

Research Article

Effectiveness of Client Satisfaction Rating System Towards An Enhanced Operation of the Dept. of Finance

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ABSTRACT

This study investigates the effectiveness of the Client Satisfaction Rating System (CSRS) implemented at the Department of Finance (DOF) in the Philippines. The research utilized a descriptive survey design with 180 respondents, encompassing both internal (regular employees and job order/consultants) and external clients (government instrumentalities, international institutions, and private entities). The study analyzed data on service quality dimensions (responsiveness, reliability, access and facilities, communication, costs, integrity, assurance, and outcome) and client observations/experiences (commending outstanding employees, addressing complaints, and considering recommendations). Findings indicate that the CSRS has positively impacted service quality and client satisfaction. Both internal and external clients strongly agree that the system has improved responsiveness, reliability, access to facilities, communication, cost-effectiveness, integrity, assurance, and overall service outcomes. However, internal clients show a lower level of agreement regarding the commendation of outstanding employees, potentially due to their familiarity with internal processes. Statistical analysis reveals a significant difference in the effectiveness of the CSRS between internal and external clients. While external clients demonstrate a positive correlation, suggesting a strong relationship between the system and its effectiveness, internal clients show a negative correlation, indicating a need for further investigation into factors influencing their satisfaction. The study concludes that the CSRS is effective in enhancing DOF operations and client satisfaction. However, the research highlights the need for further investigation into the specific factors influencing internal client satisfaction. The study recommends implementing a structured monthly rewards system, an annual "Employee of the Year" program, and a "first come, first served" policy for all employees to ensure fairness and inclusivity. This research provides valuable insights for the DOF to further improve its service delivery and enhance client satisfaction by continuously adapting and refining the CSRS.

Keywords: Client Satisfaction Rating System; Internal Client; External Client; Institutionalization.

1. INTRODUCTION

Customer or Client Satisfaction is the core of any businesses, may it be in private or government institutions. A person's satisfaction or dissatisfaction with a product or service is determined by contrasting its performance (results) with the anticipated performance results (Kotler, 2019). The dimension or indicator of customer satisfaction is whether the performance meets or exceeds expectations; if it does so, the customer is satisfied; if it does not meet expectations, the customer is unhappy (Kotler, 2019). As the inflation rate continue to rise from time to time, being satisfied with the products or services that we have purchased or availed, we feel like we get a good value for its cost and the higher the probability that we will avail their products or services again in the future and this will create customer loyalty. With regards to availing products or services from government institutions, customer loyalty may not be the primary objective. However, fostering trust and confidence among citizens through the provision of high-quality of service is essential. This can lead to greater compliance and cooperation with the government, as individuals perceive their taxes as vital contributions to the collective welfare of society.

According to Bartolome (2022) it is essential to provide outstanding customer service as this reflects on the whole company or organization. Clients may bring forward certain concerns. Making a positive first impression on every consumer is the aim. As a result, when a consumer reaches out to voice concerns about a product or service, they ought to be listened to and provided with a prompt resolution. He also said that choosing the right people to work in the company should be well filtered. Employees need to develop their client empathy. Receiving recommendations, comments, or feedback from your clients or customers makes them feel important. Never let a disgruntled customer go without reassuring them that their issue will be resolved..

2. MATERIALS AND METHODS

A survey questionnaire which assessed the effectiveness of the client satisfaction rating system was used to collect

descriptive data. The respondents were asked to fill out a traditional printed questionnaire or Google form survey according to their preference and availability of the respondents which was consisted of two (2) sections; the client type, and statements that asked how the institutionalization of the Client Satisfaction Rating System have improved the quality of service provided by the Department of Finance (DOF) in terms of the following service quality dimensions namely, responsiveness, reliability, access and facilities, communication, costs, integrity, assurance, and outcome as well as the commendation of outstanding employee, addressing client complaints and considering client suggestions/ recommendation.

The researcher used a modified-adapted questionnaire designed to measure the effectiveness of the Client Satisfaction Rating System by answering each item using the Likert Scale System ranging from 1 - "Strongly Disagree", 2- "Disagree", 3 - "Agree", 4 - "Strongly Agree". The scale was very useful in determining how satisfied are the clients with the services offered by the DOF after the institutionalization of the Client Satisfaction Rating System.

3. RESULTS AND DISCUSSION

1. What are the client types that avail services from the Department of Finance:

According to the survey, fifty-eight-point thirty-three percent (58.33%) of the respondents were external clients and forty-one-point sixty-six percent (41.66%) were internal clients. Majority of the respondents were private entities/institutions with a percentage of thirty-eight-point eighty-nine percent (38.89%), followed by the regular employees with a percentage of twenty-five percent (25%), followed by the job order/consultant with a percentage of sixteen-point and sixty-seven percent (16.67%), followed by the government/government instrumentalities with a percentage of thirteen-point thirty-three percent (13.33%), and lastly, the international institutions with a percentage of six-point eleven percent (6.11%) comprising the one hundred percent (100%) of the total of number of respondents which is one hundred eighty (180).

2. What is the effect of the institutionalization of the Client Satisfaction Rating System in the following service quality dimensions of the DOF in terms of:

2.1 Responsiveness

With a weighted mean of 3.597 for the internal clients and 3.910 for the external clients, it is both interpreted as "Strongly Agree" which means that the responsiveness of the office has experienced a marked improvement, as it now actively engages with and listens to its clients. This proactive approach enables the office to provide timely assistance, which not only fosters good relationships but also significantly enhances the overall experience for clients.

2.2 Reliability/ Quality

With a weighted mean of 3.504 for the internal clients and 3.870 for the external clients, it is both interpreted as "Strongly Agree" which means that the reliability and quality of the services offered by the office have undergone a notable enhancement, reflecting a heightened commitment to excellence. This improvement is highlighted by the office's increased focus on adhering to established guidelines, prioritizing compliance at every step.

2.3 Access and Facilities

With a weighted mean of 3.592 for the internal clients and 3.888 for the external clients, it is both interpreted as "Strongly Agree" which means accessing the office's services and the facilities necessary for their provision has been characterized by a sense of ease, convenience, and maintenance. Clients find the process comfortable, as it is designed to cater to their needs seamlessly. The facilities required for service provision are not only readily accessible but also well-maintained, ensuring that they always function optimally.

2.4 Communication

With a weighted mean of 3.469 for the internal clients and 3.874 for the external clients, it is both interpreted as "Strongly Agree" which means that there is improved communication regarding the expression of clients' needs and the dissemination of new information related to policies and procedures. This improvement entails a more effective exchange of information, where clients' needs are articulated clearly and comprehensively. This proactive approach not only facilitates a better understanding of client requirements but also ensures that stakeholders are kept informed and well-prepared to adapt to any modifications.

2.5 Costs

With a weighted mean of 3.541 for the internal clients and 3.888 for the external clients, it is both interpreted as "Strongly Agree" which means that the costs associated with the requested service are not only fair and justifiable but also provide excellent value for money. This combination of fairness, justification, and perceived value ensures that clients feel satisfied with the cost of the service relative to the benefits they receive, reinforcing their trust and confidence in the office's offerings.

2.6 Integrity

With a weighted mean of 3.640 for the internal clients and 3.882 for the external clients, it is both interpreted as "Strongly

Agree” which means that the office’s integrity is clear in the exceptional quality of the services they provide. Clients can readily perceive the office's commitment to honesty, transparency, and reliability reflected in the excellence of the services rendered. The exceptional quality of the services serves as a tangible manifestation of the office's integrity, reinforcing its reputation as a trustworthy and reputable entity.

2.7 Assurance

With a weighted mean of 3.539 for the internal clients and 3.850 for the external clients, it is both interpreted as “Strongly Agree” which means that clients feel more confident in the office's dependability, trusting in the expertise and knowledge of the staff entrusted with service provision and that they possess the necessary skills and experience to fulfill their needs competently. Moreover, clients trust in the staff's commitment to adhering to established policies and procedures, ensuring consistency and reliability in the delivery of services.

2.8 Outcome

With a weighted mean of 3.536 for the internal clients and 3.832 for the external clients, it is both interpreted as “Strongly Agree” which means that attainment of positive outcomes in the services provided has led to a noticeable boost in the client’s confidence in their dealings with the office. Clients approach their dealings with the office with greater optimism and certainty, confident in the office's ability to deliver favorable outcomes and cater to their requirements effectively.

3. What is the effect of the institutionalization of the Client Satisfaction Rating System in the client’s observation/experience in the DOF in terms of:

3.1 Commending an outstanding employee

With a weighted mean of 2.924 for the internal clients with a verbal interpretation of “Agree” and a weighted mean of 3.857 for the external clients, with a verbal interpretation of “Strongly Agree”. This means that the level of agreement among internal clients regarding employee commendation appears to be a bit lower compared to that of external clients. This could be attributed to the fact that internal clients, being the employees themselves, are more familiar with the process of employee commendation within the office, whereas external clients, who are the ones making the commendations, might have a different perspective and they lack knowledge of the internal processes involved in employee commendation within the office.

3.2 Addressing client complaints

With a weighted mean of 3.462 for the internal clients and a weighted mean of 3.844 for the external clients, it is both interpreted as “Strongly Agree”, which means that there has been significant improvement in how the office handles issues and responds to client complaints aimed at meeting the needs of the clients more effectively. By demonstrating greater responsiveness, the office shows its commitment and dedication to providing quality service.

3.3 Considering client recommendations/suggestions

With a weighted mean of 3.649 for the internal clients and a weighted mean of 3.848 for the external clients, it is both interpreted as “Strongly Agree”, which means that the office has been proactive in incorporating client suggestions to enhance their services. By maintaining an open stance towards client feedback, the office fosters a culture of collaboration and partnership, where clients feel empowered to share their thoughts and ideas.

4. Is there a significant difference in the effectiveness of the client satisfaction rating system towards an enhanced the operations of the Department of Finance when grouped according to the client type?

Table 4.1.A shows a positive correlation between the two variables in the internal clients, which is the regular employee and the job order/consultant. Therefore, the null hypothesis which states that “There is no significant difference in the effectiveness of the client satisfaction rating system when grouped according to the client type.” is not accepted from the perspective of the internal clients and it is explained by the p-value of 0.007, which is lesser than the critical value at 0.05 level of significance.

While Table 4.2.B shows a negative correlation between the three variables in the external clients which is the Private Institutions, Government Instrumentalities and the International Institutions. The acceptance of the null hypothesis which states that “There is no significant difference in the effectiveness of the client satisfaction rating system when grouped according to the client type.” in the perspective of the external client is just explained by the p-value of 0.258, which is greater than the critical value at 0.05 level of significance.

4. CONCLUSION

This study aimed to measure the effectiveness of the client satisfaction rating system towards an enhanced the operations of the Department of Finance. Based on the results of the study, most of the respondents have strongly agreed that the system is effective, and that the office has demonstrated improved effectiveness in terms of service delivery.

The institutionalization of the Client Satisfaction Rating System within the Department of Finance has yielded positive outcomes from its respondents, marking a significant improvement in the quality of services provided. Both internal and external clients have reported a noticeable increase in the office's responsiveness, highlighting a proactive approach to engaging with clients and delivering timely assistance. This shift towards a more client-centric approach reflects a clear commitment to excellence, as evidenced by the perceived enhancement in the reliability and quality of services. Clients now find accessing services and facilities more convenient and comfortable, all recognized to a streamlined process tailored to their needs. Improved communication channels have further contributed to this positive trend, enabling clearer articulation of client needs and better dissemination of crucial information regarding policies and procedures.

Moreover, clients perceive the costs associated with services as fair and justifiable, instilling a sense of trust and confidence in the office's operations. This trust is further encouraged by the evident integrity reflected in the exceptional quality of services provided, fostering a strong sense of dependability and trustworthiness among clients. Positive outcomes in service delivery have further reinforced clients' confidence in their interactions with the office, leading to a more optimistic and assured approach.

The implementation of the Client Satisfaction Rating System has not only positively impacted clients' experiences but also enhanced the office's ability to address complaints and consider recommendations or suggestions from clients. However, there is a slightly lower level of agreement among internal clients regarding the commendation of outstanding employees. This variance could stem from their deeper familiarity with internal processes, which might influence their perception differently compared to external clients.

Furthermore, the effectiveness of the Client Satisfaction Rating System varies across different client types. While external clients show a positive correlation, indicating a favorable relationship between the system and its effectiveness, internal clients display a negative correlation. This suggests a need for further investigation into the factors influencing client satisfaction among different client types.

Overall, these findings present the importance of continuous improvement efforts in meeting client needs and expectations within the Department of Finance. By prioritizing client satisfaction and actively addressing feedback, the office can further enhance its service delivery and strengthen its relationships with both internal and external clients.

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