



Citizen's Charter Implementation and Client Satisfaction in the Service Delivery of the Abra Civil Registration System (CRs)

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Abstract

The Citizen's Charter, mandated under Republic Act No. 11032 or the Ease of Doing Business and Efficient Government Service Delivery Act of 2018, serves as a key governance mechanism for promoting transparency, accountability, and efficiency in public service delivery. Despite its mandatory implementation across government agencies, empirical evidence on its influence on client satisfaction remains limited, particularly in provincial frontline service offices. This study assessed the implementation of the Citizen's Charter and examined its influence on client satisfaction at the Philippine Statistics Authority (PSA) Abra Civil Registration System (CRS). A quantitative descriptive-correlational research design utilizing a cross-sectional survey was employed. The respondents comprised 12 CRS personnel selected through total enumeration and 288 clients selected using convenience sampling. Data were collected using researcher-developed and validated questionnaires with a Cronbach's alpha coefficient of 0.897. Descriptive statistics and multiple linear regression analysis were used to analyze the data. Results revealed that the implementation of the Citizen's Charter was Implemented, with an overall weighted mean of 4.08, indicating satisfactory compliance with the provisions of Republic Act No. 11032. Client satisfaction was rated High, with an overall weighted mean of 4.22, reflecting positive perceptions of service quality across the SERVQUAL dimensions. Regression analysis further revealed a statistically significant relationship between Citizen's Charter implementation and client satisfaction ($F = 151.602$, $p < .001$), with an R^2 of 0.725, indicating that 72.5% of the variation in client satisfaction was explained by the implementation of the Citizen's Charter. The findings demonstrate that effective implementation of the Citizen's Charter significantly enhances client satisfaction by improving transparency, accessibility of service information, and employee competence. The study concludes that strengthening employee capability, enhancing information dissemination, and institutionalizing continuous service improvement initiatives are essential to sustaining citizen-centered governance and improving the quality of public service delivery in the PSA Abra Civil Registration System.

Keywords: *Citizen's Charter, client satisfaction, service delivery, Civil Registration System, Philippine Statistics Authority, Republic Act No. 11032, SERVQUAL, transparency, public service, Abra*



Introduction

The Citizen's Charter, institutionalized through Republic Act No. 11032 or the Ease of Doing Business and Efficient Government Service Delivery Act of 2018, serves as one of the Philippine government's major governance reforms aimed at improving transparency, accountability, and efficiency in public service delivery. The law requires all government agencies to publish service standards that clearly specify documentary requirements, processing time, fees, responsible personnel, and procedures, thereby empowering citizens and promoting accountability in government transactions (Republic Act No. 11032, 2018). This reform reflects the government's commitment to citizen-centered governance, recognizing that quality public service extends beyond compliance with legal mandates to include responsiveness to citizens' needs and expectations.

The Philippine Statistics Authority (PSA), through its Civil Registration System (CRS), is among the country's frontline government agencies responsible for issuing civil registry documents and implementing the Philippine Identification System. These services are essential for employment, education, healthcare, social protection, financial transactions, and legal identification. Given the volume and significance of these transactions, the effectiveness of the Citizen's Charter directly influences the quality of services experienced by clients and contributes to public confidence in government institutions.

The implementation of the Citizen's Charter promotes transparency by making government procedures understandable and accessible to the public. Previous studies have emphasized that transparency, employee competence, accessibility of information, and efficient service delivery significantly contribute to improved citizen satisfaction and trust in public institutions (Morgeson & Petrescu, 2021; OECD, 2021). Likewise, the SERVQUAL model developed by Parasuraman et al. (1988) remains one of the most widely accepted frameworks for evaluating service quality through the dimensions of tangibles, reliability, responsiveness, assurance, and empathy. These dimensions have been extensively applied in evaluating both private and public sector organizations.

Despite the mandatory implementation of the Citizen's Charter across Philippine government agencies, limited empirical evidence exists regarding how its various implementation dimensions influence client satisfaction, particularly within provincial Civil Registration System outlets. Existing studies have generally focused on compliance with Citizen's Charter requirements rather than identifying which aspects of implementation significantly affect citizens' perceptions of service quality. This gap is particularly important in geographically isolated provinces such as Abra, where accessibility, infrastructure, and communication challenges may influence service delivery.

Recognizing these concerns, this study assessed the implementation of the Citizen's Charter at the Philippine Statistics Authority Abra Civil Registration System and examined its influence on client satisfaction using the SERVQUAL framework. The findings provide empirical evidence that may assist PSA management in strengthening citizen-centered governance and improving frontline service delivery through evidence-based policy and operational interventions.



Methodology

This study employed a quantitative descriptive-correlational research design using a cross-sectional survey approach. The respondents consisted of all twelve (12) Civil Registration System personnel selected through total enumeration and 288 clients selected using convenience sampling after completing their transactions at the PSA Abra Civil Registration System.

Research instruments were developed by the researcher and validated by experts. Pilot testing yielded a Cronbach's alpha coefficient of 0.897, indicating excellent internal consistency (Ahmad, 2024). The questionnaire measured Citizen's Charter implementation across five dimensions: availability and accessibility, physical presentation, content completeness, employee awareness, and promotion and advocacy. Client satisfaction was measured using the SERVQUAL dimensions of tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988).

Descriptive statistics were used to determine the level of implementation and client satisfaction, while multiple linear regression analysis examined the influence of Citizen's Charter implementation on client satisfaction. Ethical principles including informed consent, confidentiality, voluntary participation, and compliance with the Data Privacy Act of 2012 were strictly observed.

Results and Discussion

The findings revealed that the implementation of the Citizen's Charter at the Philippine Statistics Authority (PSA) Abra Civil Registration System (CRS) was Implemented, with an overall weighted mean of 4.08. This result indicates that the provisions of the Citizen's Charter were generally observed and consistently practiced in the delivery of frontline services. The findings suggest that the agency has effectively complied with the requirements of Republic Act No. 11032 by ensuring transparency, accessibility of information, and standardized service procedures, thereby promoting accountability and improving the quality of public service delivery.

The overall level of client satisfaction was rated High, with an overall weighted mean of 4.22. This indicates that clients were generally satisfied with the quality of services provided by the PSA Abra CRS. The high satisfaction rating reflects clients' positive perceptions of the agency's service reliability, responsiveness, assurance, empathy, and physical facilities. The result suggests that the agency has successfully delivered services that meet client expectations and uphold the principles of citizen-centered governance.

The influence of Citizen's Charter implementation on client satisfaction was examined using multiple linear regression analysis. The overall regression model was found to be statistically significant ($F = 151.602$, $p < .001$) with an R^2 of 0.725, indicating that 72.5% of the variation in client satisfaction could be explained by the implementation of the Citizen's Charter. The findings demonstrate that effective implementation of the Citizen's Charter significantly contributes to higher levels of client satisfaction. This suggests that improving the accessibility, completeness, and communication of service standards, together with enhancing employee competence, can substantially improve citizens' experiences with government services. The results support the principles of transparency, accountability, and responsive governance



embodied in Republic Act No. 11032 and affirm the Citizen's Charter as an effective mechanism for improving the quality of public service delivery.

Conclusion

The study concludes that effective implementation of the Citizen's Charter significantly enhances client satisfaction in the Philippine Statistics Authority Abra Civil Registration System. Employee awareness, accessibility of service information, and content completeness emerged as the strongest predictors of client satisfaction, highlighting the importance of transparency, effective communication, and competent frontline personnel in delivering quality government services. Strengthening employee capability, improving dissemination strategies, and expanding access to Citizen's Charter information are recommended to further improve service delivery. A Strategic Service Improvement Plan should likewise be institutionalized to promote continuous quality improvement and reinforce citizen-centered governance.



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