



**LANDBANK Countryside
Development Foundation, Inc.**



**LANDBANK Countryside
Development Foundation Inc.
(LCDFI)**

Client Satisfaction Measurement Report

2024



I. Overview:

The LANDBANK Countryside Development Foundation, Inc. (LCDFI) is a non-stock, non-profit corporate foundation of the Land Bank of the Philippines established on March 8, 1983.

The Foundation embodies LANDBANK’s commitment to spur development in the countryside, particularly among its priority sectors such as the small farmers and fishers, agrarian reform beneficiaries (ARBs), Countryside Financial Institutions (CFIs), small and medium enterprises (SMEs) and Overseas Filipino Workers (OFWs).

LCDFI initiated its Client Satisfaction Measurement (CSM) in accordance with the guidelines outlined in the Anti-Red Tape Authority (ARTA) Memorandum Circular (MC) 2022-05, Series of 2022, the GCG-ARTA Joint MC No. 1 Series of 2023, and the ARTA MC 2023-05, Series of 2023.

LCDFI proceeded to implement the CSM for external services in FY 2024, yielding the following summary of results:

	Score
CC Awareness:	98.4%
CC Visibility:	98.4%
CC Helpfulness:	100%
Response Rate:	90.14%
Overall Score: (SQD No.'s 1 to 8)	90.30%

II. Scope:

LCDFI conducted surveys targeting clients who completed transactions between January and December 2024. The surveys were distributed to all clients who utilized LCDFI's external services via email. Utilizing the standard harmonized CSM questionnaire, the survey comprised demographic inquiries, three (3) questions based on the Citizen's Charter, and eight (8) questions addressing various Service Quality Dimensions:

1. Responsiveness
2. Reliability
3. Access and Facilities
4. Communication
5. Costs
6. Integrity
7. Assurance
8. Outcome



The services LCDFI surveyed are the following:

External Services		Total Transactions	Responses
LCDFI Procurement of Goods and Services		65	39
Request for Certification under the Gawad Patnubay Scholarship Program (GPSP)		2	0
Internal Services		Total Transactions	Responses
Disbursement Voucher		217	217
TOTAL		284	256

Overall, LCDFI received 256 responses out of the 284 transactions conducted in 2024, yielding a response rate of 90.14% for the year.

External Services that had no clients in 2024 are the following:

1. Training request for LANDBANK Borrowing Cooperatives/Priority Clients
2. Request for Customized Training
3. Program Funding and Release
4. Availment of Project Likas Saka and Project Coco BINHi
5. Request for Dwarf and Hybrid Coconut Nursery Seedlings
6. Request for Livestock or Poultry Components
7. Selection and Hiring of Applicants

III. Methodology:

For LCDFI clients, emails containing the client satisfaction measurement form were sent.

The 8 SQD questions were scored using a 5-point Likert Scale. The simple average of the questions was used to get the Overall score. The interpretation of the results is as follows:

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

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

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



The interpretation of the results is 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 Interpretation

A. Demographic Profile

The predominant segment of our client base is comprised of business entities. In the survey, LCDFI obtained responses from 256 participants, and the majority of them were females between 23 and 65 years old. Our findings indicate that this age cohort, as well as females, comprise a significant proportion of our clientele.

Although most respondents claimed to know about the Citizen Charter (CC), not all were familiar. However, the results of SQ1-8 were positive, with most respondents answering all the questions correctly.

According to the percentage analysis, the majority of them expressed high satisfaction with our services, as no result was lower than 90.30%.

D1. Age and D2. Sex	External	Internal	Overall
1. 19 or lower	0	0	0
2. 20-34	3.7%	14%	17.7%
3. 35-49	4.1%	28.8%	32.9%
4. 50-64	2.4%	0.4%	2.8%
5. 65 or higher	0	0	0
6. Did not specify	3.8%	42.8%	46.6%
1. Male	2.2%	40.8%	43%
2. Female	10.2%	44.8%	55%
3. Did not specify	1%	1%	2%

Looking at the table most of the respondents that got the high percentage are ages ranging from 20-34 and 35-49 also most of the respondents were female.



D3 Region	External	Internal	Overall
1. Region I	0.4%	0	0.4%
2. Region II	1.2%	0	1.2%
3. Region III	0.4%	8.8%	9.2%
4. Region IV-A	1.2%	23.2%	24.4%
5. MIMAROPA	0%	0	0%
6. Region V	0.8%	0.4%	1.2%
7. Region VI	1.2%	0	1.2%
8. Region VII	1.6%	0	1.6%
9. Region VIII	0%	0	0%
10. Region IX	2.38%	0	2.38%
11. Region X	2.38%	0	2.38%
12. Region XII	9.52%	0	9.52%
13. Region XIII	0%	0	0%
14. NCR	1.2%	15.2%	16.4%
15. CAR	0%	0	0%
16. BARMM	0%	0	0%
17. Did not specify	2.4%	28.8%	30.12%

As shown in the table, most transactions are from Region IV-A, followed by Regions II and III.

Customer Type	External	Internal	Overall
D4. Citizen	17.6%	0	17.6 %
D4. Business	1.9%	0	1.9%
D4. Government	1%	79.5%	80.5%
D4. Did not specify	0	0	0

Our customers are mostly Business type, with the remaining percentage split equally between Government and Citizens.

B. Count of CC and SQD results

While most respondents knew the existence of a Citizen's Charter (CC), 31.7% of clients were unaware.

Meanwhile, among those who knew the CC, 48.8% were able to see LCDFI's CC. However, only 62% of clients were able to use it as a guide for their service.

External Services	Responses	Percentage
CC1. I know what a CC is and I saw this office's CC	228	89.1%
CC1. I know what a CC is but I did NOT see this office's CC	12	4.7%
CC1. I learned of the CC only when I saw this office's CC	10	3.9%
CC1. I do not know what a CC is and I did not see one in this office	6	2.3%
CC2. Easy to see	210	84%
CC2. Somewhat easy to see	36	14.4%
CC2. Difficult to see	3	1.2%
CC2. Not visible at all	1	0.4%
CC2. N/A	0	0%



CC3. Helped very much	227	90.8%
CC3. Somewhat helped	23	9.2%
CC3. Did not help	0	0%
CC3. N/A	0	0%

Most of the respondents were 'Outstanding' with LCDFI in terms of the 8 service quality dimensions, recording a score range of 89.52% – 100%.

The data below shows the breakdown of the results per service quality dimension.

Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Strongly Disagree	Disagree	Not Applicable	Total Responses	Overall
SQD0	218	38	0	0	0	0	256	100%

Service Quality Dimensions	Strongly Agree	Agree	Neither Agree nor Disagree	Strongly Disagree	Disagree	Not Applicable	Total Responses	Overall
Responsiveness	213	40	0	0	1	2	256	99.61%
Reliability	221	35	0	0	0	0	256	100%
Access and Facilities	177	35	0	0	0	44	256	100%
Communication	158	30	22	0	0	46	256	89.52%
Costs	126	21	0	0	0	109	256	100%
Integrity	143	35	15	0	0	62	256	91.75%
Assurance	149	36	20	0	0	51	256	90.24%
Outcome	171	36	5	0	0	44	256	97.64%
Overall	1,358	268	62	0	1	358	2,048	96.21%

C. Overall score per service

Looking at the scores per service, respondents were either 'Satisfied' or 'Very Satisfied' with their transactions, recording a score range of 89.52 %-100%. No service garnered a score of 89% or lower.

As a result, LCDFI recorded an Overall score of 96.21%, which translates to 'Outstanding'.

The data below shows the Overall rating of each service surveyed.

V. Results of the Agency Action Plan reported in the previous year:

Not Applicable



VI. Continuous Agency Improvement Plan for FY 2025:

For the year 2025, LCDFI shall immediately send out the survey links to each client upon completion of service.

LCDFI shall continuously review its Citizen's Charter through its Committee on Anti-Red Tape to further improve its services.

Approved by: ¹

A handwritten signature in black ink, appearing to read "Roy C. Oscillada", is written over a horizontal line.

ROY C. OSCILLADA

Officer-in-Charge/Executive Director

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