

Status of Facilities and Satisfaction in The Delivery of Services of Philippine Fisheries Development Authority-Bulan Fish Port Complex

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Abstract— Fisheries serve an important role in our contemporary world. In this pandemic era brought on by COVID-19, it is essential to everyone's survival as well as their protection from any potential health risks posed by the sustenance. This study aimed to assess the status of the facilities of the Philippine Fisheries Development Authority-Bulan Fish Port Complex (PFDA-BFPC) for fiscal year 2021, along with food processing, refrigeration, docking, and trading. Moreover, this study wanted to determine the level of satisfaction in the delivery of services that comprise billing, payment, accreditation and renewal of permits, and the issuance of a permit to conduct business (PTCB). It also aimed to identify the problems encountered by the clients in the delivery of services. The study used documentary analysis to determine the status of facilities in PFDA-BFPC. As well, descriptive survey method in which two (2) versions of questionnaires written in Tagalog and English and uninstructed interview were utilized as instruments. The statistical tools utilized were weighted mean, frequency count, ranking and Chi-square for independence. The respondents involved the accredited and renewed PFDA clients since January 1, 2020. The respondents were grouped into three: the fish brokers and staff; the fish buyer; and the ice dealers and ice crushers. One hundred twenty-two (122) from the group of the fish brokers and staff; twenty-eight (28) from the group of the fish buyer; and five (5) from the group of the ice dealers and ice crushers. The study revealed that the facilities are functioning and well utilized. Similarly, the study showed that the PFDA-BFPC has satisfactorily delivered the services to its clients. The study also revealed that there were several problems encountered by the clients in the delivery of services. With these, the management of PFDA-BFPC may strive harder to eliminate every struggle being met by clients that hamper the efficient and effective delivery of services.

Keywords— client satisfaction, delivery of service, fish port, fisheries, post-harvest facilities.

I. INTRODUCTION

Fisheries serve an important role in our contemporary world. In this pandemic era brought on by COVID-19, it is essential to everyone's survival as well as their protection from any potential health risks posed by the sustenance. With the current season, protecting our food from contamination, extending its storage life, and ensuring its quality would ensure a reliable food supply for the populace.

Fisheries are an integral part of food security and sustenance for fish, and fishery products continue to be among the most traded foods in the nation. Similarly, the post-harvest facilities for fisheries not only enable communities to protect fishery resources, but also allow them to preserve what is already stored. Fish are perishable and therefore susceptible to high post-harvest losses in the absence of intervention measures.

On official fisheries, the Food and Agriculture Organization (FAO) of the United Nations developed

and adopted a Code of Conduct for Post-Harvest Practices and Trade in 1993. One of which is that states should set minimum standards for safety and quality assurance and make sure that these standards are effectively applied throughout the industry. Post-harvest facilities provide an indispensable element in the essential services that improve efficiency in the handling and distribution of fish and fishery products and enhance or maintain their quality (Food and Agriculture Organization, 1995).

The Philippine government has experienced marketing problems due to inadequate fish marketing infrastructure, poor fish handling practices, a chaotic system of distribution, and limited post-harvest processing technology. The Philippine Fish Marketing Authority (PFMA) was created on August 11, 1976, to address and provide solutions to the fishing industry's post-harvest problems. These problems include immense losses from spoilage, fish quality deterioration, a low rate of fish dispatch, and price instability.

The Department of Agriculture of the Philippines, since the PFDA has been in the fisheries sector, has made headway in attaining its objectives and fulfilling its mandate. There are three core programs, namely: (1) the Regional Fish Ports Program; (2) the Municipal Fish Ports Program; and (3) the Ice Plants and Cold Storages Program (PFDA-BFPC), which continuously respond to the need of the sector for post-harvest facilities. The system has grown to play a prominent role in the functioning and development of Philippine society, as well as contributing to safeguarding the rights and better health outcomes of Filipinos together with their foreign neighbors.

The PFDA, with one (1) of its nine (9) regional fish ports all over the Philippines that is located in Bulan, Sorsogon, namely the Bulan Fish Port Complex (BFPC), is an agency responsible for providing efficient post-harvest facilities and equipment and plays a coordinating role at a national level. It is directed by its objectives to help keep and preserve fishery products that are being caught in the Bicol region and even from Samar, Cebu, and Tacloban. The same items are being transported and traded nationwide. These services are grounded in establishing the level of food security for every Filipino.

Meanwhile, the responsibility for rendering services lies with all the people who avail themselves of fishery and aquatic products. Especially through sardines' factories that process tamban or herrings, the fish most commonly caught among others in this respective regional fish port. The Department of Agriculture (DA) has a key notifying and supportive function since the most vital events will interface with the agriculture sector and ascertain the promotion of agricultural and fisheries growth and development, especially for securing sufficient food for all Filipinos. Just like the mantra of the Department of Agriculture states, "A food-secure and resilient Philippines with empowered and prosperous farmers and fisherfolk" (Department of Agriculture, 2021).

The PFDA shall primarily be responsible for the implementation of the objectives and provisions of Executive Order No. 772 with expanded functions and powers of the Presidential Decree 977, it shall promote the development of the fisheries industry and improve efficiency in the handling and distribution of fish and fishery/aquatic products through the establishment and operation of fish ports, fish markets, and other post-harvest facilities and infrastructures. Plus provide

essential fishery-related post-harvest facilities that could improve the quality of fish products that could compete in the global market.

The vision of PFDA is to become a solid, responsive, world-class authority for quality fishery post-harvest facilities in a food-secure and resilient Philippines by 2025. Its mission is to strive to establish, operate, and maintain strategic and globally competitive fishery post-harvest infrastructures and facilities, as well as provide market information and related services. Conduct our operations prudently, providing viability and financial growth to assure continuous improvement of port facilities and delivery of service. Satisfy our stakeholders' business needs with timely and quality service. Work as a team with skill and dedication in an environment that ensures growth opportunities (PFDA, 2021).

In the Bicol region, the PFDA-BFPC is located at T. De Castro St., Zone 4, Bulan, Sorsogon, the office is being manned by seven regular employees, headed by Officer-in-Charge with 22 job order employees. Aside from the regular and contractual employees, the PFDA-BFPC has additional manpower from agencies to carry out the security and janitorial services. During the peak months, which often fall on the first quarter, the office found it hard to serve every client speedily because of the huge inflow of clients wanting to be served, equally, demand the same amount of attention and consideration.

In addition, on the operations side, the BFPC has encountered challenges in serving the public during peak season, whenever the vast influx of fish is being unloaded at the fish port premises. Based on the record at PFDA-BFPC for 2020, the months with the highest quantity unloaded in metric tons fell on April with an amount of 11,299 MT, or an average of 376.63 MT of unloading per day, and on March with an amount of 7,953 MT, or an average of 256.55 MT.

This study assessed the status of the facilities of the Philippine Fisheries Development Authority-Bulan Fish Port Complex (PFDA-BFPC) for fiscal year 2021, along with food processing, refrigeration, docking, and trading. Moreover, the study determined the level of satisfaction in the delivery of services that comprise billing, payment, accreditation and renewal of permits, and the issuance of a permit to conduct business (PTCB). Correspondingly, this study revealed whether there is a significant difference among the respondents'

perceptions of the delivery of services. Furthermore, this study has identified the problems faced by the respondents in the delivery of services with the end goal of proposing an action plan based on the findings of the study.

II. METHODOLOGY

Research Design

This study used documentary analysis to compare the actual or existing status of the facilities versus the set standards—a qualitative approach. As well, the study used the descriptive method of research. The respondents of the study were the clients who were accredited and renewed PFDA clients. A survey questionnaire was the main instrument used by this study. The data gathered were tallied and analyzed through weighted mean, frequency count and ranking.

Table 1: The Respondents

Respondents	Frequency	Percentage
Fish Broker and Staff	122	79%
Fish Buyer	28	18%
Ice Dealers and Ice Crushers	5	3%
Total	155	100%

The Instruments

A survey questionnaire and interview were utilized as tools for gathering the primary data. Two sets of questionnaires were designed (see Appendix C and Appendix D); the first is written in English, while the other is written in Tagalog, without altering the essence of each item in the questionnaire, for those who may want to fully understand its content and to easily answer the questions being asked.

The questionnaire contained personal information about the respondent, such as name (optional), age, sex, and work (inside the fish port). Part II tackled satisfaction in the delivery of services along with billing, payment, accreditation, renewal of permits, and issuance of permits to conduct business using a Likert scale such as very satisfied (5), satisfied (4), neutral (3), dissatisfied (2), and "very dissatisfied (1).

Part III included possible problems encountered by the respondents and their suggestions and recommendations to improve the delivery of services by the Philippine Fisheries Development Authority-Bulan Fish Port Complex (PFDA-BFPC).

The researcher conducted a dry run of the filling of the instrument, expecting to receive comments and suggestions about the contents of the questionnaires. The sample questionnaires were administered to ten (10) of his officemates who were not part of the actual respondents on January 27, 2022, and were retrieved on the same date. There was no other remarkable comment except that the pre-tested questionnaires were already at their best, as they perceived them.

The secondary data for this study were gathered from the statistician and other key personnel from the organization (PFDA-BFPC). As well, documents such as the income statement and office performance commitment and review were the records that had been analyzed.

The Sample

The respondents covered the accredited and renewed PFDA clients since January 01, 2020. As shown in Table I, the respondents were grouped into three: the fish brokers and staff; the fish buyer; and the ice dealers and ice crushers. Purposive sampling technique was used.

As shown in table 1, the respondents from the fish broker and staff group were the 122 clients who were accredited and renewed PFDA clients since January 01, 2020. This comprised the 79 percent of the total respondents. The respondents from the fish buyer group were the 28 clients who were accredited and renewed PFDA clients since January 01, 2020. This comprised of 18 percent of the total respondents. The respondents from the ice dealers and ice crushers group were the five clients who were accredited and renewed PFDA clients since January 01, 2020. This comprised the three percent of the total respondents.

Data Collection Procedure

Prior to the pre-testing of questionnaire, the researcher prepared a letter addressed to the Officer-in-Charge of PDFDA-Bulan Fish Port Complex requesting permission to allow distribution of questionnaire to clients. The letter was received on January 25, 2022 and the researcher was then permitted to administer the questionnaire individually to 155 respondents where the 122 are from fish broker and staff group, 28 from fish buyer group, and five from ice dealers and ice crushers group.

The duration of the data capture was nearly three months, from January 28 to April 21, 2022. Attention

was taken to ensure that all questionnaires distributed to respondents were retrieved, thereby achieving the desired response rate.

The respondents were given instructions on how to complete the questionnaire. It took an average of about 10–15 minutes until the questionnaire was properly and completely completed by each respondent. For most of the time, the researcher has waited for each of the questionnaires to be filled out completely to ensure complete retrieval.

Data Analysis Procedure

For the status of facilities in PFDA-BFPC, documentary analysis was made. It was conducted to compare the actual/existing status of the facilities versus the standards approved by the Central Office through the submitted Office Performance Commitment and Review (OPCR) of BFPC for the fiscal year ended 2021 and in return, the issued Performance Validation Report from the Performance Management Team (PMT) as official validation — a qualitative approach.

After retrieving the questionnaires, the researcher made a tally of the responses and presented the result in tabular form. For the level of satisfaction in the delivery of service, a weighted mean was used as a statistical tool for data analysis for each identified indicator. Frequency count and ranking were used in summarizing the problems encountered, suggestions, and recommendations. The Chi-square test for homogeneity was utilized to see if there was a significant difference among the respondents' perceptions of the delivery of services at the PFDA-Bulan Fish Port Complex.

The following scales were used to assess the satisfaction of the delivery of services provided by the Philippine Fisheries Development Authority:

Scale	Descriptive Rating
4.50 – 5.00	Very Satisfied
3.50 – 4.49	Satisfied
2.50 – 3.49	Neutral
1.50 – 2.49	Dissatisfied
1.00 – 1.49	Very Dissatisfied

III. RESULTS AND DISCUSSIONS

1. Status of the facilities of the Philippine Fisheries Development Authority – Bulan Fish Port Complex (PFDA-BFPC)

This section covers the status of the facilities of the PFDA-BFPC in food processing, trading, refrigeration, and docking. The researcher did a documentary analysis to understand policy content and derive useful information from existing documents to determine the status of facilities.

The Office Performance Commitment and Review (OPCR) of 2021 from the Management of BFPC and the Performance Validation Report (PVR) of April 2022 from the Performance Management Team (PMT) of central office were used as references; those have the purposes of consolidating, reviewing, evaluating, and validating the initial performance assessments based on reported office accomplishments against the success indicators.

Moreover, the Schedule of Income Statement that is being checked and verified by the accountant monthly is also used as a basis for determining the income generated by each facility.

The respective documents contain the monthly accounting of income in all the rented facilities and buildings, fish business income, miscellaneous and other business income, the road network, sewerage, service, and fines and penalties.

Table 2A: Level of Satisfaction in the delivery of services along billing

Indicators	Fish broker & staff		Fish buyer		Ice dealers & crushers	
	WM	D	WM	D	WM	D
1. Attends to clients politely.	4.43	S	4.32	S	4.00	S
2. Attends to clients promptly.	4.14	S	4.28	S	4.00	S
3. Shows sufficient knowledge and ability towards the process.	4.24	S	4.40	S	4.00	S
4. Shows honesty during the process.	4.33	S	4.40	S	3.80	S
5. Explains to clients the importance of the document.	4.35	S	4.36	S	4.00	S
6. Advises the clients when to pay and the consequences of not meeting the due date.	4.22	S	4.24	S	4.00	S

Overall Weighted Mean	4.28	S	4.33	S	3.97	S
Legend: WM-Weighted Mean; D-Description; S-Satisfied						

The management of PFDA-BFPC is committed to submitting a proposed OPCR to the Central Office on a yearly basis. It has then yet to be approved and considered final and official by the Central Office, respectively. The OPCR consists of six (6) columns and is as follows: a. Major Final Output; b. Strategic Objectives and Success Indicators; c. Allotted Budget; d. Division Accountable; e. Actual Accomplishments; and f. Remarks As well, it is specified therein the commitment of the BFPC in fields such as a. operation and management of fishery post-harvest facilities; b. support to operations; and c. general administrative support services, as one of the operating units of PFDA. To be able to determine the status of facilities at PFDA-BFPC, among the fields, the researcher should focus on the operation and management of fishery post-harvest facilities.

The Office Performance Commitment and Review (OPCR) of BFPC for fiscal year ended 2021 and the Performance Validation Report done by the Central Office on April 11, 2022, ensures the performance measures and targets and that the work distribution of offices is rationalized. They are the following: a.) For the status of the food processing facility and trading facility of PFDA-BFPC, the utilization of the market hall that serves as the food processing and trading facility is 100 percent leased and utilized. The market hall is made up of 12.5 bays with a total area of 995.90 sq. m. and is being leased by 39 accredited and registered businesspersons by the office. The BFPC

has accounted Php 1,106,895.56 for the market stall rental for the year ended 2021. Another is that the status of docking facility of PFDA-BFPC, 92.90% is utilized and experiencing issues such as congestion of municipal bancas that opt to unload fish in the fish port. The facility has catered a total number of 46,449 vessel arrival versus the 50,000 estimated vessel arrival for the year 2021. The BFPC has accounted Php 906,198.52 for the Docking/Berthing Fee for year ended 2021.

Moreover, for the status of refrigeration facility of PFDA-BFPC, the utilization of commercial/industrial area on its 100% of 260 sqm. is being leased and utilized 95.83% that equal to 249.17 sqm. which holds the refrigeration facility? The BFPC has accounted Php

211,725.00 for the Bañera Warehouse Rental for the year ended 2021.

Hence, it is concluded by the researcher that the status of the facilities of the PFDA-BFPC along food processing, trading, refrigeration, and docking are functioning are well utilized. In addition, the income generated from the facilities of food processing, refrigeration, docking, and trading comprises the 24.78% of the entirety of income generated of the office for the fiscal year 2021.

2. Level of satisfaction in the delivery of services

Clients' satisfaction survey is significant to an agency and it serves as a basis for continual improvement and in designing action plan (Doma & De Castro, 2022). This section discusses the level of satisfaction in the delivery of services along billing, payment, accreditation and renewal of permits, and issuance of permit to conduct business (PTCB). To analyze and interpret the data, weighted mean (WM) was used.

Billing. Table 2A contains the weighted mean and description of the level of satisfaction of the respondents in the delivery of services along billing.

It can be inferred from the table that generally the fish broker and staff, fish buyer, and ice dealers and crushers are satisfied with the billing services with overall weighted means of 4.28, 4.33, and 3.97, respectively.

Specifically, the fish broker and staff are satisfied with the explanation given to the clients with regard to the importance of documents having the highest weighted mean of 4.35 but the prompt accommodation to clients has the lowest weighted mean of 4.14 which is described as satisfied. Similarly, the fish buyers are satisfied with the sufficient knowledge and ability toward the process and the showing of honesty during the process with weighted mean of 4.40; whereas the giving advice to the clients about the payment was given the lowest weighted mean of 4.24 that is described as satisfied.

Likewise, the ice dealers and crushers are satisfied with all the indicators relative to billing with weighted mean of 4.00 except the honesty exhibited during the during

with the lowest weighted mean of 3.80 described as satisfied.

This means that the billing process for each client may have been perceived and accepted by the clients as pleasing and thus, the billing transaction was well-managed and reasonably served. It implies that, on the end of the fish broker and staff, the frontline employee assisted them very well in giving explanation with regards to the importance of billing documents. Further, another indicator that has the lowest weighted mean of 4.14, implied that the frontline employee was not able to attend to clients promptly because of the number of clients who need the billing documents simultaneously with only one or two employees attending them.

Moreover, on the end of the fish buyers, it implies that the services rendered to them maybe properly carried out with evident sufficiency of knowledge and ability and showed honesty in the entirety of the billing process. Further, another indicator that has the lowest weighted mean of 4.24, implies that the frontline employee was not able to give the clients the advice they need about billings together with the date of next payment to avoid dealing with the consequences of not meeting the due date. This is due to huge number of clients to be catered on the peak hours of port operations simultaneously.

Additionally, on the end of the ice dealers and crushers, it implies that the employee assigned at billing procedures delivered satisfactory service to clients in terms of; being polite in communicating with them, being prompt in attending, showed sufficient knowledge and ability towards the process, and explaining to them the importance of the document, and in giving advice to those who sought and needed some about billing together with the date of next payment to avoid dealing with the consequences of not meeting the due date. Further, another indicator that has the lowest weighted mean of 3.80, implies that the employee may lack of showing honesty during the process and honesty are not felt by the clients.

The finding is supported by the study of Ringold et.al. (2013), that public service needs to be centered on citizens, and need to be responsive to their needs, while delivered with integrity.

It also emphasized the importance of grievance redress mechanisms to help citizens use information to improve accountability. Payment. Table 2B presents the weighted mean and description of the level of satisfaction of the respondents in the delivery of services along Payment.

Table 2B: Level of Satisfaction in the delivery of services along payment

Indicators	Fish broker & staff		Fish buyer		Ice dealers & crushers	
	WM	D	WM	D	WM	D
1. Attends to clients politely	4.50	VS	4.52	VS	3.80	S
2. Attends to clients promptly	4.30	S	4.28	S	4.00	S
3. Shows sufficient knowledge and ability towards the process	4.25	S	4.36	S	4.00	S
4. Shows honesty during the process	4.39	S	4.52	VS	4.00	S
5. Explains the payment process.	4.30	S	4.36	S	4.00	S
6. Advises the clients of how and when is the best time to pay bills.	4.25	S	4.24	S	4.20	S
7. Issues official receipt after collecting the exact payment	4.42	S	4.63	VS	4.20	S
Overall Weighted Mean	4.34	S	4.42	S	4.03	S

Legend: WM-Weighted Mean; D-Description; VS-very Satisfied; S-Satisfied

The data revealed that relative to the payment services, the fish broker, staff, and fish buyers are very satisfied with polite accommodation to the clients with the highest weighted means of 4.50 and 4.52, correspondingly. In addition, the fish broker and staff are very satisfied with honesty shown during the process

and the issuance of official receipts after payment with weighted means of 4.52 and 4.63, correspondingly.

Meanwhile, the fish broker and staff are satisfied with the sufficient knowledge and ability shown towards the process and giving advice to clients about best time to pay bills with the lowest weighted mean of 4.25 which

is also the fish buyers observed satisfaction with the lowest weighted mean of 4.24. On the other hand, the ice crushers and dealers are satisfied with the advice given to them regarding best time of paying bills and issuance of official receipts after payment with highest

weighted mean of 4.20 whereas the polite accommodation to clients has the lowest weighted mean of 3.80 that is described as satisfied. Generally, the respondents are satisfied with the payment services with overall weighted mean ranging from 4.03 to 4.42.

Table 2C: Level of Satisfaction in the delivery of services along accreditation and renewal of permits

Indicators	Fish broker & staff		Fish buyer		Ice dealers & crushers	
	WM	D	WM	D	WM	D
1. Attends to clients politely	4.53	VS	4.60	VS	3.80	S
2. Attends to clients promptly	4.29	S	4.48	S	4.00	S
3. Shows sufficient knowledge and ability towards the process	4.24	S	4.44	S	4.00	S
4. Provides checklist of requirements	4.29	S	4.40	S	3.60	S
6. Checks completeness, correctness and accuracy of the requirements	4.30	S	4.48	S	4.00	S
7. Attends to other queries related to application	4.44	S	4.64	VS	4.00	S
8. Explains the accreditation and renewal process.	4.38	S	4.48	S	4.00	S
9. Advises clients when to claim the documents once available.	4.30	S	4.64	VS	4.00	S
10. Informs applicants the availability of requested documents through text message or phone call	3.26	S	4.52	VS	3.40	S
Overall Weighted Mean	4.31	S	4.49	S	3.84	S

Legend: WM-Weighted Mean; D-Description; VS-very Satisfied; S-Satisfied

This means that the services rendered to them may have been properly and with outmost courtesy and honesty carried out and their rights/requests were quickly acted upon by the PFDA-BFPC employees. The clients find it satisfactory in availing such service from the office.

It implies that on the end of the fish broker and staff and the fish buyer, they somehow find it difficult in receiving advice as to when it is best to pay the bills. On the other hand, it is on the end of the ice dealers and ice crushers that felt very much concern of the office through receiving of advice as to when is the best time to paying the bills. In addition, they are also satisfied that they receive official receipts after paying their bills.

Accreditation and Renewal of Permits. Table 2C includes the weighted mean and description of the level of satisfaction of the respondents in the delivery of services along accreditation and renewal of permits.

From the table, it can be asserted that generally the fish broker and staff, fish buyers, and ice dealers and crushers are satisfied with accreditation and renewal of permits with overall weighted means of 4.31, 4.45, and 3.84, respectively. In particular, the fish broker, staff, and fish buyers are very satisfied with the showing of politeness to clients with the highest weighted means of 4.53 and 4.60, correspondingly.

Table 2D: Level of Satisfaction in the delivery of services along issuance of permit to conduct business

Indicators	Fish broker & staff		Fish buyer		Ice dealers & crushers	
	WM	D	WM	D	WM	D
1. Attends to clients politely.	4.52	VS	4.64	VS	4.00	S
2. Attends to clients promptly	4.37	S	4.52	VS	4.00	S

3. Shows sufficient knowledge and ability towards the process	4.39	S	4.56	VS	4.00	S
4. Explains the process	4.36	S	4.62	VS	4.00	S
5. Explains to clients the purpose and importance of having PTCB certification	4.45	S	4.52	VS	4.00	S
6. Attends to other queries related to PTCB	4.41	S	4.60	VS	4.00	S
7. Explains to clients the correct procedure and requirements before being issued a PTCB certification	4.45	S	4.72	VS	3.80	S
Overall Weighted Mean	4.42	S	4.58	VS	3.97	S
Legend: WM-Weighted Mean; D-Description; VS-very Satisfied; S-Satisfied						

Similarly, the fish broker and staff are satisfied with the other indicators describing the accreditation and renewal of permits with weighted means ranging from 3.26 to 4.44. Also, the fish buyers are very satisfied with the accommodation to them related to application and the advice given regarding the retrieval of documents once available with weighted mean of 4.64. However, they are satisfied with the other indicators except the assistance provided in filling out the application with the lowest weighted mean of 4.24.

On the other hand, the ice dealers and crushers are satisfied with all the indicators relative to delivery of services along accreditation and renewal of permits with weighted means ranging from 3.60 to 4.00. However, they rated the act of informing the applicants through text message or phone call about the availability of requested documents with the lowest weighted mean of 3.40 which is described as satisfied.

This means that the services rendered by the BFPC employees to the clients may have been executed in a convenient manner that made their availing of them easier. It implies that, on the end of the fish broker, staff, and fish buyers, the employees had been able to provide most of the comfort they could—especially being well-served in the giving of service. In addition, on the end of the fish buyers, they felt they were well-served in the sense that the employees were proficient and polite in answering their queries as well as in giving them advice on when to claim the requested documents and used the available technology to get in touch with them. Moreover, on the end of the ice dealers and crushers, the employees had been able to serve them with the excellence that they had expected. Further, another indicator that has the lowest weighted mean of 3.40 implies that the employees may have failed to inform the clients ahead of time through text message or phone call that the documents they'd requested are already available.

Issuance of Permit to conduct Business. Table 2D covers the weighted mean and description of the level of satisfaction of the respondents in the delivery of services along issuance of permit to conduct business.

The data revealed that relative to issuance of permit to conduct business, the fish broker and staff are very satisfied with the courtesy given to clients with the highest weighted mean of 4.52. On the other hand, they are satisfied with the other indicators describing the said delivery of services with weighted means ranging from 4.39 to 4.45.

Moreover, the fish buyers are very satisfied with all the indicators relative to issuance of permits with the act of explaining to them the correct procedures and requirements prior to issuance of permit with the highest weighted mean of 4.72. All the other indicators have weighted means ranging from 4.52 to 4.64 which are described as very satisfied.

In the same manner, the ice dealers and crushers are satisfied with all the indicators in terms of this delivery service, with a weighted mean of 4.00, except for the explanation about the correct procedures and requirements before the permit is issued, with a weighted mean of 3.80.

Generally, the fish broker, staff, ice dealers, and crushers are satisfied with how this agency issues the permit to conduct business, with overall weighted means of 4.42 and 3.97, respectively. However, the fish dealers are generally very satisfied with this delivery of services, with an overall weighted mean of 4.58. This means that the BFPC employees assigned in issuing of PTCB may have been able to deliver excellent service to clients who sought to be issued PTCB certification. Correspondingly, employees treated the clients with politeness, which they truly appreciate.

Table 3: Difference among the perception of the respondents in the delivery of services

Statistical Bases	Statistical Analyses			
	Billing	Payment	Accreditation & Renewal	Issuance of permit
critical value	9.49	9.49	9.49	9.49
computed value	1.06	0.46	2.95	1.89
Decision on H0	Do not reject	Do not reject	Do not reject	Do not reject
Conclusion	NS	NS	NS	NS
Legend: NS-Not Significant $\alpha = 0.5$ $df = 4$				

It implies that on the end of the fish buyers, the services that they have received from the office have reached their expectations and beyond. The employees, with excellence, have done explaining the proper procedures and right required attachments prior to being issued a PTCB certification, and all the measures that made the clients' experience exceedingly pleasing.

Likewise, on the end of the ice dealers and crushers, they find it hard for the employees to give them advice pertaining to the right procedures and requirements before being issued a permit to conduct business certification. However, in overall, the employees made an adequate service for the client to be satisfied.

Moreover, on the end of the fish broker and staff, the employees of the BFPC catered the clients with good manners well, resulting to the satisfaction of the clients generally.

3. Difference among the perceptions of the respondents in the delivery of services

Table 3 encompasses the statistical bases and statistical analyses of the difference among the perceptions of the respondents in the delivery of services. The Chi-square test of homogeneity was used to determine whether the difference is significant or not.

The table reveals that the perceptions of fish brokers and staff, fish buyers, and ice dealers and crushers regarding billing and payment services are not substantially different. The reason for this conclusion is that the computed values of 1.06 and 0.46, respectively, are less than the critical value of 9.49 at a significance level of

0.05 with 4 degrees of freedom. Thus, the null hypothesis, which states that there is no significant difference between the perceptions of the three categories of respondents, was not rejected.

In addition, the computed values of 2.95 and 1.89 for accreditation and renewal of permits and issuance of permit to conduct business, correspondingly, do not exceed the critical value of 9.49 with degrees of freedom of 4 at level of significance of 0.05. Thus, the null hypothesis is not rejected which means that there is no significant difference among the perceptions of the respondents along the said delivery of services of the agency.

It would imply that the differences that exist with the computed values is perhaps due to chance, which are not statistically acceptable. This means that the clustered group of respondents experienced the same quality of services in billing and payment services. Furthermore, the clustered group of respondents experienced very similar satisfaction in availing services upon accreditation and renewal plus the acquiring of permit.

It implies that the office might have been able to value every client fairly, regardless of where he or she comes from. The finding is partially supported by the study of Velasquez M. et al. (2018), where fairness comes from being judged without reference to one's feelings or interests but on a concrete and specific case. As public servants, we vowed to uphold good governance and serve the people. Equally, we want to give our clients the best service they deserve without prejudice.

Table 4: Problems met by the respondents in the delivery of services

Problems	f	Rank
Delayed action. Slow response time.	38	1
Long time of waiting before a request is attended.	32	2
Delayed receipt of service/document requested.	30	3
Not having the right tools.	27	5

Not having an answer to the customer's questions.	20	4
Provokes corruption.	10	6
Not having an answer to the customer's questions.	20	4
Provokes corruption.	10	6
Incompetent customer service staff.	7	7
Displays anomaly or dishonesty.	5	8
Rude communication of customer service staff.	3	9
Open manhole.	1	10.5
Imposition of VAT.	1	10.5

4. Problems met by the respondents in the delivery of services

Table 4 contains the frequency and rank of the problems met by the respondents in the delivery of services. Multiple responses were utilized in this section.

The data showed that the five most critical problems met by the respondents regarding the delivery of services are delayed action and slow response time with frequency of 38 in rank 1 followed by the long wait time before a request is attended with frequency of 32 in rank 2. This might mean that the frontline employees may have been prompt in receiving the clients' concerns, however, the duration of the whole process may have been taking too long.

In addition, the delayed receipt of requested service or document in rank 3 with frequency of 30 then the no response to client's query with frequency of 20 in rank 4. Also, the absence of correct tools emerged in rank 5 with frequency of 27.

This means that there is a sort of lapses in the process, and it takes time to be completed, a time in which a client waits longer than he expected. Also, there is a need to cuing of clients before being accommodated by the agency's personnel.

Furthermore, clients experience a long wait before fully receiving the service or document they requested. Likewise, employees occasionally fail to answer queries asked by clients with regards to the process or the right documents needed along the way. It is correspondingly observed that there is a perceived shortage of appropriate tools necessary for performing services. Still, the citizen's charter is in the making. It is to have a defined processing time per transaction. A recommendation is to fast-track the crafting of the citizen's charter. Equally, it is observed that the office is understaffed, resulting in work overload on their end.

Which results in the clients' waiting. Another recommendation is to staff the office with a sufficient workforce.

It implies that such problems may be caused by a series of processing steps being undertaken before the paper is reviewed at the agency and in the port manager's office. In addition, there is a lack of manpower to accomplish tasks and perform the processes; the company is overwhelmed by the number of customers to be served with a limited workforce. Likewise, quarterly personnel training and regular briefings for the employees are logical for their knowledge of the process to develop.

On the other hand, the least problems met that shared the rank of 10.5 were the open manhole and the imposition of VAT. This meant that there are some who get hassled by the existence of an open manhole that is up for repair, and some do not fully understand and accept the imposition of VAT. The second-lowest problem met with rank 9 was the rude communication of customer service staff. This meant that some clients experienced impolite contact that differed from what the majority had experienced.

RATIONALE

Based on the results of the study, the researcher developed an action plan to enhance the delivery of services of PFDA-BFPC and meet high satisfaction level of clients and stakeholders. Therefore, the problems encountered by the clients can be minimized. The basis of the proposed action plan crafted were the lowest satisfaction and the most critical problems.

The assessment of the performance of Philippine Fisheries Development Authority – Bulan Fish Port Complex was the primary focus of the study. Based on the findings, the delivery of services along the identified variables was well accomplished. However, despite the positive feedbacks, there are some areas that need to be enhanced specifically on the delayed action and slow

response time for the clients to receive the service. And the need to lessen the long-time of waiting before a request is attended. In view of these, an action plan was proposed to enhance the delivery of services.

GENERAL OBJECTIVE

The plan of action aims to enhance the delivery of services of Philippine Fish Port Authority – Bulan Fish Port Complex on billing, payment, accreditation and renewal of permits, and issuance of permit to conduct business (PTCB).

SPECIFIC OBJECTIVES:

1. Provide fast, accurate service to clients from receiving/ acceptance of request, until releasing of receipt of service and other requested documents.
2. Address the problems met by the clients on receiving of services along billing, payment, accreditation and renewal of permits, and issuance of permit to conduct business (PTCB).

IV. CONCLUSION AND RECOMMENDATIONS

This study concluded that the status of facilities of Philippine Fisheries Development Authority – Bulan Fish Port Complex (PFDA-BFPC) are functioning and well utilized. The PFDA_BFPC may sustain the status of facilities by allocating funds for upkeep. Likewise, the PFDA-BFPC, in its efforts to serve the public efficiently and effectively, has satisfactorily delivered the service to its clients. The PFDA-BFPC has accomplished its services well through the performance of the assigned frontline employees. The services offered by PFDA-BFPC be submitted for ISO accreditation for continued improvement of the system and procedures. Additionally, there is no significant difference in the perception of the respondents in the delivery of services of PFDA-BFPC. Reorientation may be conducted to all clients to maintain the agreement of the delivery of services of PFDA-BFPC. Moreover, there are various problems met by the respondents on the delayed action, long time of waiting and delayed receipt of service or document requested that need to be given solutions. The proposed action plan may be given preferential attention, further reviewed, and evaluated for possible adoption and implementation. Also, further research on related topics may be conducted in other government agencies and instrumentalities such as DA, BFAR, PSA, and other offices with frontline services.

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