:	97.4%

- **Citizen's Charter (CC) Results**
  - 85.6% of the respondents know what a CC is, and 57.0% found the CC easy to see in LRTA's premises.
  - 55.9% found the CC very helpful in their transaction.

- **Service Quality Dimensions (SQDs) Results**
  - Overall Satisfaction score (SQD0) is 97.6%
  - Overall score (SQD1-SQD8) is 97.4%
  - Among the specific SQDs, the following are "Outstanding":
    - Responsiveness (98.5%)
    - Reliability (98.2%)
    - Access (97.6%)
    - Cost (95.5%)
    - Integrity (98.1%)
    - Assurance (97.7%)
    - Outcome (98.0%)
  - Among the specific SQDs, the following is "Very Satisfactory":
    - Communication (94.6%)

- **Overall Satisfaction (SQD 0) and Overall Results (SQD 1-8) Per Service**

External Services	SQD 0	SQD 1-8
Pagbili ng Single Journey Ticket (SJT), Discounted Single Journey Ticket o Stored Value Card (SVC)	97.2%	97.4%
Pagdagdag ng Value o Pagreload ng Stored Value Card (SVC) o Concessionary Card	96.3%	96.5%
Aplikasyon para sa Concessionary Card para sa Senior Citizens at PWDs	98.4%	97.9%
Paghain ng Reklamo/Feedback	98.0%	97.1%
Pagproseso ng Panukala sa Negosyo	100.0%	99.0%
Pagbili ng Dokumento Para sa Bidding	100.0%	100.0%
External Service Overall	**97.6%**	**97.4%**

- **Free Responses**

The free responses feedback highlights **transaction efficiency, accessibility, and customer communication** as key areas for improvement. Positive comments emphasize **well-trained staff, smooth transactions, and satisfactory service** across multiple external services. Meanwhile, negative feedback points to **long queues, maintenance issues, slow processing times, and concerns on transparency** in some services.

Even though ***Pagbili ng Single Journey Ticket (SJT), Discounted Single Journey Ticket, o Stored Value Card (SVC),*** has Outstanding Overall Score and Overall Satisfaction Score, the general sentiment from the free responses for this service is generally negative, with more negative feedback (11) than positive (8). While some respondents praised the smoothness of transactions, most customers expressed frustration over long queues, inefficient ticketing systems, and a lack of accessibility features such as elevators for PWDs and seniors. Key themes that emerged were on **system efficiency** (requests for more ticketing booths to reduce long queues), **visibility of information** (customers suggested making the citizen's charter more visible), and **transaction speed** (several respondents emphasized the need for faster ticketing services.

Pagdagdag ng Value o Pagreload ng Stored Value Card (SVC) o Concessionary Card also received a generally negative sentiment, with negative responses (8) outweighing positive ones (3). Some customers found the reloading process efficient, but the majority faced long wait times, frequent machine malfunctions, and inadequate accessibility features.

The overall sentiment for ***Aplikasyon para sa Concessionary Card para sa Senior Citizens at PWDs*** *received more* negative comments (3) versus only one positive response. While some customers acknowledged the courteous staff, the majority pointed out inefficiencies in processing and the lack of priority facilities for seniors and PWDs. Responsiveness was a common concern, with one respondent stating, *"Kulang ang train pakidagdagan lalo ngayong pandemic."*

Among all external services, ***Paghahain ng Reklamo/Feedback*** received a generally positive sentiment, with three positive comments and only one negative remark. Customers were mostly satisfied with the ease of submitting complaints and the efficiency of the process. Some respondents praised the smoothness of the complaint system, noting that it was easy to file concerns.

The sentiment for ***Pagproseso ng Panukala sa Negosyo*** is balanced, as positive and negative responses were equal (2 each). While some respondents found the service efficient and appreciated the professionalism of staff, others expressed concerns about fairness and transparency.

Pagbili ng Dokumento para sa Bidding did not receive any comments or suggestions.

INTERNAL SERVICES

Citizen Charter Scores

Factor	Resp.	%
CC Awareness	**1207**	**100.0%**
CC1. Which of the following best describes your awareness of a CC?		
1. I know what a CC is and I saw this office's CC.	1047	86.7%
2. I know what a CC is but I did NOT see this office's CC.	78	6.5%
3. I learned of the CC only when I saw this office's CC.	71	5.9%
4. I do not know what a CC is and I did not see one in this office.	11	0.9%
CC Visibility	**1196**	**100.0%**
CC2. If aware of CC (answered 1-3 in CC1), would you say that the CC of this office was ...?		
1. Easy to see	1078	90.1%
2. Somewhat easy to see	111	9.3%
3. Difficult to see	4	0.3%
4. Not visible at all	3	0.3%
CC Helpfulness	**1196**	**100.0%**
CC3. If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?		
1. Helped very much	1121	93.7%
2. Somewhat helped	73	6.1%
3. Did not help	2	0.2%

Internal	Score
CC Awareness:	99.1%
CC Visibility:	90.1%
CC Helpfulness:	93.7%
Response Rate:	100%
Overall Score:	99.4%

- **Citizen's Charter (CC) Results**
  - 99.1% of the respondents know what a CC is, and 90.1% found the CC easy to see in LRTA's premises.
  - 93.7% found the CC very helpful in their transaction.

- **Service Quality Dimensions (SQDs) Results**
  - Overall Satisfaction score (SQD0) is 99.6%
  - Overall score (SQD1-SQD8) is 99.4%
  - Among the specific SQDs, the following are "Outstanding":
    - Responsiveness (99.0%)
    - Reliability (98.9%)
    - Access (99.7%)
    - Communication (99.1%)
    - Cost (100%)
    - Integrity (99.6%)
    - Assurance (99.7%)
    - Outcome (99.7%)

- **Overall Satisfaction (SQD 0) and Overall Results (SQD 1-8) Per Service**

External Services	SQD 0	SQD 1-8
Issuance of Certificate of Employment and/or Service Record	100%	99.7%
Issuance of Certificate of Training and/or Summary of Training Attended	99.2%	99.1%
Issuance of Office Supplies and Materials	100%	100%
Provision of ICT Technical Support/Helpdesk	99.2%	98.6%
Transfer of Property Custodianship (Accountability) and Location of LRTA Properties/Assets	96.8%	98.0%
Not Indicated		
Internal Service Overall	**99.6%**	**99.4%**

- **Free Responses**

Out of the five (5) Internal Services, only three, namely, **Issuance of Certificate of Employment and/or Service Record, Issuance of Certificate of Training and/or Summary of Training Attended** and **Provision of ICT Technical Support/Helpdesk,** received qualitative feedback. The overall theme for feedback on internal services is efficiency and responsiveness with opportunities for digital optimization**.** Most respondents expressed satisfaction with the Issuance of Certificates and ICT Technical Support, highlighting quick processing times, helpful staff, and smooth service delivery. There were no significant

negative concerns raised, suggesting that internal services are functioning well and meeting expectations.

The general sentiment for **Issuance of Certificate of Employment and/or Service Record** this service is generally positive, which reflects its SQD0 score of 100%. It received five positive comments and no negative feedback where employees expressed satisfaction with the speed and efficiency of certificate issuance, highlighting the smooth processing and professionalism of the staff.

Issuance of Certificate of Training and/or Summary of Training Attended received balanced feedback, with neither positive nor negative comments dominating. Respondents did not provide much direct qualitative feedback, suggesting that while there may not be significant dissatisfaction, there also isn't notable enthusiasm about the service.

The general sentiment for **Provision of ICT Technical Support/Helpdesk** this service is generally positive, with two positive comments and no negative feedback. Employees appreciated the responsiveness and helpfulness of the ICT support team, emphasizing their ability to resolve technical issues quickly.

II. SCOPE

OBJECTIVE OF THE SURVEY

1. To assess the LRTA customers' overall satisfaction and perception on the services rendered to them by the agency during the implementation of its projects.

2. To determine the level of service quality across the following dimensions:
    - Responsiveness
    - Reliability
    - Access
    - Communication
    - Cost
    - Integrity
    - Assurance
    - Outcome

3. To determine the statistical impact of the service quality dimensions on the overall satisfaction rating.

4. To surface suggestions for areas of improvement.

PERIOD COVERED

The CSM covered completed external and internal services that are listed in the 2024 LRTA Citizen's Charter (1st Edition). A transaction is considered complete when the final step of the service availed as per LRTA's Citizen Charter is accomplished. Only all completed external and internal services classified from January to December 2024 were surveyed.

GEOGRAPHICAL AND OFFICE COVERAGE

The survey covered all external and internal clients who availed LRTA's services from January to December 2024.

LIST OF SERVICES SURVEYED, RESPONSES, AND TOTAL NUMBER OF TRANSACTING CLIENTS

The services LRTA surveyed were the following:

Service Name	Responses	No. of Annual Transactions
Pagbili ng Single Journey Ticket (SJT), Discounted Single Journey Ticket o Stored Value Card (SVC)	429	21,278,983
Pagdagdag ng Value o Pagreload ng Stored Value Card (SVC) o Concessionary Card	431	193,876
Aplikasyon para sa Concessionary Card para sa Senior Citizens at PWDs	441	5,882
Paghain ng Reklamo/Feedback	351	1,026
Pagproseso ng Panukala sa Negosyo	95	95
Pagbili ng Dokumento Para sa Bidding	20	20
External Services Total	**1,666**	**21,479,882**
Issuance of Certificate of Employment and/or Service Record	250	628
Issuance of Certificate of Training and/or Summary of Training Attended	130	165
Issuance of Office Supplies and Materials	406	699
Provision of ICT Technical Support/Helpdesk	386	1,206
Transfer of Property Custodianship (Accountability) and Location of LRTA Properties/Assets	31	31
Not Indicated	4	
Internal Services Total	**1,207**	**2,729**
OVERALL TOTAL	**2,873**	**21,482,611**

SAMPLING

i. Applied Confidence Level and Margin of Error

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

ii. Discussion of Response Rates

Service Name	No. of Annual Transactions	Target Respondents/ Required Sample Size	Complete Responses	Response Rate	Deficit/ Surplus
Pagbili ng Single Journey Ticket (SJT), Discounted Single Journey Ticket o Stored Value Card (SVC)	21,278,983	384	429	112%	45
Pagdagdag ng Value o Pagreload ng Stored Value Card (SVC) o Concessionary Card	193,876	383	431	113%	48
Aplikasyon para sa Concessionary Card para sa Senior Citizens at PWDs	5,882	361	441	122%	80
Paghain ng Reklamo/Feedback	1,026	280	351	125%	71
Pagproseso ng Panukala sa Negosyo	95	76	95	125%	19
Pagbili ng Dokumento Para sa Bidding	20	19	20	105%	1
External Services Total	**21,479,882**	**1,503**	**1,767**	**117%**	**264**
Issuance of Certificate of Employment and/or Service Record	628	239	250	105%	11
Issuance of Certificate of Training and/or Summary of Training Attended	165	116	130	112%	14
Issuance of Office Supplies and Materials	699	248	406	164%	158
Provision of ICT Technical Support/Helpdesk	1,206	292	386	132%	94
Transfer of Property Custodianship (Accountability) and Location of LRTA Properties/Assets	31	29	31	107%	2
Not Indicated			4		
Internal Services Total	**2,729**	**924**	**1,207**	**131%**	**283**
OVERALL TOTAL	**21,482,611**	**2,427**	**2,974**	**122%**	**547**

- *The response rate was calculated against the target respondents or required minimum sample size instead of the total number of annual transactions because the latter is extremely high for some services. If the response rate were computed using the total annual transactions, the resulting percentage would*

be close to 0%, making the data misleading and uninformative. Using the target respondents ensures a realistic and meaningful measure of participation in the survey. Therefore, we have achieved a 100% response rate for all services, as the number of complete responses exceeded or met the required sample size.

A total of 2,974 responses were received for both internal and external services, exceeding the required sample size of 2,427. All services achieved a 100% response rated and even surpassed their specific targets, resulting in an overall surplus of 547 response. This active engagement and comprehensive feedback collection reflect LRTA's effective coordination and commitment to evaluating all targeted services.

The breakdown for external and internal services is as follows:

Service Name	No. of Annual Transactions	Target Respondents/ Required Sample Size	Complete Responses	Response Rate	Deficit/ Surplus
Pagbili ng Single Journey Ticket (SJT), Discounted Single Journey Ticket o Stored Value Card (SVC)	21,278,983	384	429	112%	45
Pagdagdag ng Value o Pagreload ng Stored Value Card (SVC) o Concessionary Card	193,876	383	431	113%	48
Aplikasyon para sa Concessionary Card para sa Senior Citizens at PWDs	5,882	361	441	122%	80
Paghain ng Reklamo/Feedback	1,026	280	351	125%	71
Pagproseso ng Panukala sa Negosyo	95	76	95	125%	19
Pagbili ng Dokumento Para sa Bidding	20	19	20	105%	1
External Services Total	**21,479,882**	**1,503**	**1,767**	**117%**	**264**

The response rate for LRTA's external services reached 100% across all services, with a total of 1,767 responses. All services also exceeded their required sample size, resulting in an overall surplus. This indicates an active and robust data collection and a high level of engagement from customers.

Service Name	No. of Annual Transactions	Target Respondents/ Required Sample Size	Complete Responses	Response Rate	Deficit/ Surplus
Issuance of Certificate of Employment and/or Service Record	628	239	250	105%	11
Issuance of Certificate of Training and/or Summary of Training Attended	165	116	130	112%	14
Issuance of Office Supplies and Materials	699	248	406	164%	158
Provision of ICT Technical Support/Helpdesk	1,206	292	386	132%	94
Transfer of Property Custodianship (Accountability) and Location of LRTA Properties/Assets	31	29	31	107%	2
Not Indicated			4		
Internal Services Total	**2,729**	**924**	**1,207**	**131%**	**283**

Same with External Services, all Internal Services achieved 100% response rate across all services, with a total of 1,207 responses. This also signifies an active and robust data collection and a high level of engagement from customers.

Note: The response rate was calculated based on the target respondents, not the total number of transactions, due to the high transaction volume of certain services. Measuring response rate against total transactions would yield a value close to 0%, which would be misleading and uninformative. To ensure consistency and meaningful data, we applied the target respondent-based calculation across all services, providing a clearer picture of survey participation.

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 by LRTA and by its third-party service provider, Premier Value Provider, Inc. (PVP) through two methods using the prescribed CSM Questionnaire of ARTA MC No. 2023-05:

a. On-site Conduct – Paper survey questionnaires were provided to participants who were asked to complete them on-site.

b. Remote Conduct – Invitations to participate in the survey were sent through electronic mail, QR code, and survey link, directing respondents to an online survey platform.

FEEDBACK AND COLLECTION MECHANISM

The CSM only covered all completed external and internal services from January to December 2024, which was surveyed by the concerned LRTA Departments/Divisions and by PVP as soon as a transaction is completed. LRTA determined the minimum number of responses per service based on the calculator provided by ARTA. However, LRTA and PVP continued to conduct the CSM even if the minimum number of responses has been reached. Those surveys conducted by LRTA were then submitted to PVP for tabulation and interpretation/analysis of data.

SCORING SYSTEM

The full CSM questionnaire as provided by ARTA Memorandum Circular 2023-05 was used (See 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 open-ended qualitative portion.

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:

$$\text{Overall Score} = \frac{\text{Number of 'Strongly Agree' answers + Number of 'Agree' answers}}{\text{Total Number of Respondents - Number of 'N/A' answers}}$$

The interpretation of the results are as follows:

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

IV. DATA AND INTERPRETATION

A. CLIENT DEMOGRAPHIC

The total number of transactions from January to December 2024 was 21,482,611. In accordance with ARTA guidelines, aiming for a 95% confidence interval and a 5% margin of error per service, the target respondent count was set at 2,427. However, the actual responses collected amounted to 2,873, achieving a 100% response rate with a 95% confidence interval and a margin of error of ±0%. Below is the distribution segmented by age, sex, region of residence, client type and station.

The demographic distribution of survey respondents highlights notable variations across external and internal services. Overall, the respondents were distributed across different age groups, with the largest proportion (28%) falling within the 20–34 age bracket. Notably, 13% of respondents were between 35–49 years old, while 9% were aged 50–64, and 4% were either below 19 or above 65. However, a significant portion (42%) did not specify their age, which is primarily due to internal service respondents not providing this information.

For external services, a diverse age representation was observed, with nearly half (48%) of respondents aged 20–34, followed by 22% in the 35–49 age group. Older age groups, specifically those aged 50–64 (15%) and 65 and above (6%), also contributed to the responses, while 7% of respondents were below 19 years old. Only 2% did not specify their age.

For internal services, certain demographic questions were excluded as many transactions involved repeated engagements with the same individuals. As a result, aside from gender, most demographic distribution data for internal services was not captured.

In terms of gender distribution, there was a nearly equal split across both external and internal services. Males comprised 49% of external service respondents and 50% of internal service respondents, leading to an overall male representation of 50%. Similarly, females accounted for 42% in both external and internal categories, resulting in a consistent 42% representation overall. A small but consistent proportion (9%) of respondents across both service types chose not to disclose their gender.

Overall, the demographic data reveals a well-distributed representation among external service users, while internal service respondents largely refrained from specifying their age. The gender distribution, however, remained relatively balanced across both service types.

D1. Age and D2. Sex	External	Internal	Overall
1. below 19 years old	*7%*	*0%*	***4%***
2. 20 – 34 years old	*48%*	*0%*	***28%***

3. 35 – 49 years old	*22%*	*0%*	***13%***
4. 50 – 64 years old	*15%*	*0%*	***9%***
5. 65 and above	*6%*	*0%*	***4%***
6. Did not specify	*2%*	*100%*	***42%***
1. Male	*49%*	*50%*	***50%***
2. Female	*42%*	*41%*	***42%***
3. Did not specify	*9%*	*9%*	***9%***

The distribution of respondents by region of residence varies significantly between those availing of external services (commuters and passengers) and internal services (employees and personnel). For external services, the majority of respondents reside in the National Capital Region (NCR) (65%), followed by Region IV-A (15%), which is adjacent to NCR and part of the greater Metro Manila area. This reflects the geographic reach of LRT-2, as many commuters from nearby regions travel to NCR for work, school, and other activities.

On the other hand, for internal services, 100% of respondents did not specify their region of residence. However, given that the LRTA office is located in NCR, it can be inferred that most employees providing or availing internal services are also based within NCR. Since internal services pertain to administrative and operational functions of LRTA, it is expected that these transactions are handled within the LRTA office and primarily involve personnel working within NCR.

This contrast highlights how LRT-2 serves a broad commuter base extending beyond NCR, while its administrative operations remain centralized within the region.

D3. Region	External	Internal	Overall
1. Region I	*5%*	*0%*	***3%***
2. Region II	*1%*	*0%*	***1%***
3. Region III	*4%*	*0%*	***3%***
4. Region IV-A	*15%*	*0%*	***9%***
5. MIMAROPA	*1%*	*0%*	***1%***
6. Region V	*1%*	*0%*	***1%***
7. Region VI	*6%*	*0%*	***2%***
8. Region VII	*0%*	*0%*	***0%***
9. Region VIII	*0%*	*0%*	***0%***
10. Region IX	*0%*	*0%*	***0%***
11. Region X	*0%*	*0%*	***0%***

12. Region XI	*0%*	*0%*	***0%***
13. Region XII	*0%*	*0%*	***0%***
14. Region XIII	*0%*	*0%*	***0%***
15. NCR	*65%*	*0%*	***39%***
16. CAR	*2%*	*0%*	***0%***
17. BARMM	*0%*	*0%*	***0%***
18. Did not specify	*0%*	*100%*	***41%***

The distribution of customer type among respondents highlights the dominance of individual commuters availing of LRT services. For external services, the vast majority—90%—of respondents were citizens, primarily LRT passengers, reflecting the high volume of transactions related to ticket purchases and stored value card reloads. In contrast, business-related respondents, such as concessionaires, suppliers, and contractors, comprised only 5%, while government-affiliated individuals, including employees and representatives from other agencies, accounted for 4%. This distribution is expected, given that external services cater predominantly to individual commuters who rely on LRT services for daily transportation.

For internal services, 100% of respondents were categorized as "Not Indicated" under customer type. However, given the nature of these transactions, it is reasonable to infer that these respondents are LRTA employees or government personnel. This distinction is important when analyzing internal service efficiency and user satisfaction. Overall, the data reinforces the primary role of LRT services in serving the commuting public while also highlighting the necessity of maintaining effective internal support services for its workforce.

Customer Type	External	Internal	Overall
Citizen (Passenger)	*90%*	*0%*	***53%***
Business (Concessionaire, Supplier, Contractor)	*5%*	*0%*	***3%***
Government (Employee or Other Agency)	*4%*	*0%*	***2%***
Not Indicated	*1%*	*100%*	***41%***

The distribution of survey responses by station reveals significant variations in response volume across different locations. Overall, a total of 2,873 responses were recorded, with the majority coming from external service users, while internal service users' station distribution was not indicated. It is important to note that there is no station data for internal services, as the survey for LRTA employees was conducted within LRTA offices rather than at stations. As such, internal service responses—totaling 1,207—were categorized under "Not Indicated" for station distribution. Therefore, the analysis of distribution by station is limited solely to external services.

Among external service respondents, the highest number of responses came from Legarda Station, contributing 687 responses, followed by Araneta Center – Cubao Station with 258 responses, and V. Mapa Station with 240 responses. This indicates strong commuter engagement at this location.

Several other stations also recorded notable participation, including Pureza Station (132 responses), Recto Station (70 responses), and Santolan LRT2 Station (72 responses). Meanwhile, Antipolo Station and Katipunan Station had moderate response levels at 58 and 46 responses, respectively. However, some stations, such as J. Ruiz Station (7 responses) and Gilmore Station (10 responses), recorded minimal participation, reflecting either lower passenger volume or lesser engagement in the survey process.

Station	External	Internal	Overall
Anonas Station	*22*	*0*	***22***
Antipolo Station	*58*	*0*	***58***
Araneta Center – Cubao Station	*258*	*0*	***258***
Betty Go-Belmonte Station	*20*	*0*	***20***
Gilmore Station	*10*	*0*	***10***
J. Ruiz Station	*7*	*0*	***7***
Katipunan Station	*46*	*0*	***46***
Legarda Station	*687*	*0*	***687***
Marikina-Pasig Station	*44*	*0*	***44***
Pureza Station	*132*	*0*	***132***
Recto Station	*70*	*0*	***70***
Santolan LRT2	*72*	*0*	***72***
V. Mapa Station	*240*	*0*	***240***
Not indicated	*101*	*1207*	***1308***

The demographic distribution highlights key differences between external and internal service users. Age distribution shows that 28% of all respondents were aged 20–34, but 42% did not specify their age—primarily internal service users. Among external respondents, 48% fell in the 20–34 range, while all internal respondents opted not to disclose their age. Gender distribution was nearly equal, with 50% male and 42% female across both service types, while 9% did not specify their gender.

Regional distribution shows that most external respondents reside in NCR (65%), followed by Region IV-A (15%), reflecting LRT-2's commuter reach. Internal service respondents did not specify their region, though most are likely based in NCR due to the LRTA office's location.

Customer type distribution indicates that 90% of external respondents were commuters, while businesses and government representatives accounted for 5% and 4%, respectively. Internal service respondents were categorized as "Not Indicated," though they are LRTA employees or government personnel.

Station distribution applies only to external service respondents, as internal service surveys were conducted in LRTA offices. Legarda Station recorded the highest participation (687 responses), followed by Araneta Cubao (258) and V. Mapa (240). Other stations saw varied participation, while some, such as J. Ruiz and Gilmore, had minimal responses.

Overall, external service respondents provided a well-distributed representation of commuters, while internal service users largely refrained from providing demographic details.

B. CITIZEN'S CHARTER RESULTS

The following tables details the results from the questions regarding the Citizen's Charter (CC).

Overall, the results indicate that awareness of the Citizen's Charter (CC) is high, with 91.1% of respondents knowing what a CC is. Additionally, 84.2% have seen the CC in the office, while 15.7% were unable to locate it. In terms of accessibility, majority (71.6%) of those aware of the CC found it easy to see, while the rest may have encountered minor challenges in locating it. Although overall, the CC is generally visible. When it comes to its helpfulness, 99.2% of respondents reported that the CC helped them in their transactions.

In conclusion, the findings demonstrate a strong awareness and accessibility of the Citizen's Charter (CC), with a majority of respondents recognizing its purpose and location. While minor challenges in visibility were noted, most respondents found it easy to locate. Furthermore, the CC proved to be highly effective in assisting transactions, as evidenced by an overwhelming 99.2% of respondents reporting its helpfulness. These results suggest that the CC is successfully serving its intended purpose, with opportunities for minor improvements in visibility and accessibility.

OVERALL		
Citizen's Charter Answers	**Responses**	**Percentage**
CC1. Which of the following describes your awareness of the CC?		
1. I know what a CC is and I saw this office's CC.	**1988**	**66.8%**
2. I know what a CC is but I did not see this office's CC.	**203**	**6.8%**
3. I learned of the CC only when I saw this office's CC.	**517**	**17.4%**

4. I do not know what a CC is and I did not see this office's CC.	**266**	**8.9%**
CC2. If aware of CC, would you say that the CC of this office was…?		
1. Easy to see	**1939**	**71.6%**
2. Somewhat easy to see	**683**	**25.2%**
3. Difficult to see	**63**	**2.3%**
4. Not visible at all	**22**	**0.8%**
CC3. If aware of CC, how much did the CC help you in your transaction?		
1. Helped very much	**1949**	**72.8%**
2. Somewhat helped	**707**	**26.4%**
3. Did not help	**22**	**0.8%**

Note: Respondents who chose "I do not know what a CC is and I did not see this office's CC." in CC1 marked "N/A" for both CC2 and CC3. However, some individuals who marked "N/A" for CC2 opted for either "Helped very much" or "Did not help" in CC3.

A significant majority (85.6%) of external services' respondents are aware of what a CC is, with 78.5% having seen it in LRTA's premises. However, 21.5% did not see the CC, indicating room for improvement in its visibility and placement. Among those who were aware of the CC, 57.0% found it easy to locate in the office. In terms of helpfulness, 98.7% of respondents stated that the CC helped them in their transactions.

In conclusion, the findings indicate a high level of awareness and perceived usefulness of the Citizen's Charter (CC) among respondents of external services. While most have seen the CC within LRTA's premises and found it helpful in their transactions, its visibility and accessibility can still be enhanced. The 21.5% who did not see the CC and the 43.0% who found it challenging to locate highlight opportunities for improvement in its placement and prominence to ensure greater accessibility for all users.

EXTERNAL SERVICES		
Citizen's Charter Answers	**Responses**	**Percentage**
CC1. Which of the following describes your awareness of the CC?		
1. I know what a CC is and I saw this office's CC.	**941**	**53.3%**
2. I know what a CC is but I did not see this office's CC.	**125**	**7.1%**
3. I learned of the CC only when I saw this office's CC.	**446**	**25.2%**
4. I do not know what a CC is and I did not see this office's CC.	**255**	**14.4%**
CC2. If aware of CC, would you say that the CC of this office was…?		

1. Easy to see	**861**	**57.0%**
2. Somewhat easy to see	**572**	**37.9%**
3. Difficult to see	**59**	**3.9%**
4. Not visible at all	**19**	**1.3%**
CC3. If aware of CC, how much did the CC help you in your transaction?		
1. Helped very much	**828**	**55.9%**
2. Somewhat helped	**634**	**42.8%**
3. Did not help	**20**	**1.3%**

Note: Respondents who chose "I do not know what a CC is and I did not see this office's CC." in CC1 marked "N/A" for both CC2 and CC3. However, some individuals who marked "N/A" for CC2 opted for either "Helped very much" or "Did not help" in CC3.

For internal services, nearly all respondents (99.1%) are aware of what a Citizen's Charter (CC) is, with 92.6% having seen it in LRTA's premises. Only a small fraction (7.4%) did not see the CC, indicating that it is widely accessible to internal service users. In terms of visibility, 90.1% of those aware of the CC found it easy to see, while only a few have encountered some difficulty in locating it. Regarding its helpfulness, 99.8% of respondents found the CC helpful in their transactions.

In conclusion, the results demonstrate a near-universal awareness and accessibility of the Citizen's Charter (CC) among internal service users. With the vast majority having seen and easily located the CC within LRTA's premises, its visibility is well-established. Additionally, the exceptionally high percentage of respondents who found the CC helpful reaffirms its effectiveness in facilitating transactions. While minimal challenges in locating the CC were noted, overall, it remains a highly accessible and valuable resource for internal service users.

INTERNAL SERVICES		
Citizen's Charter Answers	**Responses**	**Percentage**
CC1. Which of the following describes your awareness of the CC?		
1. I know what a CC is and I saw this office's CC.	**1047**	**86.7%**
2. I know what a CC is but I did not see this office's CC.	**78**	**6.5%**
3. I learned of the CC only when I saw this office's CC.	**71**	**5.9%**
4. I do not know what a CC is and I did not see this office's CC.	**11**	**0.9%**
CC2. If aware of CC, would you say that the CC of this office was…?		
1. Easy to see	**1078**	**90.1%**

2. Somewhat easy to see	**111**	**9.3%**
3. Difficult to see	**4**	**0.3%**
4. Not visible at all	**3**	**0.3%**
CC3. If aware of CC, how much did the CC help you in your transaction?		
1. Helped very much	**1121**	**93.7%**
2. Somewhat helped	**73**	**6.1%**
3. Did not help	**2**	**0.2%**

Note: Respondents who chose "I do not know what a CC is and I did not see this office's CC." in CC1 marked "N/A" for both CC2 and CC3. However, some individuals who marked "N/A" for CC2 opted for either "Helped very much" or "Did not help" in CC3.

C. SERVICE QUALITY DIMENSION RESULTS

The overall satisfaction score (SQD0) for both external and internal respondents stands at an outstanding 98.4%, reflecting the high-quality service and efficiency of the organization. This remarkable rating underscores the effectiveness of the systems in place, the professionalism of the staff, and the ease of transactions experienced by customers and employees alike.

Out of the total 2,974 responses, an overwhelming majority of 2,271 respondents (76%) Strongly Agree that they are satisfied with the service, while 656 respondents (22%) Agree. Only 46 respondents (1.5%) remained neutral (Neither Agree nor Disagree), and just 1 respondent Strongly Disagree with the statement. Notably, there were no responses under Disagree or N/A, further emphasizing the overwhelmingly positive sentiment.

The consistently high scores across various service dimensions indicate that the organization has successfully met and even exceeded the expectations of its stakeholders. This achievement highlights a strong commitment to service excellence, responsiveness, and continuous improvement, fostering trust and satisfaction among those who rely on its services.

VERALL								
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
SQD0	2271	656	46	0	1	0	2974	98.4%

The overall Service Quality Dimension (SQD) results indicate an exceptional level of service quality, with an overall satisfaction score of **98.1%**. This suggests that both internal and external respondents overwhelmingly had a positive experience with the services provided. Each SQD received strong approval ratings, with only minor variations in satisfaction levels. The highest-rated dimensions were **Responsiveness (98.7%)**, **Integrity (98.7%)**, and **Outcome (98.7%)**, reflecting the efficiency of transactions, fairness in service delivery, and the effectiveness of the provided services in meeting customer needs. Meanwhile, **Cost (95.2%)** received the lowest rating, indicating that while still within the outstanding range, some respondents may perceive fees as slightly high or requiring better justification.

Examining each dimension, **Responsiveness (98.7%)** was highly rated, showing that respondents generally found transaction times reasonable, with only a few expressing dissatisfactions. **Reliability (98.5%)** also scored high, suggesting that the office consistently followed required procedures. **Access (98.5%)** was well-received, reinforcing that transaction steps were clear and easy to complete. **Communication (96.5%)**, though slightly lower, still reflected a strong ability for respondents to access the necessary information, though a few may have encountered difficulties in clarity or availability.

Cost (95.6%), while still outstanding, showed some variation, with a small number of respondents expressing concern over the reasonableness of fees. **Integrity (98.7%)** was among the highest-rated, affirming that respondents perceived the transactions as fair and transparent. **Assurance (98.5%)** also received high approval, indicating that respondents felt well-treated by staff, with courtesy and professionalism being key strengths. Finally, **Outcome (98.7%)** reinforced the overall success of the services provided, as nearly all respondents reported satisfaction with their final transaction results.

These findings highlight exceptional service quality with minor areas for improvement. While responsiveness, integrity, and outcome are seen as strengths, potential areas of focus for further enhancement include communication clarity and cost perception.

OVERALL								
Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
Responsiveness	2188	732	34	3	2	15	2974	**98.7%**
Reliability	2160	767	35	1	7	4	2974	**98.5%**
Access	2151	717	45	0	0	61	2974	**98.5%**
Communication	1989	664	84	3	8	226	2974	**96.5%**
Cost	1116	536	75	1	0	1246	2974	**95.6%**
Integrity	2221	695	38	0	1	19	2974	**98.7%**
Assurance	2264	663	44	1	0	2	2974	**98.5%**
Outcome	2246	684	39	0	0	5	2974	**98.7%**
Overall	**18606**	**6114**	**440**	**9**	**19**	**1578**	**26766**	**98.1%**

The overall satisfaction score (SQD0) for External Services stands at an outstanding 97.6%, demonstrating the organization's strong commitment to delivering high-quality services to its customers. This impressive rating is based on 1,767 total responses, with 1,170 respondents (66.2%) strongly agreeing and 555 respondents (31.4%) agreeing that they are satisfied with the services provided. Meanwhile, only 42 respondents (2.4%) remained neutral (Neither Agree nor Disagree), and notably, no respondents indicated dissatisfaction (Disagree or Strongly Disagree).

This consistently high satisfaction level highlights the effectiveness of the organization's service delivery, the efficiency of its processes, and the responsiveness of its staff. The absence of negative responses further reinforces the seamless experience provided to customers. Such positive feedback underscores the organization's commitment to continuous improvement, ensuring that its external services remain accessible, reliable, and customer-centric.

EXTERNAL SERVICES								
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
SQD0	1170	555	42	0	0	0	1767	**97.6%**

The Overall Service Quality Dimension (SQD) results for External Services indicate an exceptional level of satisfaction, with an overall score of **97.4%**, signifying that respondents generally had a positive experience with the external services provided. All SQDs, except for Communication, achieved an Outstanding rating (95.0% and above), while **Communication (94.6%)** falls under the Very Satisfactory category. The highest-rated dimensions were **Responsiveness (98.5%)**, **Integrity (98.1%)**, and **Outcome (98.0%)**, reflecting efficiency in transaction processing, fairness in service delivery, and the ability of services to meet customer needs.

Breaking down the results by dimension, **Responsiveness (98.5%)** was among the highest-rated, indicating that respondents generally found transaction times reasonable. **Reliability (98.2%)** followed closely, reinforcing that the office consistently adhered to proper procedures. **Access (97.6%)** also received strong ratings, affirming that most respondents found the transaction steps easy and simple. **Communication (94.6%)**, which falls under the **Very Satisfactory** category, suggests that while most respondents were able to access the necessary information, some may have encountered difficulties with clarity, availability, or ease of access. For **Cost (95.5%)**, the rating remains within the **Outstanding** range, though a few respondents may have perceived fees as slightly high or requiring further justification. **Integrity (98.1%)** was one of the strongest-rated dimensions, reinforcing perceptions of fairness and transparency. **Assurance (97.7%)** also scored highly, indicating that respondents felt well-treated by staff, with courtesy and professionalism as notable strengths. Finally, **Outcome (98.0%)** demonstrated that nearly all respondents were satisfied with the final results of their transactions.

Overall, these findings reflect outstanding service quality, with only minor opportunities for improvement in communication clarity and accessibility. Strengthening information dissemination and ensuring that transaction details are readily available and easy to understand could further enhance the already high service ratings.

EXTERNAL SERVICES								
Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
Responsiveness	1162	573	26	1	0	5	1767	**98.5%**
Reliability	1123	613	30	1	0	0	1767	**98.2%**
Access	1117	569	42	0	0	39	1767	**97.6%**
Communication	983	485	74	3	7	215	1767	**94.6%**
Cost	1096	512	75	1	0	83	1767	**95.5%**
Integrity	1170	551	34	0	0	12	1767	**98.1%**
Assurance	1196	530	40	1	0	0	1767	**97.7%**
Outcome	1186	545	35	0	0	1	1767	**98.0%**
Overall	**10203**	**4933**	**398**	**7**	**7**	**355**	**15903**	**97.4%**

The overall satisfaction score (SQD0) for Internal Services stands at an outstanding **99.6%**, showcasing the organization's exceptional internal service quality and efficiency. This rating is based on 1,207 total responses, with an overwhelming 1,101 respondents (91.2%) strongly agreeing and 101 respondents (8.4%) agreeing that they are satisfied with the internal services provided. Only 4 respondents (0.3%) remained neutral (Neither Agree nor Disagree), and notably, just 1 respondent (0.08%) strongly disagreed, with no responses under Disagree or N/A.

This near-universal satisfaction reflects the organization's strong internal support systems, effective communication, and responsiveness in addressing the needs of its employees. The exceptionally high rating emphasizes a workplace culture that prioritizes seamless service delivery, efficiency, and employee satisfaction. Such a positive internal service experience fosters a productive and engaged workforce, reinforcing the organization's commitment to continuous improvement and operational excellence.

INTERNAL SERVICES								
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
SQD0	1101	101	4	0	1	0	1207	99.6%

The Overall Service Quality Dimension (SQD) results for Internal Services indicate an exceptionally high level of satisfaction, with an overall score of **99.4%**. This reflects an overwhelmingly positive experience among internal respondents regarding the services they received. All SQDs were rated Outstanding, with **Cost (100.0%)** achieving a perfect rating. Other The next highest rated dimensions were **Access (99.7%), Assurance (99.7%),** and **Outcome (99.7%)**, highlighting that respondents found the steps for transactions easy and simple, felt well-treated by staff, and were satisfied with the results of their transactions.

Analyzing each dimension, **Responsiveness (99.0%)** was highly rated, indicating that respondents generally found transaction times reasonable. **Reliability (98.9%)** followed closely, confirming that processes were consistently followed. **Access (99.7%)** received one of the highest scores, reinforcing that transaction steps were clear and easy to complete. **Communication (99.1%)**, also outstanding, suggests that most respondents had access to the necessary information without difficulty.

Note that the **Cost** dimension received a perfect score of 100% since all internal services are provided free of charge. Consequently, a small number of respondents (7) who may have misunderstood the question and rated it as 'Strongly Disagree,' 'Disagree,' or 'Neither Agree nor Disagree' have been reclassified under 'N/A' in accordance with ARTA's directive.

Outside of Cost, **Integrity (99.6%)** was among the highest-rated, affirming that respondents perceived the transactions as fair and transparent. **Assurance (99.7%)** and **Outcome (99.7%)** were nearly perfect, indicating that respondents felt well-assisted by staff and were satisfied with the results of their transactions.

Overall, these findings reflect exceptional service quality for internal services, with cost perception being the only notable variation due to the nature of the rating formula and the high number of N/A responses. While no direct monetary cost is involved, some respondents may have factored in time or effort as intrinsic costs, which contributed to the few lower ratings.

INTERNAL SERVICES								
Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Overall
Responsiveness	1026	159	8	2	2	10	1207	99.0%
Reliability	1037	154	5	0	7	4	1207	98.9%
Access	1034	148	3	0	0	22	1207	99.7%
Communication	1006	179	10	0	1	11	1207	99.1%
Cost	20	24	0	0	0	1163	1207	100.0%
Integrity	1051	144	4	0	1	7	1207	99.6%
Assurance	1068	133	4	0	0	2	1207	99.7%
Outcome	1060	139	4	0	0	4	1207	99.7%
Overall	**8403**	**1181**	**42**	**2**	**12**	**1223**	**10863**	99.4%

Overall Score Per Service

The overall customer satisfaction score across all services reached **98.1%**, reflecting an outstanding level of service quality. This indicates that respondents were highly satisfied with their transactions, whether for external or internal services, with consistently strong ratings across all assessed dimensions.

For External Services, the total overall rating stood at **97.4%**, demonstrating a very high level of customer satisfaction. Among the external services, the highest-rated transaction was ***Pagbili ng Dokumento Para sa Bidding***, which achieved a **100%** satisfaction score, indicating seamless service. The ***Pagproseso ng Panukala sa Negosyo*** followed closely with **99.0%**, while ***Aplikasyon para sa Concessionary Card para sa Senior Citizens at PWDs*** also performed well at **97.9%**. Other transactions, including ***Pagbili ng Single Journey Ticket (SJT), Discounted Single Journey Ticket o Stored Value Card (SVC)*** at **97.4%**, and ***Pagdagdag ng Value o Pagreload ng Stored Value Card (SVC) o Concessionary Card*** at 96.5% maintained strong ratings, showcasing efficient and reliable service.

For Internal Services, customer satisfaction reached an even higher total of **99.4%**, underscoring exceptional service delivery for employees and stakeholders. Notably, the **Issuance of Office Supplies and Materials** achieved a perfect **100%** rating. The **Issuance of Certificates of Employment or Service Records** achieved the next highest rating at **99.7%**, followed by **Issuance**

of Certificate of Training and/or Summary of Training Attended at **99.1%**. Additionally, **Provision of ICT Technical Support/Helpdesk** at **98.8%** and **Transfer of Property Custodianship (Accountability) and Location of LRTA Properties/Assets** at **98.0%** maintained outstanding scores as well, all at 98% and above, reinforcing the organization's commitment to efficient internal processes.

Overall, the high satisfaction ratings across both external and internal services highlight the effectiveness of the service delivery system, ensuring a seamless and positive experience for both passengers and employees alike.

External Services	Overall Rating
Pagbili ng Single Journey Ticket (SJT), Discounted Single Journey Ticket o Stored Value Card (SVC)	97.4%
Pagdagdag ng Value o Pagreload ng Stored Value Card (SVC) o Concessionary Card	96.5%
Aplikasyon para sa Concessionary Card para sa Senior Citizens at PWDs	97.9%
Paghain ng Reklamo/Feedback	97.1%
Pagproseso ng Panukala sa Negosyo	99.0%
Pagbili ng Dokumento Para sa Bidding	100%
External Service Total	**97.4%**
Internal Services	
Issuance of Certificate of Employment and/or Service Record	99.7%
Issuance of Certificate of Training and/or Summary of Training Attended	99.1%
Issuance of Office Supplies and Materials	100.0%
Provision of ICT Technical Support/Helpdesk	98.8%
Transfer of Property Custodianship (Accountability) and Location of LRTA Properties/Assets	98.0%
Internal Service Total	**99.4%**
OVERALL TOTAL	**98.1%**

Below is the summarized analysis of each service, allowing us to further explore what needs to be improved in each one:

Overall Satisfaction (SQD 0) Rating of External Services:

All external services achieved an "Outstanding" rating:

- Pagbili ng Single Journey Ticket (SJT), Discounted Single Journey Ticket o Stored Value Card (SVC) – 97.2%
- Pagdagdag ng Value o Pagreload ng Stored Value Card (SVC) o Concessionary Card – 96.3%
- Aplikasyon para sa Concessionary Card para sa Senior Citizens at PWDs – 98.4%
- Paghain ng Reklamo/Feedback – 98.0%
- Pagproseso ng Panukala sa Negosyo – 100%
- Pagbili ng Dokumento Para sa Bidding – 100%

The results of the customer satisfaction survey indicate an **Outstanding** level of overall satisfaction across all external services, highlighting consistently high service quality in key public transactions.

Among the external services evaluated, **Pagbili ng Single Journey Ticket (SJT), Discounted Single Journey Ticket o Stored Value Card (SVC)** achieved a **97.2%** satisfaction rating**,** with 280 respondents strongly agreeing and 137 agreeing that they were satisfied. This suggests that the ticket purchasing process is smooth, efficient, and meets customer expectations.

Similarly, **Pagdagdag ng Value o Pagreload ng Stored Value Card (SVC) o Concessionary Card** received a **96.3%** satisfaction rating, with the majority (300 respondents) strongly agreeing. Although slightly lower than the ticket purchasing process, it remains within the **Outstanding** range, reflecting an overall positive experience.

The **Aplikasyon para sa Concessionary Card para sa Senior Citizens at PWDs** scored **98.4%**, showing a very high level of satisfaction. This result is significant as it indicates that the service is accessible, efficient, and well-received, particularly among senior citizens and persons with disabilities who rely on these benefits.

For customer feedback handling, **Paghain ng Reklamo/Feedback** achieved a **98.0%** satisfaction rating, demonstrating that customers feel their concerns are heard and properly addressed. This reinforces confidence in the organization's responsiveness to complaints and suggestions.

Business-related services also received exceptional ratings, with **Pagproseso ng Panukala sa Negosyo** and **Pagbili ng Dokumento Para sa Bidding** both attaining a **100%** satisfaction rating. These perfect scores suggest that business transactions are processed efficiently, meeting the needs of stakeholders without issues.

Overall, the findings confirm that all external services meet or exceed customer expectations, demonstrating efficient processes, accessibility, and a strong commitment to service quality. The consistently high satisfaction scores reflect an effective, customer-centric approach, ensuring a seamless experience for commuters, applicants, and business clients alike.

EXTERNAL SERVICES						
Service Quality Dimensions	**Pagbili ng Single Journey Ticket (SJT), Discounted Single Journey Ticket o Stored Value Card (SVC)**	**Pagdagdag ng Value o Pagreload ng Stored Value Card (SVC) o Concessionary Card**	**Aplikasyon para sa Concessionary Card para sa Senior Citizens at PWDs**	**Paghain ng Reklamo/Feedback**	**Pagproseso ng Panukala sa Negosyo**	**Pagbili ng Dokumento Para sa Bidding**
No. of Respondents	429	431	441	351	95	20
SQD0. Overall Satisfaction	**97.2%**	**96.3%**	**98.4%**	**98.0%**	**100%**	**100.0%**

SQD 1 to 8 Performance for External Services

1. Pagbili ng Single Journey Ticket (SJT), Discounted Single Journey Ticket o Stored Value Card (SVC)
    - The overall score is 97.4%, placing it in the Outstanding category.
    - The following factors achieved an Outstanding rating:
        - Responsiveness (98.1%)
        - Reliability (98.6%)
        - Access (97.4%)
        - Cost (96.9%)
        - Integrity (98.1%)
        - Assurance (97.9%)
        - Outcome (97.9%)
    - The following factors achieved a Very Satisfactory rating:
        - Communication (92.4%)

The overall score and individual factor ratings are excellent, as they fall within the Outstanding and Very Satisfactory categories.

2. Pagdagdag ng Value o Pagreload ng Stored Value Card (SVC) o Concessionary Card
    - The overall score is 96.5%, placing it in the Outstanding category.
    - The following factors achieved an Outstanding rating:
        - Responsiveness (97.4%)
        - Reliability (98.4%)
        - Access (97.2%)
        - Cost (97.0%)
        - Integrity (96.5%)

- Assurance (96.3%)
- Outcome (96.8%)

- The following factors achieved a Very Satisfactory rating:
  - Communication (91.5%)

The overall score and individual factor ratings are excellent, as they fall within the Outstanding and Very Satisfactory categories.

3. Aplikasyon para sa Concessionary Card para sa Senior Citizens at PWDs
   - The overall score is 97.9%, placing it in the Outstanding category.
   - The following factors achieved an Outstanding rating:
     - Responsiveness (98.9%)
     - Reliability (98.0%)
     - Access (98.6%)
     - Communication (95.9%)
     - Integrity (99.3%)
     - Assurance (98.9%)
     - Outcome (99.3%)
   - The following factors achieved a Very Satisfactory rating:
     - Cost (94.1%)

The overall score and individual factor ratings are excellent, as they fall within the Outstanding and Very Satisfactory categories.

4. Paghain ng Reklamo/Feedback
   - The overall score is 97.1%, placing it in the Outstanding category.
   - The following factors achieved an Outstanding rating:
     - Responsiveness (99.1%)
     - Reliability (97.4%)
     - Access (96.7%)
     - Communication (96.6%)
     - Integrity (98.3%)
     - Assurance (97.4%)
     - Outcome (97.4%)

- The following factors achieved a Very Satisfactory rating:
    - Cost (93.0%)

The overall score and individual factor ratings are excellent, as they fall within the Outstanding and Very Satisfactory categories.

5. Pagproseso ng Panukala sa Negosyo
    - The overall score is 99.0%, placing it in the Outstanding category.
    - All factors achieved an Outstanding rating:
        - Responsiveness (100%)
        - Reliability (100.0%)
        - Access (97.1%)
        - Communication (98.9%)
        - Cost (97.8%)
        - Integrity (97.9%)
        - Assurance (97.9%)
        - Outcome (100%)

The overall score and individual factor ratings are excellent, as they fall within the Outstanding category with three (3) factors achieving 100% rating.

6. Pagbili ng Dokumento Para sa Bidding
    - The overall score is 100%, placing it in the Outstanding category.
    - All factors achieved an Outstanding rating:
        - Responsiveness (100%)
        - Reliability (100.0%)
        - Access (100%)
        - Communication (100%)
        - Cost (100%)
        - Integrity (100%)
        - Assurance (100%)
        - Outcome (100%)

Pagbili ng Dokumento Para sa Bidding achieved the highest rating for the overall score and all individual factors making it a stand-out service.

Service Quality Dimensions	Pagbili ng Single Journey Ticket (SJT), Discounted Single Journey Ticket o Stored Value Card (SVC)	Pagdagdag ng Value o Pagreload ng Stored Value Card (SVC) o Concessionary Card	Aplikasyon para sa Concessionary Card para sa Senior Citizens at PWDs	Paghain ng Reklamo/Feedback	Pagproseso ng Panukala sa Negosyo	Pagbili ng Dokumento Para sa Bidding
No. of Respondents	429	431	441	351	95	20
SQD1. Responsiveness	98.1%	97.4%	98.9%	99.1%	100.0%	100.0%
SQD2. Reliability	98.6%	98.4%	98.0%	97.4%	100.0%	100.0%
SQD3. Access and Facilities	97.4%	97.2%	98.6%	96.7%	97.1%	100.0%
SQD4. Communication	92.4%	91.5%	95.9%	96.6%	98.9%	100.0%
SQD5. Cost	96.9%	97.0%	94.1%	93.0%	97.8%	100.0%
SQD6. Integrity	98.1%	96.5%	99.3%	98.3%	97.9%	100.0%
SQD7. Assurance	97.9%	96.3%	98.9%	97.4%	97.9%	100.0%
SQD8. Outcome	97.9%	96.8%	99.3%	97.4%	100.0%	100.0%
SQD1 – 8 Overall	97.4%	96.5%	97.9%	97.1%	99.0%	100%

The results of the customer satisfaction measurement survey for internal services indicate an Outstanding level of overall satisfaction, with a near-perfect **99.6%** rating. This reflects the efficiency and effectiveness of internal processes that support employees' operational needs.

Among the specific internal services assessed, the **Issuance of Certificate of Employment and/or Service Record** achieved a **100%** satisfaction rating, with 242 respondents strongly agreeing and 8 agreeing. This high score indicates that employees find the process seamless and responsive to their documentation needs.

The **Issuance of Certificate of Training and/or Summary of Training Attended** received a **99.2%** satisfaction rating, with 114 respondents strongly agreeing and 15 agreeing. The minimal neutral response (1 respondent) suggests that a tiny area for improvement exist but do not significantly impact the overall positive experience.

The **Issuance of Office Supplies and Materials** obtained a **100%** satisfaction rating, with 391 respondents strongly agreeing and 15 agreeing. This perfect score underscores the efficiency and availability of office resources, ensuring that employees have the necessary materials to perform their tasks without delay.

For technical support, the **Provision of ICT Technical Support/Helpdesk** recorded a **99.2%** satisfaction rating, with 325 respondents strongly agreeing, 58 agreeing, and only 2 choosing neutral, while 1 respondent strongly disagreed. While the overall score remains outstanding, the presence of a single strong disagreement suggests an opportunity for further enhancement in troubleshooting or response time.

Lastly, the **Transfer of Property Custodianship (Accountability) and Location of LRTA Properties/Assets** achieved a **96.8%** satisfaction rating, with 25 respondents strongly agreeing, 5 agreeing, and 1 neutral response. The high satisfaction level demonstrates a well-organized asset management process.

Overall, the findings confirm that internal services are operating at an exceptional standard, with employees experiencing efficient, responsive, and reliable support across all key internal transactions. The consistently high ratings across different services reinforce the organization's strong commitment to internal service excellence, ensuring that employees receive the necessary resources and assistance to perform their roles effectively.

INTERNAL SERVICES					
Service Quality Dimensions	**Issuance of Certificate of Employment and/or Service Record**	**Issuance of Certificate of Training and/or Summary of Training Attended**	**Issuance of Office Supplies and Materials**	**Provision of ICT Technical Support/Helpdesk**	**Transfer of Property Custodianship (Accountability) and Location of LRTA Properties/Assets**
No. of Respondents	250	130	406	386	31
SQD0. Overall Satisfaction	**100%**	**99.2%**	**100%**	**99.2%**	**96.8%**

SQD 1 to 8 Performance for Internal Services

1. Issuance of Certificate of Employment and/or Service Record
    - The overall score is 99.7%, placing it in the Outstanding category.
    - The following factors achieved an Outstanding rating:
        - Responsiveness (99.2%)
        - Reliability (100%)
        - Access (100.0%)
        - Communication (99.2%)
        - Cost (100%)
        - Integrity (99.6%)

- Assurance (100%)
- Outcome (100%)

The overall score achieved an Outstanding rating. And all SQDs received Outstanding ratings with Reliability, Access, Cost, Assurance and Outcome achieving 100% ratings.

2. Issuance of Certificate of Training and/or Summary of Training Attended
    - The overall score is 99.1%, placing it in the Outstanding category.
    - The following factors achieved an Outstanding rating:
        - Responsiveness (99.2%)
        - Reliability (99.2%)
        - Access (99.2%)
        - Communication (99.2%)
        - Cost (100%)
        - Integrity (99.2%)
        - Assurance (99.2%)
        - Outcome (98.5%)

The overall score and all individual factor ratings are excellent, achieving Outstanding ratings, with Cost at a perfect 100%.

3. Issuance of Office Supplies and Materials
    - The overall score is 100%, placing it in the Outstanding category.
    - The following factors achieved an Outstanding rating:
        - Responsiveness (100%)
        - Reliability (100%)
        - Access (100%)
        - Communication (100%)
        - Cost (100%)
        - Integrity (100%)
        - Assurance (100%)
        - Outcome (100%)

Issuance of Office Supplies and Materials achieved the highest rating for the overall score and all individual factors making it a stand-out service.

4. Provision of ICT Technical Support/Helpdesk
    - The overall score is 98.8%, placing it in the Outstanding category.
    - The following factors achieved an Outstanding rating:
        - Responsiveness (97.6%)
        - Reliability (97.4%)
        - Access (99.5%)
        - Communication (97.9%)
        - Cost (100%)
        - Integrity (99.5%)
        - Assurance (99.2%)
        - Outcome (99.7%)

The overall score and all individual factor ratings are excellent, achieving Outstanding ratings, with Cost at a perfect 100%.

5. Transfer of Property Custodianship (Accountability) and Location of LRTA Properties/Assets
    - The overall score is 98.0%, placing it in the Outstanding category.
    - The following factors achieved an Outstanding rating:
        - Responsiveness (100%)
        - Access (100%)
        - Communication (100%)
        - Cost (100%)
        - Integrity (96.8%)
        - Assurance (100%)
        - Outcome (96.8%)
    - The following factor achieved a Very Satisfactory rating:
        - Reliability (93.5%)

The overall score and individual factor ratings are excellent, as they fall within the Outstanding category with five (5) factors achieving 100% rating.

Service Quality Dimensions	Issuance of Certificate of Employment and/or Service Record	Issuance of Certificate of Training and/or Summary of Training Attended	Issuance of Office Supplies and Materials	Provision of ICT Technical Support/Helpdesk	Transfer of Property Custodianship (Accountability) and Location of LRTA Properties/Assets
No. of Respondents	250	130	406	386	31
SQD1. Responsiveness	99.2%	99.2%	100.0%	97.6%	100.0%
SQD2. Reliability	100.0%	99.2%	100.0%	97.4%	93.5%
SQD3. Access	100.0%	99.2%	100.0%	99.5%	100.0%
SQD4. Communication	99.2%	99.2%	100.0%	97.9%	100.0%
SQD5. Cost	100.0%	100.0%	100.0%	100.0%	100.0%
SQD6. Integrity	99.6%	99.2%	100.0%	99.5%	96.8%
SQD7. Assurance	100.0%	99.2%	100.0%	99.2%	100.0%
SQD8. Outcome	100.0%	98.5%	100.0%	99.7%	96.8%
SQD1 – 8 Overall	99.7%	99.1%	100.0%	98.8%	98.0%

D. Free Responses

EXTERNAL SERVICES

Based on the External Service Scores and qualitative comments, the overall satisfaction score for External Services is 97.4%, indicating a generally positive perception among customers. However, qualitative responses highlight specific areas of improvement under different Service Quality Dimensions (SQDs). The analysis below presents each service's qualitative feedback categorized per SQD, focusing on notable concerns and areas for enhancement.

1. Pagbili ng Single Journey Ticket (SJT), Discounted Single Journey Ticket, o Stored Value Card (SVC)

- Overall Satisfaction Score: 97.4%
- Strongest SQDs: Assurance, Integrity
- SQDs with Notable Issues: Responsiveness, Access, Communication

SQD1 – Responsiveness:

Customers expressed frustration with long queue times at ticket booths, particularly during peak hours. One respondent noted, *"Sana mabilis ang proseso sa pagbili ng ticket lalo na*

kapag rush hour." Many suggested increasing the number of ticketing booths or installing more self-service machines to speed up transactions.

SQD3 – Access:

Several comments pointed out the lack of accessibility features, especially for PWDs and seniors. A standout comment mentioned, *"Walang elevator para sa LRT-2 for PWDs atsaka senior citizens."* This suggests the need for improved infrastructure, such as functional elevators and designated lanes for priority passengers.

SQD4 – Communication:

Some respondents found signage inadequate or misleading, causing confusion during ticket purchases. One customer suggested, *"Dagdagan ang malinaw na signage para hindi nalilito ang commuters sa pagbili ng ticket."* Improved signage clarity and placement could help passengers navigate the system more efficiently.

Recommendations:

- Expand the number of ticketing booths or vending machines to reduce queue times.
- Ensure all ticketing areas are accessible to PWDs and senior citizens by improving infrastructure.
- Enhance signage clarity and visibility to improve communication and ease of navigation.

2. Pagdagdag ng Value o Pagreload ng Stored Value Card (SVC) o Concessionary Card

- Overall Satisfaction Score: 96.5%
- Strongest SQDs: Assurance, Integrity
- SQDs with Notable Issues: Responsiveness, Access, Communication

SQD1 – Responsiveness:

Customers frequently cited slow transaction speeds due to machine malfunctions and high demand. One user commented, *"Magkaroon ng additional reloading booths para hindi na mahaba ang pila."* This suggests that more reloading options or faster processing technology is needed.

SQD3 – Access:

Elevator maintenance issues were frequently mentioned, making it difficult for passengers to access reloading stations. A respondent shared, *"May mga elevator na palaging under maintenance, sana ayusin agad."* Improving facility upkeep and ensuring accessibility is essential for a seamless customer experience.

SQD7 – Assurance:

Despite operational inefficiencies, many respondents praised the staff for being courteous and helpful. One customer noted, *"Magalang at mabilis naman ang mga staff, pero kulang pa rin ang ticketing booths."* This indicates that staff training is effective, but additional support is needed to manage high demand.

Recommendations:

- Increase the number of reloading kiosks and improve vending machine reliability.
- Prioritize maintenance of elevators and essential facilities for better access.
- Continue training staff for efficiency and customer service while increasing staffing during peak hours.

3. Aplikasyon para sa Concessionary Card para sa Senior Citizens at PWDs

- Overall Satisfaction Score: 97.9%
- Strongest SQDs: Integrity, Assurance
- SQDs with Notable Issues: Responsiveness, Access, Communication, Outcome

SQD1 – Responsiveness:

Processing delays were a recurring complaint, with one respondent stating, *"Ang tagal bago makuha ang card, sana mas mapabilis ang proseso."* Customers requested a more efficient queuing system and faster approval times.

SQD3 – Access:

Several respondents emphasized the need for better seating and waiting areas for senior citizens and PWDs. One comment read, *"Sana may mas maraming upuan para sa senior citizens at PWDs."* Adding priority lanes and designated seating can improve service quality.

SQD4 – Communication:

A major concern was unclear eligibility guidelines and lack of application status updates. One respondent mentioned, *"Mas maigi kung may online tracking para hindi na kami nagtatanong palagi kung tapos na."* Establishing a digital tracking system for applications could improve transparency.

SQD8 – Outcome:

While most applicants successfully received their cards, a few expressed dissatisfaction with the waiting time. Digitalization of application processing and status updates could improve overall service perception.

Recommendations:

- Streamline processing times for concessionary cards to avoid long waits.
- Enhance accessibility by adding more seating and priority lanes.
- Develop an online tracking system for applicants to check the status of their requests.

4. Paghain ng Reklamo/Feedback

- Overall Satisfaction Score: 97.1%
- Strongest SQDs: Integrity, Assurance
- SQDs with Notable Issues: Responsiveness, Communication

SQD1 – Responsiveness:

While many found the complaints system easy to use, some respondents noted delays in addressing concerns. One user commented, *"Mabilis magsumite ng reklamo pero matagal makuha ang sagot."* Speeding up response times would enhance satisfaction.

SQD4 – Communication:

Some respondents felt left in the dark regarding complaint resolutions. A customer suggested, *"Mas maigi kung may update system para alam namin kung ano nang nangyari sa reklamo namin."* Providing automated notifications on complaint progress could address this issue.

Recommendations:

- Improve response time for handling complaints.
- Implement a complaint tracking system with real-time status updates.

5. Pagproseso ng Panukala sa Negosyo

- Overall Satisfaction Score: 99.0%
- Strongest SQDs: Assurance, Integrity
- SQDs with Notable Issues: Reliability, Integrity

SQD2 – Reliability:

Some respondents felt that clearer guidelines were needed for business proposal processing. One stated, *"Dapat mas malinaw ang proseso ng business proposal para maiwasan ang miscommunication."* Providing a detailed step-by-step guide could help businesses navigate the process more efficiently.

SQD6 – Integrity:

Concerns about transparency in the evaluation of business proposals were raised, with a respondent stating, *"Walang fairness and transparency ang services sa pagproseso ng business*

proposals." Implementing a public tracking system or publishing evaluation criteria could enhance trust.

Recommendations:

- Develop a clear guideline document for proposal submissions.
- Ensure transparency in evaluation by publicly outlining the selection process.

6. Pagbili ng Dokumento Para sa Bidding

This service did not receive notable qualitative feedback, which can be attributed to its highest possible satisfaction score of 100%. The absence of comments suggests that respondents found the process smooth, efficient, and free of any major concerns. Unlike other external services that received specific suggestions for improvement, customers engaging in this transaction did not raise issues related to processing time, accessibility, or service clarity, indicating that expectations were met or even exceeded.

INTERNAL SERVICES

Based on the qualitative responses and Service Quality Dimension (SQD) scores, Internal Services received an overall satisfaction score of 99.3%, indicating that respondents generally have a highly positive perception of the services provided. While quantitative ratings confirm a strong level of satisfaction, the qualitative feedback highlights specific areas for improvement within key service categories. Below is a breakdown of the qualitative comments sorted by Service Availed and further classified into Service Quality Dimensions (SQDs).

1. Issuance of Certificate of Employment and/or Service Record
   - Overall Satisfaction Score: 99.7%
   - Strongest SQDs: Assurance, Integrity
   - SQDs with Notable Issues: Responsiveness, Communication

SQD1 – Responsiveness:

Several respondents expressed appreciation for the fast processing time of employment certificates, with one noting, *"Mabilis ang pagkuha ng certificate, walang hassle."* This suggests that efficiency in document issuance is well-maintained. However, there were some minor suggestions for further streamlining the request process, particularly during peak request periods.

SQD4 – Communication:

While most respondents found the process smooth, some requested clearer instructions for requesting certificates online. One customer suggested, *"Mas okay kung may online tracking para hindi na nagtatanong kung kailan makukuha."* This suggests that improving communication about request status updates could further enhance the service.

Recommendations:

- Maintain fast processing times while monitoring peak request periods to ensure efficiency.
- Improve online tracking or notification systems to provide real-time status updates.

2. Issuance of Certificate of Training and/or Summary of Training Attended

- Overall Satisfaction Score: 99.1%
- Strongest SQDs: Integrity, Assurance
- SQDs with Notable Issues: Communication

SQD4 – Communication:

Unlike other services, this received no notable qualitative feedback, suggesting that while the service is functioning effectively, it may lack visibility or engagement with users. This aligns with the absence of both positive and negative qualitative responses, indicating that customers may not have clear expectations regarding service timelines and procedures.

Recommendations:

- Enhance communication efforts by providing clearer guidelines on how to request training certificates.
- Introduce an automated email or SMS notification system to inform customers when their certificate is ready for pickup.

3. Provision of ICT Technical Support/Helpdesk

- Overall Satisfaction Score: 98.8%
- Strongest SQDs: Assurance, Reliability
- SQDs with Notable Issues: None

SQD1 – Responsiveness:

Employees generally praised the responsiveness of the ICT helpdesk, with one stating, *"Madaling humingi ng tulong sa ICT, mabilis silang mag-responde."* This indicates that the ICT support team is efficient in handling technical concerns.

SQD7 – Assurance:

Respondents also highlighted the helpfulness and professionalism of the ICT staff, as seen in the comment, *"Magaling ang team, palaging handang tumulong."* This suggests a strong customer service orientation within the technical support unit.

Recommendations:

- Maintain high levels of responsiveness and professionalism.

4. Issuance of Office Supplies and Materials

The Issuance of Office Supplies and Materials did not receive notable qualitative feedback, which is consistent with its perfect satisfaction score of 100%. This suggests that employees find the process efficient, straightforward, and free of major concerns. The absence of comments indicates that requests for office supplies are being fulfilled without significant delays or issues.

5. Transfer of Property Custodianship (Accountability) and Location of LRTA Properties/Assets

Similarly, the Transfer of Property Custodianship and Location of LRTA Properties/Assets did not receive significant qualitative feedback, aligning with its high satisfaction score of 98.0%. This suggests that the process is functioning smoothly, with employees experiencing minimal difficulties in transferring accountability or locating LRTA properties/assets. The absence of concerns implies that clear procedures and proper documentation are in place, ensuring an efficient workflow.

E. Key Drivers Analysis

External Services

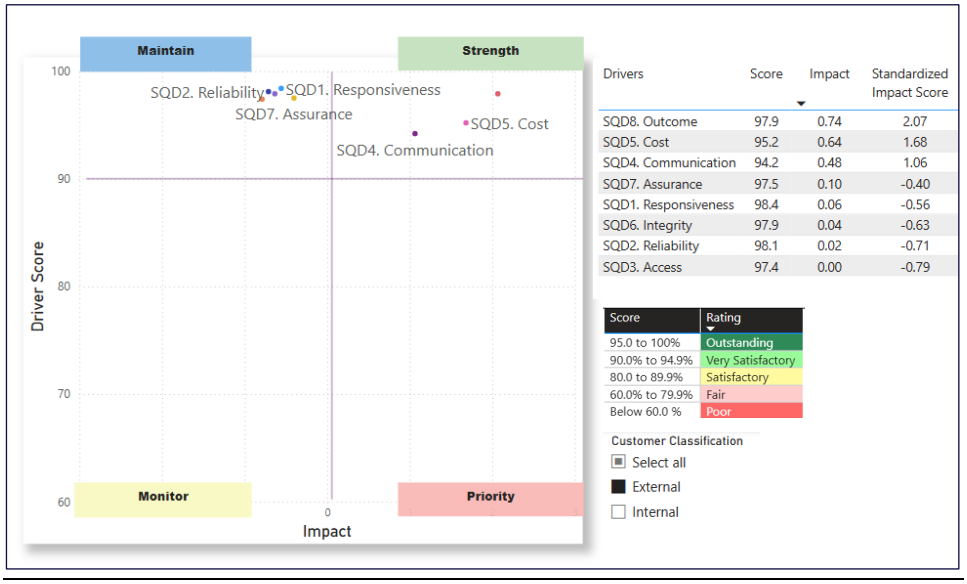
Scores in each of the SQDs and their statistical impact on overall satisfaction were mapped out in a scatter plot (see diagram in the following page). The analysis indicated the following:

- Core Strength Areas – high impact on satisfaction and the organization scored high on these factors:
    - Outcome
    - Cost
    - Communication

These areas should be consistently maintained and further strengthened. Highlighting these strengths in service promotions and continuing regular assessments to ensure consistent performance will help sustain customer satisfaction.

- Areas to Maintain – low impact on satisfaction but the organization scored high on these factors:
    - Assurance
    - Responsiveness
    - Integrity
    - Reliability
    - Access

Continue reinforcing and maintaining these service aspects to ensure consistent customer trust. Periodic reviews and feedback collection can help identify any shifts in customer perception.



Drivers	Score	Impact	Standardized Impact Score
SQD8. Outcome	97.9	0.74	2.07
SQD5. Cost	95.2	0.64	1.68
SQD4. Communication	94.2	0.48	1.06
SQD7. Assurance	97.5	0.10	-0.40
SQD1. Responsiveness	98.4	0.06	-0.56
SQD6. Integrity	97.9	0.04	-0.63
SQD2. Reliability	98.1	0.02	-0.71
SQD3. Access	97.4	0.00	-0.79

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

Customer Classification
Select all
External
Internal

Note: The scatter plot maps out the score of each Service Quality Dimension (SQD) and its impact on overall satisfaction. The impact is calculated using regression analysis, allowing us to identify how each SQD (e.g., Reliability) influences overall customer satisfaction. For instance, the impact score (regression coefficient) of Reliability is 0.9. This indicates that as Reliability scores increase, the overall satisfaction score is also expected to increase. Specifically, for every 1-point increase in the Reliability score, there is a predicted 0.9-point increase in the Overall Satisfaction score.

INTERNAL SERVICES

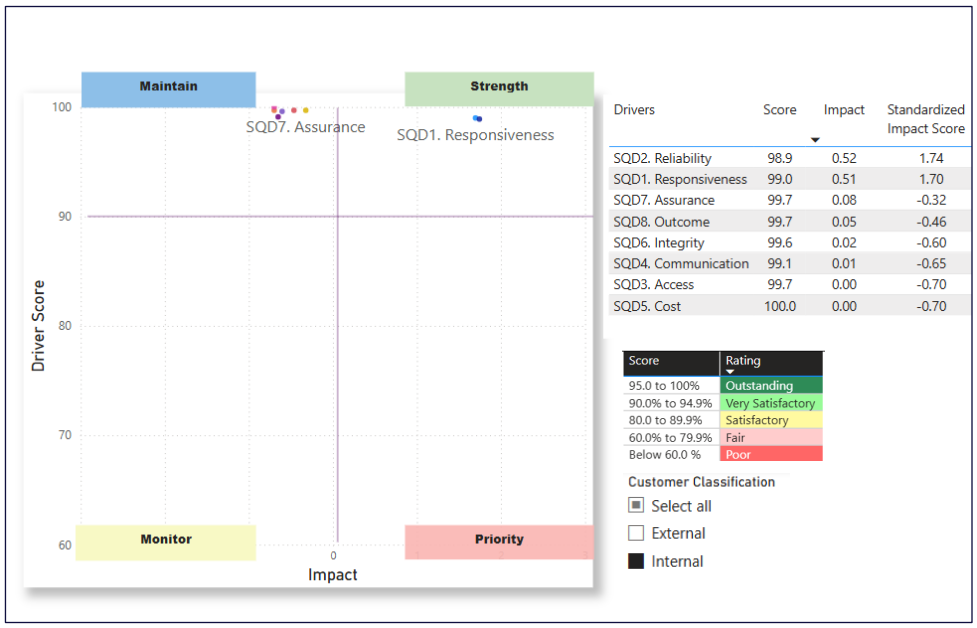
Scores in each of the SQDs and their statistical impact on overall satisfaction were mapped out in a scatter plot (see diagram in the following page). The analysis indicated the following:

- Core Strength Areas – high impact on satisfaction and the organization scored high on these factors:
  - Reliability
  - Responsiveness

  These areas should be consistently maintained and further strengthened. Highlighting these strengths in service promotions and continuing regular assessments to ensure consistent performance will help sustain customer satisfaction.

- Areas to Maintain – low impact on satisfaction but the organization scored high on these factors:
  - Assurance
  - Outcome
  - Integrity
  - Communication
  - Access
  - Cost

  Continue reinforcing and maintaining these service aspects to ensure consistent customer trust. Periodic reviews and feedback collection can help identify any shifts in customer perception.



Note: The scatter plot maps out the score of each Service Quality Dimension (SQD) and its impact on overall satisfaction. The impact is calculated using regression analysis, allowing us to identify how each SQD (e.g., Reliability) influences overall customer satisfaction. For instance, the impact score (regression coefficient) of Reliability is 0.9. This indicates that as Reliability scores increase, the overall satisfaction score is also expected to increase. Specifically, for every 1-point increase in the Reliability score, there is a predicted 0.9-point increase in the Overall Satisfaction score.

V. RESULTS OF THE AGENCY ACTION PLAN

The 2023 Customer Satisfaction Measurement (CSM) for LRT-2 provided valuable insights into passenger experiences and service quality, reflecting the outcomes of the Continuous Agency Improvement Plan. This assessment focused solely on External Services, as Internal Services were not surveyed for the year. Key areas of improvement identified in the action plan included enhancing communication, maintaining high reliability and access, addressing cost concerns, and improving overall passenger engagement. With an overall satisfaction rating of 98.1%, the results indicate significant progress, though certain areas still require attention.

This report evaluates how well the Continuous Agency Improvement Plan 2023 addressed the identified service gaps and its impact on key Service Quality Dimensions (SQDs) such as responsiveness, reliability, access, cost, and communication. By comparing the planned initiatives with the actual CSM results, this analysis highlights successes, identifies persisting challenges, and provides recommendations for further enhancing passenger satisfaction in LRT-2 services.

1. **Communication and Awareness of the Citizen's Charter**
   - Planned Action: The Continuous Agency Improvement Plan aimed to improve awareness of the Citizen's Charter by 50% through digital tools, video materials, social media, and email campaigns.
   - CSM Results: Communication remains one of the lowest-rated service quality dimensions at 96.5%, indicating room for improvement. While it is rated as "Outstanding," it is lower than other dimensions like Responsiveness (98.7%) and Reliability (98.5%).
   - Outcome: While there has been a notable improvement in communication efforts, the rating suggests that visibility and accessibility of information should still be reinforced.

2. **Improvements in Access and Facilities**
   - Planned Action: LRTA identified Access and Facilities as a strength but committed to enhancements such as additional scanners, better air conditioning, and improved signage.
   - CSM Results: Access was rated at 98.5%, reinforcing it as a strong area.
   - Outcome: The improvements likely contributed to maintaining a high rating. However, qualitative feedback should be reviewed to assess if specific facilities (air conditioning, waiting areas) have improved.

3. **Enhancing Reliability of Train Operations**
   - Planned Action: The plan included setting fixed train schedules and improving operational reliability.
   - CSM Results: Reliability scored 98.5%, affirming strong performance.
   - Outcome: Passengers continue to view LRTA services as reliable, indicating that efforts in scheduling and operational efficiency were effective.

4. **Responsiveness in Handling Transactions**
   - Planned Action: Maintain high responsiveness in handling passenger concerns and inquiries.
   - CSM Results: Responsiveness was one of the highest-rated areas at 98.7%.
   - Outcome: The goal of sustaining responsiveness was successfully met.

5. **Cost as a Priority Improvement Area**
   - Planned Action: LRTA identified Cost as a low-scoring but high-impact area and aimed to address affordability concerns.
   - CSM Results: Cost scored 95.6%, the lowest among all dimensions.
   - Outcome: While still "Outstanding," cost remains the weakest area. Further measures may be needed to address affordability or justify pricing structures through better communication.

6. **Enhancing Customer Engagement and Feedback Mechanisms**
   - Planned Action: Improve feedback mechanisms and customer service responsiveness.
   - CSM Results: Assurance (98.5%) and Integrity (98.7%) were highly rated, indicating strong customer trust.
   - Outcome: The positive ratings suggest that feedback mechanisms have been well-received, though ongoing monitoring is essential.

Summary of Findings
- The Communication and Cost dimensions, which were prioritized for improvement, showed gains but remain the lowest-rated areas.
- Access, Responsiveness, Reliability, and Assurance continue to perform well, aligning with the agency's strengths.
- The high overall satisfaction rating (98.1%) indicates that most planned actions had a positive impact.

VI. CONTINUOUS AGENCY IMPROVEMENT PLAN

The 2024 Customer Satisfaction Measurement (CSM) results for LRT-2, now including both external and internal services, provide a more comprehensive assessment of service quality. While previous improvements have strengthened overall passenger satisfaction, areas such as communication, cost, and facility access still require targeted interventions. The 2025 Continuous Agency Improvement Plan builds upon past initiatives by addressing persisting concerns and enhancing both passenger and employee experiences. The following action points are designed to sustain strengths while focusing on strategic improvements in each Service Quality Dimension (SQD).

Overall Satisfaction (SQD0)

To maintain high levels of overall satisfaction, LRT-2 will continuously assess customer needs and expectations by leveraging feedback mechanisms, conducting regular surveys. Customer satisfaction data will be analyzed to develop responsive and adaptive solutions that address emerging service concerns. Proactive engagement with stakeholders will be strengthened to ensure that service improvements are aligned with user expectations.

Responsiveness (SQD1)

Efforts to enhance responsiveness will focus on reducing transaction times, particularly during peak hours, by improving queuing systems, increasing the number of service personnel at key touchpoints. Internal service requests will also benefit from a more structured response system, ensuring that employees receive timely assistance from administrative and technical support teams.

Reliability (SQD2)

To reinforce service reliability, LRT-2 will implement predictive maintenance measures to minimize train delays and disruptions. Clear operational protocols will be established to standardize response times for system malfunctions, while internal services will adopt digital tracking systems for document processing, inventory management, and service requests. Transparent reporting on train schedules and system reliability will also be prioritized.

Access (SQD3)

Enhancing accessibility will be a key priority for 2025, with infrastructure improvements planned across stations, including better signage and wider accessibility for persons with disabilities (PWDs). Internally, office facilities will be optimized to provide employees with better working environments, ensuring efficient workflows and service delivery.

Communication (SQD4)

LRTA will strengthen communication efforts by enhancing its public information dissemination across various channels, including social media, websites, and ARTA digital monitors. Internally, communication will be improved through digital platforms, allowing for better knowledge sharing and regular bulletins to ensure that employees are informed about key updates and initiatives.

Cost (SQD5)

Transparent communication regarding pricing policies will be emphasized to clarify the rationale behind fare structures.

Integrity (SQD6)

Ensuring fairness and transparency in all transactions remains a core value for LRT-2. Strengthened customer grievance handling protocols. A dedicated team will oversee compliance with policies to reinforce public and employee trust in LRT-2's governance.

Assurance (SQD7)

To further enhance service assurance, staff training programs on customer service, safety procedures, and emergency preparedness will be expanded. Employees will undergo regular competency assessments, and mystery customer programs will be introduced to measure service consistency across both external and internal service transactions.

Outcome (SQD8)

The desired service outcomes will be strengthened by aligning performance indicators with customer expectations. LRT-2 will track the effectiveness of previous interventions and monitor key performance metrics, including transaction completion rates and service feedback.

Proposed Action Plan for 2025

Action/Strategies	Timeline	Responsible Office
Conduct regular customer satisfaction surveys to monitor trends and emerging concerns.	Q2, Q4 2025	ARTA Committee, Planning Department
Adopt predictive maintenance strategies to minimize service disruptions.	Year-round	Line 2 Rolling Stock & Interrelated Systems Division
Improve accessibility features, including PWD-friendly infrastructure.	Q3 2025	Engineering Department
Enhance public information dissemination and engagement via social media, website and ARTA digital monitors.	Year-round	Public Relations Division, Knowledge Management and Information Technology Division (KMITO)
Strengthen internal communication through digital knowledge-sharing platforms and regular bulletins.	Q3 2025	Human Resource Management Division
Enhance customer grievance handling protocols through the various channels available, i.e. Citizen's Complaints Hotline, Facebook page, etc.	Year-round	Public Relations Division
Expand customer service, safety, and emergency preparedness training for staff.	Q3-Q4 2025	Human Resource Management Division

ANNEX A

Survey Questionnaire Used

Light Rail Transit Authority

Ang Client Satisfaction Measurement (CSM) ay naglalayong masubaybayan ang karanasan ng taumbayan hinggil sa kanilang pakikipagtransaksyon sa mga tanggapan ng gobyerno. Makakatulong ang inyong kasagutan ukol sa inyong karanasan sa katatapos lamang na transaksyon, upang mas mapabuti at lalong mapahusay ang aming serbisyo publiko. Ang personal na impormasyon na iyong ibabahagi ay mananatiling kumpidensyal. Maaari ring piliin na hindi sagutan ang surbey na ito.

Panuto: Lagyan ng tsek ☑ ang kahon na tumutugma sa iyong sagot

Petsa: _____ **Kasarian:** ☐ Lalaki ☐ Babae ☐ Mas Pipiliing Hindi Sabihin

Uri ng Kliyente: ☐ Mamamayan (pasahero) ☐ Negosyo (concessionaire/supplier/contractor) ☐ Gobyerno (Empleyado o Ibang Ahensya)

Rehiyon ng Tirahan:
☐ NCR ☐ Rehiyon I ☐ Rehiyon II ☐ Rehiyon III ☐ Rehiyon IV-A ☐ Rehiyon IV-B ☐ Rehiyon V ☐ Rehiyon VI ☐ Rehiyon VII ☐ Rehiyon VIII ☐ Rehiyon IX ☐ Rehiyon X ☐ Rehiyon XI ☐ Rehiyon XII ☐ Rehiyon XIII ☐ CAR ☐ BARM

Edad: ☐ 19 o mas mababa ☐ 20-34 ☐ 35-49 ☐ 50-64 ☐ 65 o mas mataas

Uri ng ginawang transaksyon o kinuhang serbisyo (Pumili lamang ng isa sa mga sumusunod)

☐ 1. Pagbili ng Single Journey Ticket (SJT), Discounted Single Journey Ticket o Stored Value Card (SVC)
☐ 2. Pagdagdag ng value o pagreload ng Stored Value Card (SVC) o Concessionary Card
☐ 3. Aplikasyon para sa Concessionary Card para sa Senior Citizens at PWDs
☐ 4. Paghahain ng Reklamo/Feedback
☐ 5. Pagproseso ng Panukala sa Negosyo
☐ 6. Pagbili ng Dokumento para sa Bidding

Citizen's Charter
Lagyan ng tsek ang kahon na tumutugma sa iyong sagot sa mga sumusunod na katanungan tungkol sa Citizen's Charter (CC). Ito ay isang opisyal na dokumento na naglalaman ng mga serbisyo sa isang ahensya/opisina ng gobyerno. Makikita rito ang mga kinakailangan na dokumento, kaukulang bayarin, at pangkabuuang oras ng pagproseso.

CC1: Alin sa mga sumusunod ang naglalarawan sa iyong kaalaman sa CC?
☐ 1. Alam ko ang CC at nakita ko ito sa LRTA
☐ 2. Alam ko ang CC pero hindi ko ito nakita sa LRTA
☐ 3. Nalaman ko ang CC nang makita ko ito sa LRTA
☐ 4. Hindi ko alam kung ano ang CC at wala akong nakita sa LRTA (piliin ang 'N/A' sa CC2 at CC3 kapag ito ang iyong sagot)

CC2: Kung alam ang CC (pumili sa opsyon 1-3 sa CC1), masasabi mo ba na ang CC ng LRTA ay..?
☐ 1. Madaling Makita ☐ 2. Medyo madaling Makita ☐ 3. Mahirap Makita ☐ 4. Hindi Makita ☐ 5. N/A

CC3: Kung alam ang CC (pumili sa opsyon 1-3 sa CC1), gaano nakatulong ang CC sa transaksyon mo?
☐ 1. Sobrang nakatulong ☐ 2. Nakatulong naman ☐ 3. Hindi nakatulong ☐ 4. N/A

Service Quality Dimensions (SQD)
Para sa SQD 0-8, lagyan ng tsek ang kahon na pinakaangkop sa iyong sagot sa mga sumusunod na katanungan tungkol sa ginawang transaksyon o kunuhang serbisyo mula sa LRTA.

	Labis na sumasangayon	Sumasangayon	Walang kinikilingan	Hindi sumasangayon	Lubos na hindi sumasangayon	N/A Not applicable
SQD1: Makatwiran ang oras na aking ginugol para sa pagproseso ng aking transaksyon.						
SQD2: Ang LRTA ay sumusunod sa mga kinakailangang dokumento at mga hakbang batay sa impormasyong ibnigay.						
SQD3: Ang mga hakbang sa pagproseso kasama na ang pagbayad ay madali at simple lamang.						
SQD4: Mabilis at madali akong nakahanap ng impormasyon tungkol sa aking transaksyon mula sa LRTA o website nito.						
SQD5: Nagbayad ako ng makatwirang halaga para sa aking transaksyon (kung ang serbisyo ay ibinigay ng libre, piliin ang N/A)						
SQD6: Pakiramdam ko ay patas ang LRTA sa lahat o "walang palakasan", sa aking transaksyon.						
SQD7: Magalang akong trinato ng mga tauhan, at (kung sakali ako ay humingi ng tulong) alam ko na sila ay handang tumulong sa akin.						
SQD8: Nakuha ko ang kinakailangan ko mula sa LRTA, kung tinanggihan man, ito ay sapat na ipinaliwanag sa akin.						
SQD9: Sa kabuuan (SQD1 to 8), nasiyahan ako sa serbisyo na aking natanggap mula sa LRTA						

Mga suhestiyon kung paano pa mapapabuti ang aming mga serbisyo. (opsyonal) _____

_____

Email address (opsyonal) _____

Maraming salamat sa inyong pagtugon

Control No. _____

Light Rail Transit Authority

This Client Satisfaction Measurement (CSM) tracks the customer experience of the assigned office. Your feedback on your recently concluded transaction will help the concerned office provide a better service. Personal information shared will be kept confidential and you always have the option to not answer this form.

INTERNAL SERVICES FOR LRT-2 SYSTEM

Date: _____

Instructions: Please read carefully and check (✓) the corresponding box for your answer.

Sex: ☐ Male ☐ Female ☐ Prefer Not to Say

Type of Transaction or Service Availed *(Please choose one)* :
- ☐ 1 Issuance of Certificate of Training and/or Summary of Training Attended
- ☐ 2 Issuance of Certificate of Employment and/or Service Record
- ☐ 3 Provision of ICT Technical Support/Help Desk
- ☐ 4 Issuance of Office Supplies and Materials
- ☐ 5 Transfer of Property Custodianship (Accountability) and Location on LRTA Properties/Assets

Citizen's Charter (CC): Check mark (✓) your answer to the Citizen's Charter (CC) questions. The CC is an official document that reflects the services of the concerned office including its requirements, fees, and processing time among others.

CC1: Which of the following best describes your awareness of a CC?
- ☐ 1. I know what a CC is and I saw the concerned office's CC.
- ☐ 2. I know what a CC is but I did NOT see the concerned office's CC.
- ☐ 3. I learned of the CC only when I saw the concerned office's .
- ☐ 4. I do not know what a CC is and I did not see one in the concerned office. *(Answer 'N/A' on CC2 and CC3)*

CC2: If aware of CC (answered codes 1-3 in CC1), would you say that the CC of the concerned office was...?
- ☐ 1. Easy to see
- ☐ 2. Somewhat easy to see
- ☐ 3. Difficult to see
- ☐ 4. Not visible at all
- ☐ 5. N/A

CC3: If aware of CC (answered codes 1-3 in CC1), how much did the CC help you in your transaction?
- ☐ 1. Helped very much
- ☐ 2. Somewhat helped
- ☐ 3. Did not help
- ☐ 4. N/A

Service Quality Dimensions (SQD): For SQD 0-8, please put a check mark (✓) on the column that best corresponds to your answer regarding the recently concluded transaction or service from the concerned office.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A Not Applicable
SQD1: I spent a reasonable amount of time for my transaction within the prescribed time indicated in the Citizen's Charter.						
SQD2: The concerned office followed the transaction's requirements and steps based on the information provided.						
SQD3: The steps (including payment) I needed to do for my transaction were easy and simple.						
SQD4: I easily found information about my transaction directly from the concerned office and/or their social media page.						
SQD5: I paid a reasonable amount of fees for my transaction. *(If service was free, mark the 'N/A' column.)*						
SQD6: I feel the concerned office was fair to everyone, or *"walang palakasan"*, during my transaction.						
SQD7: I was treated courteously by the concerned office's staff or personnel, and (if asked for help) they were helpful.						
SQD8: I got what I needed from the concerned office, or (if denied) denial of request was sufficiently explained to me.						
SQD0: Overall (SQD1 TO 8), I am satisfied with the transaction or service that I availed from the concerned office.						

Suggestions on how we can further improve our services (optional): _____

_____

_____

Email Address (optional): _____

Thank you for your time.

Approved by:

ATTY. HERNANDO T. CABRERA
Administrator
Light Rail Transit Authority (LRTA)

Light Rail Transit Authority

Client Satisfaction Measurement Report (LRT 1)

2024

TABLE OF CONTENTS

OVERVIEW

Background

The Light Rail Transit Authority (LRTA) is a government-owned and controlled corporation (GOCC) under the Department of Transportation (DOTr). It oversees the operations of LRT-1 (Baclaran-Roosevelt) through Light Rail Manila Corporation (LRMC), a private concessionaire, while directly managing the operations of LRT-2 (Recto-Antipolo).

As part of the government's effort to enhance citizen participation in public services, a standardized feedback mechanism has been established to measure client satisfaction across all government agencies, including GOCCs. In 2023, the Governance Commission for GOCCs (GCG) and the Anti-Red Tape Authority (ARTA) released Joint Memorandum Circular No. 1, which aims to harmonize the GCG's Customer Satisfaction Survey (CSS) with ARTA's Client Satisfaction Measurement (CSM). Under this directive, all government agencies must implement the Harmonized CSM to assess services outlined in their respective Citizen's Charters.

As an ISO 9001:2015-certified GOCC committed to continuous improvement, LRTA has engaged a third-party marketing research firm to conduct its customer satisfaction survey. This ensures transparency, objectivity, and reliability while complying with GCG and ARTA's Memorandum Circular No. 2022-005.

However, since LRT-1 is operated by LRMC, a private concessionaire, the Harmonized CSM directive does not apply to LRT-1. To address this, LRTA has developed a separate Customer Satisfaction Measurement (CSM) survey specifically for LRT-1 passengers, aligning it with the same service quality dimensions used for LRT-2.

For this year's survey, LRTA has commissioned Premier Value Provider, Inc. (PVP), a research firm, to collect, analyze, and report on customer satisfaction for LRT-1.

Executive Summary

This report presents the findings of the 2024 Customer Satisfaction Measurement (CSM) Survey for LRT-1. The survey was conducted in December 2024 through intercept interviews by Premier Value Provider, Inc. (PVP), a third-party market research firm engaged by LRTA. A total of 400 respondents across all LRT-1 stations participated in the survey.

Key Findings:

- **Overall Satisfaction Scores:**
    - Overall Satisfaction score (SQD0) is 95.50%
    - Overall score (SQD1-SQD8) is 92.51%

- **Service Quality Dimension (SQD):**
  Outstanding Ratings:
    - Responsiveness (94.50%)
    - Reliability (92.50%)
    - Access (90.25%)
    - Cost (92.71%)
    - Integrity (90.13%)
    - Assurance (93.25%)
    - Outcome (96.00%)

  Fair Rating:
    - Communication (76.07%)

The high **Overall Satisfaction Score (SQD0) (95.50%)** and **Overall Score (SQD1-SQD8) (92.51%)** indicate that passengers generally perceive LRT-1's service quality as excellent. Seven of the eight Service Quality Dimensions (SQDs) received an Outstanding rating, with **Outcome (96.00%)** scoring the highest. This suggests that respondents were highly satisfied with the results and benefits of the service. Other top-rated dimensions, such as **Responsiveness (94.50%)** and **Assurance (93.25%)**, highlight that passengers found LRT-1 staff to be prompt, knowledgeable, and reliable.

However, **Communication (76.07%)** was notably lower, receiving only a Fair rating. This suggests that passengers may have faced challenges in receiving or understanding information, possibly due to unclear instructions, delayed responses, or insufficient engagement.

To enhance passenger experience, improving communication should be a priority. Key strategies may include:

- Enhancing clarity and accessibility of information across multiple channels.
- Reducing response times to passenger inquiries and concerns.
- Providing real-time updates on schedules, delays, and service advisories.
- Strengthening staff training to improve customer interaction and assistance.

Addressing these communication gaps can further elevate customer satisfaction and improve future survey results.

SCOPE

Objective of the Survey

The Light Rail Transit Authority (LRTA), through its Public Relations Division (PRD), commissioned Premier Value Provider, Inc. (PVP) to conduct the 2024 Customer Satisfaction Survey for the LRT-1 system. The survey aimed to:

- Measure customer satisfaction based on key service quality dimensions aligned with those used for LRT-2.
- Identify customer requirements and expectations regarding system performance.
- Provide insights to prioritize service improvements from a customer perspective.
- Establish a benchmark for future service enhancements and satisfaction assessments.

Specific Objectives

1. To assess the LRT1 customers' overall satisfaction and perception on the services rendered to passengers of LRT1.

2. To determine the level of service quality across the following dimensions:
    - Responsiveness
    - Reliability
    - Access
    - Communication
    - Cost
    - Integrity
    - Assurance
    - Outcome

3. To determine the statistical impact of the service quality dimensions on the overall satisfaction rating.

4. To surface suggestions for areas of improvement.

Period Covered

PVP conducted an intercept survey across all stations last December 2024.

Geographical and Office Coverage

The survey covered all stations of LRT1.

Sampling

For the intercept survey, we determined the target sample size distribution per station based on their relative size of ridership.

METHODOLOGY

Survey Framework

Since LRT-1 is not covered by the Governance Commission for GOCCs (GCG) and the Anti-Red Tape Authority (ARTA) Memorandum, LRTA developed its own customer satisfaction survey. While the survey mirrors the Service Quality Dimensions (SQDs) of LRT-2, it was designed and implemented independently of GCG and ARTA guidelines.

Mode of Survey Implementation

The survey was conducted through intercept interviews across all LRT-1 stations in December 2024. Premier Value Provider, Inc. (PVP), the commissioned third-party research firm, administered the survey to a target sample of 400 respondents.

Feedback and Collection Mechanism

Unlike LRT-2, where multiple service types are evaluated, the LRT-1 survey focused solely on passenger feedback regarding overall service quality and the identified service quality dimensions. The survey questionnaire consisted of three sections:

1. Demographics & Passenger Information – Collected basic respondent details.
2. Service Quality Dimensions (SQDs) – Assessed satisfaction levels across key service attributes.
3. Open-Ended Feedback – Allowed passengers to provide additional insights and suggestions.

The survey was designed to be concise and easy to complete, with an estimated completion time of 5 minutes per respondent.

Scoring System

The questionnaire was created by LRTA, mirroring the SQDs of LRT2. The questionnaire contains three sections. The first section covers demographics and basic information, the second section contains questions on the Service Quality Dimensions (SQDs), and the last part of the survey is an open-ended qualitative portion.

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:

$$\text{Overall Score} = \frac{\text{Number of 'Strongly Agree' answers + Number of 'Agree' answers}}{\text{Total Number of Respondents - Number of 'N/A' answers}}$$

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

DATA & INTERPRETATION

I. Demographic Profile

The total number of respondents for the Client Satisfaction Measurement (CSM) survey on External Services is 400. A distribution by age, sex, region of residence, client type, and station is presented below.

Type of Service

External

Distribution by Client Type

Client type	Resp.	%
Citizen (Passenger)	363	91%
Government (Employee or other Agency)	33	8%
Prefer Not to Say	3	1%
Business (Concessionaire/Supplier/Contractor)	1	0%
Total	**400**	**100%**

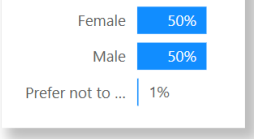
Distribution by Station

Station	Resp.	%
EDSA	46	12%
Monumento	40	10%
D. Jose	30	8%
Gil Puyat	28	7%
Carriedo	22	6%
UN Avenue	20	5%
Pedro Gil	19	5%
Baclaran	18	5%
FPJ/Roosevelt	18	5%
5th Avenue	17	4%
Asiaworld	16	4%
Central	15	4%
Vito Cruz	13	3%
Dr. Santos	12	3%
Libertad	12	3%
Tayuman	12	3%
Quirino	11	3%
Balintawak	10	3%
Blumentritt	10	3%
N. Aquino	8	2%
Redemptorist	7	2%
Abad Santos	6	2%
Bambang	4	1%
R. Papa	4	1%
MIA	2	1%
Total	**400**	**100%**

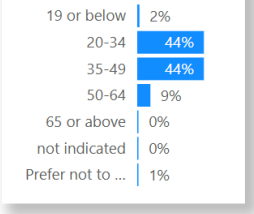
400

Respondents

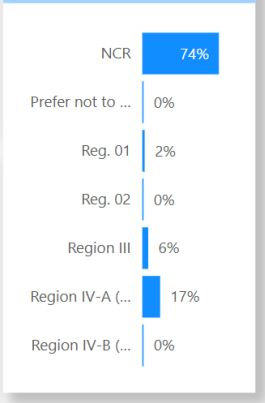
Distribution by Sex



Distribution by Age



Distribution by Region of Residence



Note: A 0.5% margin of error means that the actual percentage of the population that would respond in the same way as the survey respondents could be 0.5% higher or 0.5% lower than the survey results indicate.

Age and Gender Distribution

The survey responses were evenly distributed between the 20-34 age group (44%) and the 35-49 age group (44%), indicating that a significant majority (88%) of respondents were working-age adults. Meanwhile, 9% of respondents were aged 50-64, while 2% were 19 or below. Notably, no respondents were aged 65 or older, and 1% chose not to disclose their age.

In terms of gender, the survey achieved a balanced representation, with male and female respondents each comprising 50% of the total sample, while 1% preferred not to disclose their sex.

These findings suggest that the majority of LRT-1 passengers surveyed are young to middle-aged adults, with equal representation across genders. This demographic profile is consistent with the expected commuter base, likely consisting of working professionals, students, and daily commuters.

Regional Distribution

The majority of respondents (74%) reside in NCR, highlighting that most LRT-1 passengers surveyed live within Metro Manila. The next largest group came from Region IV-A (17%), followed by Region III (6%). Other regions had minimal representation, with Region I contributing 2% and Region II having no respondents.

Given that LRT-1 primarily serves Metro Manila, the high proportion of NCR respondents is expected. However, the notable share from CALABARZON (Region IV-A) and Central Luzon (Region III) suggests that some passengers are provincial commuters who regularly use LRT-1 as part of their transit route.

Client Type Distribution

The vast majority of respondents (91%) identified as citizens/passengers, reinforcing that the survey accurately captures the commuter experience. Government employees or representatives from other agencies comprised 8%, while business entities (concessionaires, suppliers, or contractors) made up only 1%.

This data confirms that the survey results are primarily reflective of everyday LRT-1 users rather than institutional stakeholders.

Station Distribution

Among the surveyed stations, EDSA Station had the highest response rate (12%), followed by Monumento (10%), D. Jose (8%), and Gil Puyat (7%). Other moderately represented stations included Carriedo (6%), UN Avenue (5%), and Pedro Gil (5%).

Conversely, some stations had relatively lower response rates, including Tayuman (3%), Quirino (3%), and Blumentritt (3%). The least represented stations—Bambang, R. Papa, and MIA—each accounted for only 1% of responses.

It is important to note that the distribution of responses per station reflects the sampling methodology, which was based on ridership numbers per station. This ensures that stations with higher passenger volumes had proportionally more respondents, providing a representative view of commuter satisfaction across LRT-1.

Key Takeaways

- The dominant commuter profile consists of young to middle-aged adults (20-49 years old), equally split between male and female respondents.
- Most passengers surveyed reside in NCR (74%), followed by Region IV-A (17%) and Region III (6%), reflecting a mix of Metro Manila residents and provincial commuters.
- The survey primarily captures the perspective of everyday passengers (91%) rather than government or business representatives.
- The station distribution reflects ridership-based sampling, ensuring a representative assessment of commuter experiences across LRT-1 stations.

II. Service Quality Dimensions (SQDs) Results

The Service Quality Dimensions (SQD) results offer key insights into the overall service performance of LRT-1.

Overall Satisfaction

The Overall Satisfaction score (SQD0) of 95.50% indicates that passengers are generally highly satisfied with LRT-1 services. This positive sentiment is further reinforced by the overall SQD score (SQD1-SQD8) of 92.51%, reflecting consistently strong performance across multiple service dimensions.

Key Strengths: Highest-Rated Service Dimensions

Among the specific service dimensions, Outcome received the highest rating at 96.00%, classified as "Outstanding". This suggests that passengers are highly satisfied with receiving the services they need and the explanations provided when services are unavailable.

Meanwhile, the following service dimensions received “Very Satisfactory” ratings:

- Responsiveness (94.50%) – Passengers perceive LRT-1 staff as attentive and quick to respond to their needs.
- Assurance (93.25%) – Passengers feel confident in the competence, courtesy, and credibility of LRT-1 personnel.
- Cost (92.71%) – Commuters find the fare reasonable given the service provided.
- Reliability (92.50%) – LRT-1 is seen as a dependable mode of transport with consistent service quality.
- Integrity (90.13%) – Passengers trust LRT-1's fairness and transparency in service delivery.
- Access (90.25%) – The process for transactions and payments is perceived as easy and simple.

These results suggest that LRT-1 services are generally perceived as efficient, fair, and accessible, with high levels of trust and satisfaction among passengers.

Area for Improvement: Communication

The lowest-rated dimension was Communication, with a score of 76.07%, categorized as "Fair". This suggests that passengers may have difficulty accessing or receiving timely and clear information about their transactions or LRT-1 services, either through station personnel, signage, announcements, or online platforms.

A notable finding is that a significant number of respondents (283) marked this item as “Not Applicable”, which may suggest:

- Limited experience or interaction with LRT-1’s communication channels.
- A lack of awareness or need for additional information among passengers.

While the survey results indicate strong overall service performance across multiple dimensions, Communication stands out as the lowest-rated area, suggesting potential gaps in information dissemination and passenger engagement.

See summary of SQD results in the table below.

Factor	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Not Applicable	Total	% Positive Ratings
SQD0. Overall Satisfaction								
SQD0: Overall (SQD1 to 8), I am satisfied with the service that I availed from LRT-1.	208	174	16		2		**400**	95.50
SQD1. Responsiveness								
SQD1: Prompt announcements and assistance are provided during technical issues and medical emergencies.	187	191	21		1		**400**	94.50
SQD2. Reliability								
SQD2: An adequate number of trains are deployed to establish timely arrival and departure at stations.	195	175	25	4	1		**400**	92.50
SQD3. Access								
SQD3: Stations are equipped with adequate lighting, visible signage, clinic/medical equipment, and clean restrooms.	206	155	29	8	2		**400**	90.25
SQD4. Communication								
SQD4: Hotlines and help desk services are available and accessible, with regular updates and announcements on LRMC website and social media.	31	58	28			283	**400**	76.07
SQD5. Cost								
SQD5: Tickets are readily available at a reasonable cost, with user-friendly e-services, minimal waiting times, and prompt assistance for TVM issues.	185	184	22	5	2	2	**400**	92.71
SQD6. Integrity								
SQD6: Complaints are handled through an easy, systematic process that all issues are taken seriously and resolved fairly.	196	160	34	2	3	5	**400**	90.13
SQD7. Assurance								
SQD7: Frontline staff delivers clear and sufficient information or instructions while being knowledgeable and competent in providing necessary services/assistance to passengers.	235	138	23	3	1		**400**	93.25
SQD8. Outcome								
SQD8: A smooth journey is ensured, with safe and timely arrivals at the intended destination.	233	151	14		2		**400**	96.00
TOTAL (SQD1 to SQD8)	**1676**	**1386**	**212**	**22**	**14**	**290**	**3600**	**92.51**

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.

Station-Level Analysis of Service Quality Dimension (SQD) Scores

Overall Satisfaction

- The Overall Satisfaction score (SQD0) across all stations is rated as "Outstanding", with most stations scoring 95% and above.
- This indicates that passengers across the LRT-1 network are generally pleased with the service they receive.

Key Strength: Outcome (SQD8)

- Outcome received the highest ratings, with nearly all stations scoring 90% or above.
- This suggests that passengers feel they are able to obtain the services they need from LRT-1 efficiently, reinforcing the system's ability to meet basic commuter expectations.

Consistently High-Performing Dimensions

- Six (6) Service Quality Dimensions (SQDs) received "Outstanding" ratings (95% and above) across most stations, indicating strong service delivery in:
    - Responsiveness (SQD1) – Passengers generally perceive staff as quick to respond.
    - Reliability (SQD2) – LRT-1 services are viewed as dependable and consistent.
    - Access (SQD3) – Commuters find station processes and ticketing user-friendly.
    - Cost (SQD5) – Fare pricing is seen as reasonable for the quality of service.
    - Integrity (SQD6) – Trust in LRT-1's fairness and transparency remains high.
    - Assurance (SQD7) – Staff competency and professionalism inspire commuter confidence.

Area for Improvement: Communication (SQD4)

- Communication received mixed ratings across stations, with some locations scoring below 50% and below.
- This suggests passengers face challenges in obtaining clear and timely information about LRT-1 services.
- Stations with notably low scores in Communication include:
    - Central (40%)
    - Gil Puyat (43%)
    - N. Aquino (50%)
    - R. Papa (50%)

- These results indicate a need for better information dissemination, whether through station announcements, signage, or staff interactions.

Top-Performing Stations (95% and Above Across All SQDs)

Stations that consistently received high ratings across all service dimensions include:

- Asiaworld
- Balintawak
- Bambang
- MIA
- Pedro Gil

These stations likely provide a more seamless and positive commuter experience, with efficient service delivery, effective communication, and strong customer service engagement.

Stations with Relatively Lower Ratings (Below 85%)

Stations that scored below 80% in overall SQD performance include:

- R. Papa
- Redemptorist

These stations may face challenges in service reliability, accessibility, and passenger communication, potentially affecting the commuter experience.

See summary of SQD results in the table below.

Factor	5th Avenue	Abad Santos	Asiaworld	Baclaran	Balintawak	Bambang	Blumentritt	Carriedo	Central	D. Jose	Dr. Santos	EDSA	FPJ/Roosevelt
No. of Respondents	**17**	**6**	**16**	**18**	**10**	**4**	**10**	**22**	**15**	**30**	**12**	**46**	**18**
SQD0. Overall Satisfaction													
SQD0: Overall (SQD1 to 8), I am satisfied with the service that I availed from LRT-1.	88	100	100	83	100	100	100	100	87	97	100	98	100
SQD1. Responsiveness													
SQD1: Prompt announcements and assistance are provided during technical issues and medical emergencies.	88	100	100	89	100	100	100	95	93	100	100	93	94
SQD2. Reliability													
SQD2: An adequate number of trains are deployed to establish timely arrival and departure at stations.	82	83	100	94	100	100	100	86	87	87	100	89	100
SQD3. Access													
SQD3: Stations are equipped with adequate lighting, visible signage, clinic/medical equipment, and clean restrooms.	65	83	100	89	100	100	90	82	87	83	100	93	94
SQD4. Communication													
SQD4: Hotlines and help desk services are available and accessible, with regular updates and announcements on LRMC website and social media.	80	100	100	60		100	67	94	40	100	67	78	
SQD5. Cost													
SQD5: Tickets are readily available at a reasonable cost, with user-friendly e-services, minimal waiting times, and prompt assistance for TVM issues.	94	83	100	78	100	100	89	91	87	93	100	91	100
SQD6. Integrity													
SQD6: Complaints are handled through an easy, systematic process that all issues are taken seriously and resolved fairly.	88	83	100	78	100	100	90	86	87	83	100	98	100
SQD7. Assurance													
SQD7: Frontline staff delivers clear and sufficient information or instructions while being knowledgeable and competent in providing necessary services/assistance to passengers.	94	83	100	89	100	100	100	95	87	90	100	98	94
SQD8. Outcome													
SQD8: A smooth journey is ensured, with safe and timely arrivals at the intended destination.	94	100	100	83	100	100	100	95	87	100	100	96	100

Factor	Gil Puyat	Libertad	MIA	Monumento	N. Aquino	Pedro Gil	Quirino	R. Papa	Redemptorist	Tayuman	UN Avenue	Vito Cruz	**Total**
No. of Respondents	**28**	**12**	**2**	**40**	**8**	**19**	**11**	**4**	**7**	**12**	**20**	**13**	**400**
SQD0. Overall Satisfaction													
SQD0: Overall (SQD1 to 8), I am satisfied with the service that I availed from LRT-1.	89	100	100	100	100	100	82	75	71	92	100	100	**96**
SQD1. Responsiveness													
SQD1: Prompt announcements and assistance are provided during technical issues and medical emergencies.	86	92	100	100	88	100	100	100	71	92	85	100	**95**
SQD2. Reliability													
SQD2: An adequate number of trains are deployed to establish timely arrival and departure at stations.	89	92	100	100	100	100	82	75	71	100	95	92	**93**
SQD3. Access													
SQD3: Stations are equipped with adequate lighting, visible signage, clinic/medical equipment, and clean restrooms.	89	83	100	100	75	95	91	100	71	83	100	92	**90**
SQD4. Communication													
SQD4: Hotlines and help desk services are available and accessible, with regular updates and announcements on LRMC website and social media.	43	67		70	50	100	100	50	100	75		86	**76**
SQD5. Cost													
SQD5: Tickets are readily available at a reasonable cost, with user-friendly e-services, minimal waiting times, and prompt assistance for TVM issues.	89	91	100	100	100	100	82	75	71	92	100	85	**93**
SQD6. Integrity													
SQD6: Complaints are handled through an easy, systematic process that all issues are taken seriously and resolved fairly.	86	83		100	75	95	82	75	71	92	90	77	**90**
SQD7. Assurance													
SQD7: Frontline staff delivers clear and sufficient information or instructions while being knowledgeable and competent in providing necessary services/assistance to passengers.	89	100	100	100	50	95	82	75	71	92	100	92	**93**
SQD8. Outcome													
SQD8: A smooth journey is ensured, with safe and timely arrivals at the intended destination.	93	100	100	100	100	100	82	100	71	92	100	100	**96**

5th Avenue Station

5th Avenue Station received an overall satisfaction score of 88% ("Satisfactory"), with strong ratings in Cost, Integrity, Assurance, and Outcome (all 94%), reflecting fair, transparent, and reliable service. Responsiveness (88%) and Reliability (82%) also performed well, indicating efficient staff assistance and consistent service delivery.

However, Access (65%) was the lowest-rated dimension, suggesting passenger concerns regarding station facilities such as signage, lighting, or restrooms. Communication (80%) was rated relatively well but could be improved for clearer and more accessible information.

Overall, the station provides a satisfactory service experience, with facility improvements needed to enhance passenger convenience.

Abad Santos Station

Abad Santos Station achieved a perfect Overall Satisfaction score of 100%, reflecting an exceptional service experience. Passengers rated Responsiveness, Communication, and Outcome at 100%, indicating efficient staff assistance, clear information dissemination, and reliable service delivery.

While still rated “Very Satisfactory,” Reliability, Access, Cost, Integrity, and Assurance (all 83%) suggest some areas for potential refinement, particularly in service consistency, station facilities, and perceived fairness of costs.

Overall, the station delivers outstanding service, with minor areas for improvement to maintain consistently high standards.

Asiaworld Station

Asiaworld Station achieved a perfect 100% rating across all Service Quality Dimensions (SQDs), reflecting an outstanding service experience in every aspect. Passengers rated Responsiveness, Reliability, Access, Communication, Cost, Integrity, Assurance, and Outcome at the highest level, indicating efficient staff, well-maintained facilities, clear information, fair pricing, and overall exceptional service delivery.

With no identified weaknesses, Asiaworld Station sets a benchmark for service excellence across the LRT-1 system.

Baclaran Station

Baclaran Station received an overall satisfaction rating of 83%, reflecting a Satisfactory performance. Strengths include Reliability (94%), Responsiveness (89%), and Access (89%), suggesting that passengers find the station dependable, efficient, and relatively accessible.

However, Communication (60%) was the lowest-rated dimension, indicating challenges in providing clear and timely information. Additionally, Cost (78%) and Integrity (78%) were rated lower than other dimensions, suggesting room for improvement in perceived fairness and transparency.

While Baclaran Station performs well in service efficiency and accessibility, enhancing communication and addressing cost-related concerns may further improve passenger satisfaction.

Balintawak Station

Balintawak Station achieved a perfect overall satisfaction rating of 100%, with all service quality dimensions (SQDs) receiving top scores. This indicates that passengers highly rated the station's responsiveness, reliability, access, cost, integrity, assurance, and service outcomes.

Notably, all respondents marked Communication (SQD4) as "Not Applicable" (N/A), suggesting that passengers may have had limited interactions requiring information exchange.

The perfect scores across all assessed SQDs highlight Balintawak Station's exceptional service delivery and passenger experience.

Bambang Station

Bambang Station received a perfect overall satisfaction rating of 100%, with all Service Quality Dimensions (SQDs) scoring at the highest level. This indicates that passengers experienced efficient, reliable, and accessible services while also benefiting from clear communication, fair costs, and strong integrity in service delivery.

The perfect ratings across all SQDs suggest that Bambang Station consistently met or exceeded passenger expectations, making it one of the top-performing stations in terms of customer satisfaction.

Blumentritt Station

Blumentritt Station received an overall satisfaction rating of 100%, with most Service Quality Dimensions (SQDs) scoring exceptionally high. Responsiveness, Reliability, Assurance, and Outcome all achieved perfect scores, indicating efficient and dependable service delivery.

However, Communication (67%) received the lowest score, suggesting room for improvement in providing clear and timely information to passengers. Access (90%) and Integrity (90%) also scored slightly lower than other dimensions but were still rated highly. Despite these areas for enhancement, Blumentritt Station remains a strong performer in overall customer satisfaction.

Carriedo Station

Carriedo Station achieved an overall satisfaction rating of 100%, reflecting a high level of passenger satisfaction. Responsiveness (95%), Outcome (95%), and Assurance (95%) were among the strongest-rated dimensions, indicating efficient service delivery and passenger confidence in the station's operations.

While Communication (94%) was also rated highly, Access (82%) and Integrity (86%) scored slightly lower, suggesting some room for improvement in station facilities and perceived fairness in service interactions. Despite these minor gaps, Carriedo Station remains a well-performing station with consistently strong service quality ratings.

Central Station

Central Station received an overall satisfaction rating of 87%, which falls under the Satisfactory category. Responsiveness (93%) was the highest-rated dimension, indicating that passengers found the station’s staff to be attentive and efficient. Other dimensions, including Reliability, Access, Cost, Integrity, Assurance, and Outcome, all scored 87%, reflecting consistent service quality across key areas.

However, Communication (40%) was significantly lower, suggesting that passengers may have difficulty accessing clear and timely information about transactions and services. Addressing this gap could improve overall passenger experience at the station.

D. Jose Station

D. Jose Station received an overall satisfaction rating of 97%, categorized as Outstanding. Responsiveness (100%), Communication (100%), and Outcome (100%) were the strongest aspects, indicating that passengers experienced efficient service, clear information, and successful transactions.

Other dimensions, including Cost (93%) and Assurance (90%), were rated Very Satisfactory, while Reliability (87%), Access (83%), and Integrity (83%) fell under the Satisfactory category. These scores suggest that while the station delivers strong service overall, there may be areas for improvement in station facilities and service consistency.

Dr. Santos Station

D. Jose Station received an overall satisfaction rating of 100%, indicating an Outstanding level of service. Most Service Quality Dimensions (SQDs) scored 100%, including Responsiveness, Reliability, Access, Cost, Integrity, Assurance, and Outcome, reflecting efficient service, well-maintained facilities, and a smooth passenger experience.

However, Communication (67%) was rated Fair, suggesting that passengers may have encountered challenges in accessing clear and timely information about services and transactions. Addressing communication gaps could further enhance the overall customer experience.

EDSA Station

EDSA Station received an Overall Satisfaction rating of 98%, placing it in the Outstanding category. The station performed very well across most Service Quality Dimensions (SQDs), with particularly high scores in Integrity (98%), Assurance (98%), and Outcome (96%), indicating that passengers find the services reliable, fair, and effectively delivered.

Access (93%) and Cost (91%) were also rated Very Satisfactory, suggesting that station facilities and fare affordability meet passenger expectations. However, Communication (78%) was rated Fair, indicating room for improvement in providing clear and timely information to passengers. Strengthening communication efforts could further enhance the overall service experience.

FPJ/Roosevelt Station

FPJ/Roosevelt Station received an Overall Satisfaction rating of 100%, indicating an Outstanding performance. The station excelled in several Service Quality Dimensions (SQDs), with Reliability (100%), Cost (100%), Integrity (100%), and Outcome (100%) receiving perfect scores, reflecting strong confidence in service dependability, fairness, and effectiveness.

Responsiveness (94%), Access (94%), and Assurance (94%) were also rated Very Satisfactory, suggesting that passengers find the staff helpful and the station facilities accessible. However, Communication was marked as Not Applicable by respondents, which may indicate limited engagement with available information channels at this station.

Gil Puyat Station

Gil Puyat Station received an Overall Satisfaction rating of 89%, categorized as Satisfactory. The station performed well in key areas, with Outcome (93%) being its highest-rated dimension, indicating that passengers were generally satisfied with the services received. Reliability (89%), Access (89%), Cost

(89%), and Assurance (89%) were also rated Satisfactory, reflecting a dependable and accessible service experience.

However, Communication (43%) was rated Poor, suggesting significant challenges in providing clear and timely information to passengers. Improving information dissemination and station announcements may enhance the overall passenger experience.

Libertad Station

Libertad Station received an Overall Satisfaction rating of 100%, reflecting an Outstanding performance. Key strengths included Outcome (100%) and Assurance (100%), indicating that passengers were highly satisfied with service delivery and the confidence they have in the station's operations. Responsiveness (92%), Reliability (92%), and Cost (91%) were rated Very Satisfactory, showing efficiency and fairness in service.

However, Access (83%) and Integrity (83%) were rated Satisfactory, suggesting room for improvement in station facilities and fair treatment perceptions. Communication (67%) was rated Fair, indicating challenges in providing clear and timely information to passengers. Enhancing signage, announcements, and other communication channels could improve the overall passenger experience.

MIA Station

MIA Station achieved a perfect 100% rating across all applicable Service Quality Dimensions, reflecting an Outstanding performance. Passengers rated Responsiveness, Reliability, Access, Cost, Assurance, and Outcome at the highest level, indicating seamless service, well-maintained facilities, and a positive overall experience.

However, respondents marked Communication and Integrity as Not Applicable (N/A), suggesting limited interactions or reliance on information sources at this station. While this does not indicate dissatisfaction, ensuring accessible and clear communication remains essential for continued service excellence.

Monumento Station

Monumento Station received a perfect 100% rating in nearly all Service Quality Dimensions, demonstrating an Outstanding level of service. Passengers rated Responsiveness, Reliability, Access, Cost, Integrity, Assurance, and Outcome at the highest level, highlighting efficient service, well-maintained facilities, and a positive overall experience.

However, Communication scored 70% (Fair), indicating that some passengers may have encountered challenges in receiving timely or clear information. Enhancing communication channels and accessibility of information can further improve passenger experience at this station.

N. Aquino Station

N. Aquino Station received an Outstanding overall satisfaction rating of 100%, with high scores in Reliability, Cost, and Outcome (100%), indicating that passengers are highly satisfied with the efficiency and affordability of services.

However, Access (75%) and Integrity (75%) were rated Fair, suggesting that improvements in station facilities and passenger trust may be needed. Communication (50%) and Assurance (50%) were the lowest-rated dimensions, highlighting potential challenges in providing clear information and ensuring passengers feel secure in service reliability. Addressing these concerns can further enhance passenger experience.

Pedro Gil Station

Pedro Gil Station achieved an Outstanding overall satisfaction rating of 100%, with top scores across Responsiveness, Reliability, Cost, and Outcome (100%), reflecting a highly efficient and dependable service experience.

Access (95%) and Integrity (95%) were also rated highly, indicating well-maintained station facilities and strong passenger trust. Additionally, Communication (100%) suggests that passengers receive clear and timely information. With consistently high ratings across all dimensions, Pedro Gil Station delivers an exceptional service experience to its passengers.

Quirino Station

Quirino Station received an Overall Satisfaction rating of 82% (Satisfactory), with Responsiveness (100%) and Access (91%) standing out as key strengths, indicating efficient service and well-maintained facilities.

Other dimensions, including Reliability, Cost, Integrity, Assurance, and Outcome (82%), were rated satisfactorily, suggesting room for improvement in ensuring consistent service quality. Communication (100%) was a highlight, indicating that passengers receive clear and timely information. While performance is generally satisfactory, enhancing reliability and cost perception could further improve passenger experience.

R. Papa Station

R. Papa Station received an Overall Satisfaction rating of 75% (Fair), with Responsiveness (100%), Access (100%), and Outcome (100%) being its strongest aspects, indicating that passengers experience efficient service and well-maintained facilities.

However, lower ratings in Reliability, Cost, Integrity, and Assurance (75%), along with Communication (50%), suggest that passengers may encounter challenges in service consistency and receiving clear information. Addressing these areas, particularly communication, could enhance overall passenger satisfaction.

Redemptorist Station

Redemptorist Station received an Overall Satisfaction rating of 71% (Fair), with all key service dimensions—Responsiveness, Reliability, Access, Cost, Integrity, Assurance, and Outcome—scoring 71%, indicating room for improvement across multiple areas.

The station's strongest aspect was Communication (100%), suggesting that passengers received clear and timely information. However, the lower ratings in other dimensions highlight the need for enhancements in service efficiency, accessibility, and overall passenger experience.

Tayuman Station

Tayuman Station received an Overall Satisfaction rating of 92% (Very Satisfactory), with Reliability (100%) being its highest-rated dimension, indicating dependable service. Most other dimensions, including Responsiveness, Cost, Integrity, Assurance, and Outcome (92%), also performed well.

However, Access (83%) and Communication (75%) were rated lower, suggesting areas for improvement in station facilities and information dissemination to enhance passenger convenience and experience.

UN Avenue Station

UN Avenue Station achieved an Outstanding Overall Satisfaction rating of 100%, reflecting excellent service quality. Key strengths include Access, Cost, Assurance, and Outcome (100%), highlighting well-maintained facilities and reliable service delivery.

Reliability (95%) and Integrity (90%) were also rated highly, while Responsiveness (85%) suggests room for slight improvement in service efficiency. Communication was marked as Not Applicable (N/A) by respondents, indicating it may not have been a relevant factor in their experience.

Vito Cruz Station

Vito Cruz Station earned an Outstanding Overall Satisfaction rating of 100%, demonstrating strong service performance. Responsiveness and Outcome (100%) were the highest-rated dimensions, indicating efficient service and successful transaction completion.

Reliability, Access, and Assurance (92%) also performed well, suggesting dependable operations and adequate station facilities. Communication (86%) showed positive results, though Integrity (77%) and Cost (85%) indicate areas where passenger trust and affordability perceptions could be further improved.

III. Free Responses

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

SQD1: Responsiveness (Prompt announcements and assistance are provided during technical issues and medical emergencies.)

SERVICE QUALITY DIMENSION	COMMENT/S
Responsiveness	*Madumi lagi at mabaho ang CR, minsan sa loob din ng tren, wala din nag sasabi ng susunod na stations, sana laging palalaahanan ang mga pasahero*
	Dapat maging accommodating ang security guard
	Iwasan magsungit ang security guard
	Maglagay ng limit ng tao sa pagsakay sa bagon every station
	Mag-implement ng pila sa pagsakay

Respondents raised concerns regarding lack of announcements, assistance, and security presence. Several passengers noted that train stations lack real-time updates on upcoming stations, which affects their overall commuting experience. Additionally, security personnel behavior was frequently mentioned, with requests for guards to be more accommodating and approachable.

Moreover, passengers emphasized the need for better crowd control measures, such as limiting the number of people boarding each train and implementing organized boarding queues. These concerns suggest that enhancing passenger communication, improving security responsiveness, and enforcing structured boarding processes would significantly improve the responsiveness of LRT-1 services.

SQD2: Reliability (An adequate number of trains are deployed to establish timely arrival and departure at stations.)

SERVICE QUALITY DIMENSION	COMMENT/S
Reliability	*More trains*
	Mas mabilis na interval para hindi naiipon mga tao
	Huwag nang gamitin yung lumang tren, dahil sa mga function nasisira na
	More train, less time of waiting
	Sana mas dagdagan ang mga tren, mas mabilis na interval ng mga tren
	Pahinto-hinto yung tren, pag maraming tao punuan lagi, dagdagan ang tren at bilisan ang interval
	Dagdagan ang tren
	Add trains especially kapag rush hours
	Damihan ang train, pag holidays para hindi siksikan sa tren
	Bilisan pa ang intervals ng train kapag rush hour or holidays
	Dagdagan or palakihin ang bagon ng tren

Respondents expressed concerns about insufficient train availability, long waiting times, and overcrowding. Many passengers suggested increasing the number of operating trains, especially during rush hours and holidays, to prevent delays and congestion.

Frequent train stoppages and prolonged intervals were also highlighted as major pain points. Some respondents recommended phasing out older trains that experience technical issues and expanding train capacity to accommodate more passengers.

Improving train frequency, reducing intervals, and deploying additional trains—particularly during peak hours—will significantly enhance reliability and commuter experience.

SQD3: Access (Stations are equipped with adequate lighting, visible signage, clinic/medical equipment, and clean restrooms.)

SERVICE QUALITY DIMENSION	COMMENT/S
Access	*Mas malinis na CR.*
	Maglagay ng electric fan
	Maglagay pa ng escalator at maglagay ng efan
	Mainit sobra, dagdagan ang electric fan kasi minsan hindi pa gumagana yung iba
	Linisin o dagdagan ang CR para sa mga pasahero
	Ayusin ang vending machine, linisan at dagdagan ang comfort room
	Panatilihin malinis ang CR at dagdagan pa ng CR para sa mga pasahero para hindi mahaba ang pila, maglagay din ng elevator na maayos at dagdagan ang ilaw at CCTV
	Magkaroon ng hiwalay na CR para sa mga priority passengers
	Putting more scanners to make it easier for the passengers to enter in the vicinity

Respondents highlighted concerns about insufficient restroom facilities, poor ventilation, and accessibility issues at LRT-1 stations. Many passengers emphasized the need for cleaner and more accessible restrooms, with some requesting separate facilities for priority passengers.

Ventilation was another major issue, as passengers noted that stations were too hot, with some electric fans not functioning properly. Suggestions included installing additional fans and ensuring regular maintenance.

Passengers also pointed out the lack of escalators, improved lighting, and security cameras (CCTV), which impact overall station accessibility and safety. Additionally, requests for more scanners to streamline passenger entry indicate a need for infrastructure upgrades.

Improving station cleanliness, increasing ventilation, adding more restrooms, and ensuring better accessibility features (escalators, lighting, scanners, and security cameras) will significantly enhance passenger experience and satisfaction.

SQD4: Communication (Hotlines and help desk services are available and accessible, with regular updates and announcements on LRMC website and social media.)

SERVICE QUALITY DIMENSION	COMMENT/S
Communication	*Sana pwede matrack online yung tren kung asan na.*
	Madumi lagi at mabaho ang CR, minsan sa loob din ng tren, wala din nag sasabi ng susunod na stations, sana laging palalaahanan ang mga pasahero
	Wala din nag sasabi ng susunod na stations, sana laging palalaahanan ang mga pasahero

Respondents expressed concerns about the lack of real-time updates and announcements regarding train locations and upcoming stations. Some passengers suggested the implementation of an online train tracking system, which would allow them to check real-time train locations and estimated arrival times.

Additionally, passengers reported a lack of station announcements regarding the next stop, making it difficult for them to navigate their journey. They suggested that regular reminders and automated announcements be provided to improve clarity and passenger awareness.

Improving real-time communication, implementing an online tracking system, and ensuring consistent station announcements would significantly enhance passenger convenience and satisfaction.

SQD5: Cost (Tickets are readily available at a reasonable cost, with user-friendly e-services, minimal waiting times, and prompt assistance for TVM issues.)

SERVICE QUALITY DIMENSION	COMMENT/S
Cost	*Refund ng ticket, kapag may technical issues, at magdagdag ng tren kapag holidays*
	Refund kapag nagkakaroon ng technical issues or malfunction ang tren

Respondents raised concerns about the lack of a refund system for tickets and beep cards in case of technical issues or train malfunctions. Passengers suggested implementing a clear refund policy to address service disruptions, particularly during holidays when the volume of commuters is high.

Providing accessible and streamlined refund processes will enhance commuter confidence in the ticketing system and improve the perception of fairness in cost-related issues.

SQD6: Integrity *(Complaints are handled through an easy, systematic process that ensures all issues are taken seriously and resolved fairly.)*

SERVICE QUALITY DIMENSION	COMMENT/S
Integrity	*Dapat maging accommodating ang security guard.*
	Iwasan magsungit ang security guard
	Magdagdag ng guard sa platform at sa loob ng train.
	Baguhin ang ugali ng guards.

Passengers highlighted concerns regarding the behavior of security personnel and the need for more guards on platforms and inside the trains. Some respondents suggested that security guards should be more accommodating and professional, while others specifically requested improvements in their approach and attitude towards passengers.

Enhancing security personnel training on customer service, ensuring a friendly and professional demeanor, and increasing the number of guards at strategic locations will improve passenger trust and safety.

SQD7: *Assurance (Frontline staff delivers clear and sufficient information or instructions while being knowledgeable and competent in providing necessary services/assistance to passengers.)*

SERVICE QUALITY DIMENSION	COMMENT/S
Assurance	*Mababait ang mga guard; malinis ang vicinity.*
	Dapat maging accommodating ang security guard
	Iwasan magsungit ang security guard

Passengers generally appreciated the presence of security guards but emphasized the need for them to be more accommodating and approachable. Ensuring that frontline staff are well-trained in handling passenger concerns and providing clear instructions will further improve the overall commuter experience.

SQD8: ***Outcome (A smooth journey is ensured, with safe and timely arrivals at the intended destination.)***

SERVICE QUALITY DIMENSION	COMMENT/S
Outcome	*Very satisfied as a client kasi maganda ang service.*
	Wala naman, very satisfied sa services.
	Okay naman para sakin.

The feedback under this category was overwhelmingly positive, with passengers expressing satisfaction with LRT-1 services. Respondents noted that they appreciate the smooth journey and reliable transport experience.

Maintaining service consistency and addressing key concerns in other areas (e.g., reliability, communication, and security) will further enhance passenger satisfaction and sustain high ratings for overall service outcomes.

IV. Analysis of Key Drivers

Analysis of Key Drivers (Scores in each of the SQD's and their statistical impact on overall satisfaction were mapped out in a scatter plot indicated the following:

Priority Areas (Areas for Improvement) – High Impact on Satisfaction but Relatively Lower Scores

There were no Priority Areas

Areas to Maintain – High Scores but Low Impact on Satisfaction

These SQDs received high ratings, but their influence on overall satisfaction is relatively low.

- Reliability (SQD2) – Score: 92.5, Impact: 0.06, Standardized Impact Score: -0.29
- Integrity (SQD6) – Score: 90.1, Impact: 0.06, Standardized Impact Score: -0.29
- Access (SQD3) – Score: 90.3, Impact: 0.04, Standardized Impact Score: -0.55
- Cost (SQD5) – Score: 92.7, Impact: 0.03, Standardized Impact Score: -0.68

Areas to Monitor – Low Scores and Low Impact on Satisfaction

These SQDs received lower ratings compared to others, but they also have a low statistical impact on satisfaction.

- Communication (SQD4) – Score: 76.1, Impact: 0.00, Standardized Impact Score: -1.06

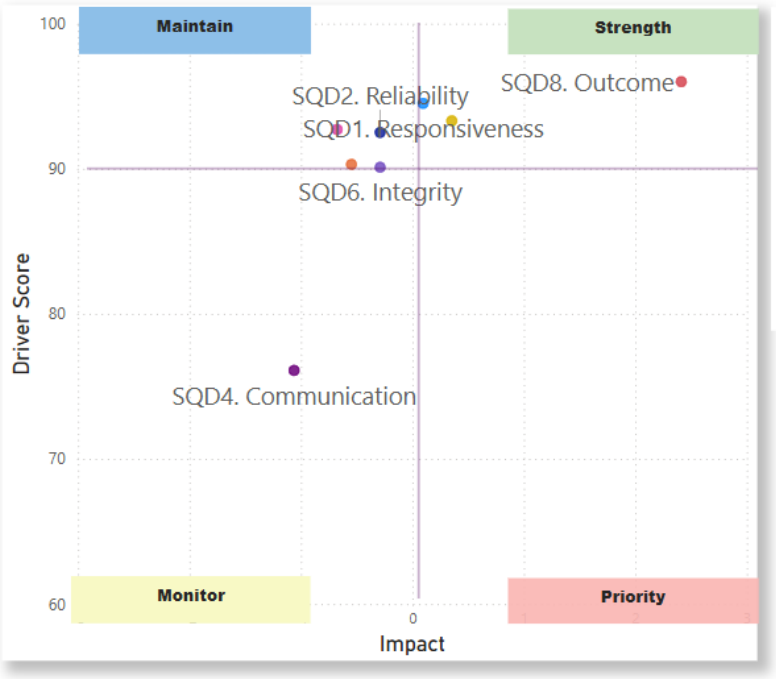
Strength Area – High Score and High Impact on Satisfaction

These SQDs received high ratings and also have a high impact on Satisfaction

- Outcome (SQD4) – Score: 96.0, Impact: 0.27, Standardized Impact Score: 2.41
- Assurance (SQD7) – Score: 93.3, Impact: 0.11, Standardized Impact Score: 0.35
- Responsiveness (SQD1) – Score 94.5, Impact: 0.09, Standardized Impact Score: 0.10

Based on the Key Drivers Analysis, the **Outcome** dimension has the highest statistical impact on satisfaction and should remain a focus. **Communication** scored the lowest, suggesting the need for improvement, even though its impact on satisfaction is minimal. Maintaining high-performing dimensions while addressing lower-rated areas will enhance overall service quality.

Key Drivers Analysis



Drivers	Score	Impact	Standardized Impact Score
SQD8. Outcome	96.0	0.27	2.41
SQD7. Assurance	93.3	0.11	0.35
SQD1. Responsiveness	94.5	0.09	0.10
SQD2. Reliability	92.5	0.06	-0.29
SQD6. Integrity	90.1	0.06	-0.29
SQD3. Access	90.3	0.04	-0.55
SQD5. Cost	92.7	0.03	-0.68
SQD4. Communication	76.1	0.00	-1.06

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

CONTINUOUS AGENCY IMPROVEMENT PLAN

Provided are the actionable insights that have been identified along with the recommended action plan to improve LRT-1's overall service delivery.

First, LRT-1 should enhance communication channels to improve real-time updates for passengers, as Communication (SQD4) received the lowest score (76.07%) in the survey. Many respondents indicated difficulties in tracking train locations and receiving timely announcements. To address this, LRT-1 can implement a real-time train tracking system accessible via a mobile app or website. Additionally, station announcements should be made more frequently and clearly to ensure passengers are well-informed of upcoming stops and service advisories.

Next would be to improve train availability and scheduling, as Reliability (SQD2) and Responsiveness (SQD1) were key concerns. Many passengers requested more trains, reduced waiting times, and better scheduling, particularly during rush hours and holidays. LRT-1 should consider increasing train frequency during peak hours and optimizing train intervals to minimize congestion. Moreover, phasing out old trains and ensuring regular maintenance of existing fleets would contribute to a smoother and more reliable travel experience.

Another area for improvement is station accessibility and facilities, as Access (SQD3) scored 90.3% but showed notable concerns in cleanliness, ventilation, and infrastructure. Several passengers requested cleaner restrooms, additional comfort rooms, better ventilation (more electric fans), and improved accessibility features like escalators and elevators. LRT-1 should implement a stricter cleaning and maintenance schedule, install additional electric fans, and assess infrastructure enhancements for accessibility and passenger comfort.

LRT-1 should also enhance security presence and customer service, as Integrity (SQD6) and Assurance (SQD7) indicated room for improvement in terms of security personnel behavior and responsiveness. Respondents highlighted the need for more security guards on platforms and inside trains, along with better customer service training for security personnel. Providing training on professionalism, passenger assistance, and crisis management would help foster a safer and more accommodating commuter environment.

Lastly, LRT-1 should implement a clear refund policy for ticketing issues, as Cost (SQD5) showed concerns related to refunds for failed transactions and train malfunctions. Establishing a transparent and efficient refund process, ensuring that compensation policies for service disruptions are well-communicated, and enabling automatic refunds in case of technical failures will improve passenger trust and satisfaction with the ticketing system.

LRT-1 can also note its action plans based on the key driver analysis, prioritizing service dimensions that have relatively low scores but a significant impact on passenger satisfaction.

By acting on these initiatives, LRT-1 can address key strategic points, enhance passenger experience, and improve satisfaction scores in the next cycle of the Client Satisfaction Measurement (CSM) survey.

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Survey Questionnaire Used

Control No. _____

This Client Satisfaction Measurement (CSM) tracks the customer experience at the LRT Line 1 System which will help the Light Rail Manila Corporation (LRMC) provide a better service. Personal information shared will be kept confidential and you always have the option to not answer this form.

EXTERNAL SERVICES FOR LRT-1 SYSTEM

Date: _____

Instructions: Please read carefully and check ✓ the corresponding box for your answer.

Client Type:
- ☐ Citizen (Passenger)
- ☐ Government (Employee or other Agency)
- ☐ Business (Concessionaire/Supplier/Contractor)
- ☐ Prefer Not to Say

Sex:
- ☐ Male
- ☐ Female
- ☐ Prefer Not to Say

Age:
- ☐ 19 or below
- ☐ 20-34
- ☐ 35-49
- ☐ 50-64
- ☐ 65 or above
- ☐ Prefer Not to Say

Region of Residence:
- ☐ NCR
- ☐ Region I
- ☐ Region II
- ☐ Region III
- ☐ Region IV-A (CALABARZON)
- ☐ Region IV-B (MIMAROPA)
- ☐ Region V
- ☐ Region VI
- ☐ Region VII
- ☐ Region VIII
- ☐ Region IX
- ☐ Region X
- ☐ Region XI
- ☐ Region XII
- ☐ Region XIII
- ☐ CAR
- ☐ BARMM
- ☐ Prefer Not to Say

Please put a check mark ✓ in the column that best corresponds to your answer regarding the LRT-1 services.

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A Not Applicable
SQD1: Prompt announcements and assistance are provided during technical issues and medical emergencies.						
SQD2: An adequate number of trains are deployed to establish timely arrival and departure at stations.						
SQD3: Stations are equipped with adequate lighting, visible signage, clinic/medical equipment, and clean restrooms.						
SQD4: Hotlines and help desk services are available and accessible, with regular updates and announcements on LRMC website and social media.						
SQD5: Tickets are readily available at a reasonable cost, with user-friendly e-services, minimal waiting times, and prompt assistance for TVM issues.						
SQD6: Complaints are handled through an easy, systematic process that all issues are taken seriously and resolved fairly.						
SQD7: Frontline staff delivers clear and sufficient information or instructions while being knowledgeable and competent in providing necessary services/ assistance to passengers.						
SQD8: A smooth journey is ensured, with safe and timely arrivals at the intended destination.						
SQD0: Overall (SQD1 to 8), I am satisfied with the service that I availed from LRT-1.						

Suggestions on how we can further improve our services (optional): _____

_____

_____

Email Address (optional): _____

Thank you for your time.

Approved by:

ATTY. HERNANDO T. CABRERA
Administrator
Light Rail Transit Authority (LRTA)