



## Citizens' Judgment on Local Government Performance in Delivering Agricultural Services in Three Cities of Misamis Occidental, Philippines

Grace Valencia Villanueva<sup>1,2</sup>, Yunalyn Labajo Villantes<sup>3\*</sup>, Goldah Grace, Dela Peña-Sultan<sup>1</sup>, Jersam Caylaluad Calago<sup>1</sup>, Aser Labor Cambangay<sup>4</sup>

<sup>1</sup> Director, Misamis University Community Extension Program Office, Misamis University, H.T. Feliciano St, Ozamiz City, 7200 Misamis Occidental, Philippines

<sup>2</sup> Faculty, Graduate School, Misamis University, H.T. Feliciano St, Ozamiz City, 7200 Misamis Occidental, Philippines

<sup>3</sup> Faculty, Natural Science Department, College of Arts and Sciences, Misamis University, H.T. Feliciano St, Ozamiz City, 7200 Misamis Occidental, Philippines

<sup>4</sup> Dean, College of Agriculture and Forestry, Misamis University, H.T. Feliciano St, Ozamiz City, 7200 Misamis Occidental, Philippines

**\*Corresponding Author:** Yunalyn Labajo Villantes, Faculty, Natural Science Department, College of Arts and Sciences, Misamis University, H.T. Feliciano St, Ozamiz City, 7200 Misamis Occidental, Philippines

**Abstract:** In the Philippines, all local government units are mandated to provide responsive and effective public services. The agricultural services address the food security and nutrition issues in the country. This study determined the awareness, availment, and satisfaction of citizens on agricultural services provided by the local government unit of Ozamiz, Oroquieta and Tangub cities in Misamis Occidental. This utilized a descriptive survey using Citizen Satisfaction Index System, a client perception-based performance assessment. There were 150 respondents (per LGU) selected through multi-stage probability random sampling. Results revealed that citizens in Oroquieta had low awareness in agricultural services while Ozamiz and Tangub had very low awareness. Those who were aware of the services in Ozamiz and Tangub had low availment and fair satisfaction only. Majority of the citizens had high needs and described agricultural services and programs as highly relevant. Gathered data can strengthen the policies and programs of LGUs for development and will strongly drive citizen satisfaction.

**Keywords:** Agricultural Services; Citizen, Local Government; Misamis; Satisfaction

### 1. INTRODUCTION

In the Philippines, the Republic Act No. 7160, also known as “the Local Government Code of 1991” provides more power, responsibilities, authorities, and resources to all local government units (LGUs) through decentralization system. The LGUs can function without tight scrutiny from the national government. As provided in Section 16, all local government units are mandated to provide basic services that will answer to the needs of their citizens. These include health services, basic education services, social welfare services, governance and response, public works and infrastructure, environmental management, agriculture support services and tourism promotion services [1].

Agriculture is considered to be the primary source of livelihood in the rural areas of the country. It can feed the increasing population, often with highly nutritious food. It has a varied vegetative structure that increased native plant diversity. The biodiversity in agriculture offers essential ecosystem services such as pollination, pest control, and climate resilience. Agriculture is also related to the economic development of a country. Increased agricultural output and productivity tend to contribute substantially to the overall economic development of the nation. But, farming tends to be a long-term occupation with relatively little turn over compared to many other occupations [2]. Given the importance of agriculture and its limitations, it is imperative for the government to help improve and increased productivity in the agricultural area for all the citizens.

With the mandate, all local government units are responsible for providing various research services and facilities related to agriculture and fishery activities. They need to offer dairy farms, livestock markets, animal breeding stations, and artificial insemination centers. There must be dispersal of livestock and poultry, fingerlings, and other seeding materials for aquaculture, palay, corn, vegetable seed farms, medicinal plant gardens, fruit tree, coconut, and different kinds of seedling nurseries. The local government unit must make available Inter-Barangay irrigation system and prevention and control of plant and animal pests and diseases. There should be a presence of quality control in copra and improvement and development of local distribution channels and water and soil resource utilization and conservation projects. The LGUs must be strict the enforcement of fishery laws in municipal and city waters including the conservation of mangroves. Also, LGUs must assist the organization of farmers' and fishermen's cooperatives and other collective organizations, as well as the transfer of appropriate technology [1].

Local governments must be efficient, responsive and effective. They should know which public services are most essential and delivered well to the citizens. As early as the 1980s, the Department of Interior and Local Government (DILG) has been utilizing tools that measure the performance of local government units. One of these is the web-based self-assessment tool called the Local Governance Performance Management System (LGPMS). Despite having LGPMS, there is still a need to measure LGUs' performance through citizen's feedback. As the intended recipients and end-users of public services, the citizens are deemed in a better position to determine whether or not these services are delivered according to their needs, at the right time and to the extent that they fulfill their service requirements. Thus, the development of the Citizen Satisfaction Index System (CSIS), a component of the Local Government Watch program which was launched in 2012.

Citizen Satisfaction Index System (CSIS) is an assessment tool for the service delivery performance of local governments mainly based on the knowledge, experience, and perception of the people. This is essential since it involves understanding the political and social issues and their perceptions of the government's performance as well as services [3]. All functions of the government are intended for the benefits of their constituents. Therefore, they have the right to know and have access to these services.

The CSIS endeavors to assess the reach and quality of basic government services especially in the area of agriculture from the people as clients and as citizens. The Citizens Satisfaction Index System (CSIS) index follows a multi-level and multi-component performance assessment framework that captures how the local government services are communicated to its intended beneficiaries and their experience upon availing the services. The basic assumption of this framework is the need for the local government unit to have a positive score in the first/lower stage regarding the positive response from the respondent to qualify for the next level or stage of the index. The lower stage/component serves as a filter question for the next stage/component of the framework.

In the country, among the major economic sectors, agriculture yielded the lowest productivity over the years. It is vital to give the closest attention to the agricultural sector especially its programs and services. This study determined the perception and evaluation of the citizens to the agrarian services offered by the local government units of Ozamiz, Oroquieta and Tangub cities in Misamis Occidental using the CSIS tool. The data generated from this study can help crystallize the information on LGU performance and help them as policy makers and implementers in Misamis Occidental to strengthen their policies and programs that focus on agricultural support services deemed for development and those that actively drive citizen satisfaction.

## **2. MATERIALS AND METHODS**

### **2.1. Research Design**

The study utilized a descriptive research design through the survey method using the Citizens Satisfaction Index System (CSIS). The CSIS consists of data tools designed to collect relevant citizen's feedback on the service delivery performance of the local government unit that measures the citizens' awareness, availment, and assessment of the agricultural support services currently offered by the local government unit based on their perception. The study was conducted in three cities of Misamis Occidental namely: Ozamiz, Oroquieta, and Tangub.

## 2.2. Respondents

There were 150 respondents (consist of 75 males and 75 females) chosen in each city. They are at least 18 years of age and are residents of the city for at least six months during the time of interview. The respondents were selected through the multi-stage probability sampling method with a margin of error (MOE) of +/- 8 percentage points at a 95% confidence level (CL). The multi-stage random probability sampling warrants that a cross-section of citizens in an LGU is included in the sample. In other words, this method virtually allows each citizen, 18 years old and above, to have an equal chance (with everyone) to be selected as respondent for the survey. This means that different political inclinations, levels of geographic or social proximity to government presence, occupations, and income strata will have proportionate opportunities of being represented in the survey.

## 2.3. Instrument

The study used the 25-page structured questionnaire formulated based on the objectives and agricultural support services expected from the local government unit. It contained a socio-demographic page, a census page, urgent needs assessment/importance section, service area sections, and probing questions. The 5-point Likert scale was used to measure the level of satisfaction and importance: 5 - Definitely Satisfied/Very Important, 4 – Satisfied/ Important, 3- Neither Satisfied nor Dissatisfied/ Can't say whether important or not, 2- Dissatisfied/ Not very important, and 1 - Definitely Dissatisfied/ Not at all important. The questionnaires were given to all the selected respondents by enumerator/interviewer

## 2.4. Data Analysis

Frequency was used to analyze the responses of the citizens regarding awareness and availment of the agricultural services. The item assessment net score and the area assessment net score both for satisfaction and needs/importance were computed. The criterion reference rating used to describe and analyze the satisfaction (assessment) score was followed: 80.1-100 (Very High), 60.1-80 (High), 40.1-60.0 (Fair), 20.1-40.0 (Low) and 0.1-2-.0 (Very Low).

## 3. RESULTS AND DISCUSSION

In the present study, more respondents are not aware of most of the agricultural support services offered by the three local government units (Figure 1). The LGU's performance is consistently below expectations regarding promoting awareness/informing its citizen with existing Agricultural Support Services. Severe deficiencies of citizen awareness exists that need immediate attention.

Only the planting materials distribution agrarian service is known by the citizens. The packed seeds were available in the agricultural offices and distributed freely for many residents. The seeds are intended for household gardens.

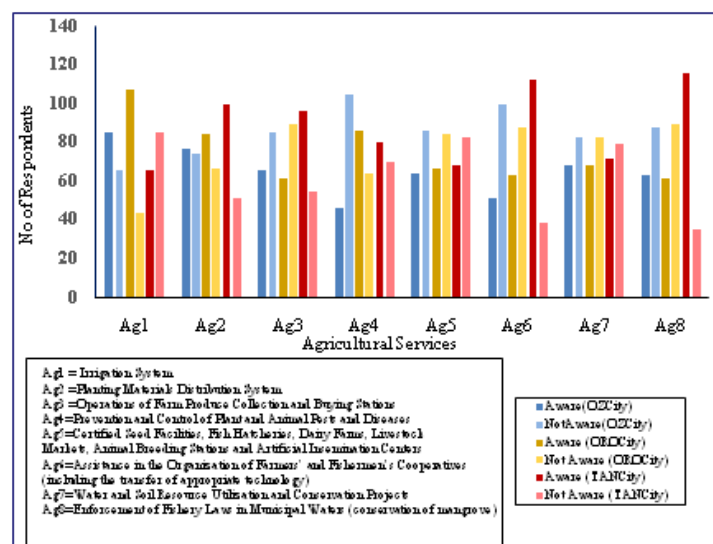
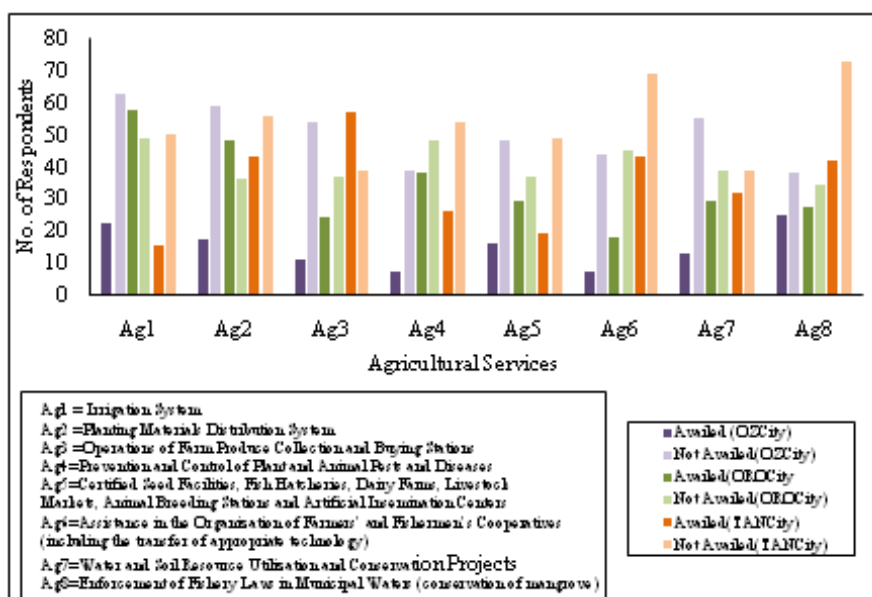


Figure 1. Awareness of the citizens on the agricultural services provided by LGU in Ozamiz, Oroquieta and Tanguib cities of Misamis Occidental

There are many and faster ways for the citizens to be aware of the government services. In the present generation, the era of information technology, many social media services, and platforms can help disseminate public information to millions of users worldwide in a convenient way. For the third time, Philippines ranked first on time spent in social media [4]. This suggests that social media is the best platform for the government to reach many Filipinos and give a significant impact on public awareness on agricultural supports services. However, even the older Filipinos particularly in rural communities increasingly engage in internet technologies. Particular strategies maybe improved by the government to recognize and respond to the needs of their older constituents. Major interventions are necessary to efficiently bridge the gap between the services LGUs intend to offer and its intended recipients/citizens, specifically in the case of the agricultural services.

Results revealed that in most of the agricultural services where citizens are aware of, were not availed by many respondents in three local government units. In Ozamiz City, the majority of the citizens did not avail in all agricultural services unlike in other two cities (Figure 2). In Oroquieta City, there are more respondents who availed the irrigation system services and planting materials distribution services than Ozamiz and Tangub cities. Compared to other agricultural services, only in operations of farm produce collection and buying stations areas where there are more respondents who were able to access the services available in the LGU of TangubCity.



**Figure2.** Availment of the citizens on the agricultural services provided by LGU in Ozamiz, Oroquieta and Tangub cities of Misamis Occidental

Availment by the respondents to the agricultural support services described the utilization of the citizens to the local government due to its services. If there is no or minimal availment by the citizens, it implies that local government offers limited or inaccessible services. There is a stagnant agricultural growth in most of the developing countries because of the vast gaps between the actual and potential crop productivity due to non-availment or inaccessibility of the services [5]. There must be more agrarian support services for better crop growth. These include the financial and technical assistance to the farmers and fishers.

Local government is considered as service provider while its constituents are the consumers. As the consumers, citizens have the right to evaluate the quality of the public services in many areas including the tangibility and responsiveness [6]. If they cannot avail the services, they will evaluate the service provider negatively.

Channels of communication must be provided by the services providers, here the local government, to explicitly get feedback from the citizens as their guide for operations. These channels will give an avenue to the citizens to voice their opinion regarding the services they availed [7].

Based on the findings, the citizens that availed the agricultural services in the local government of Oroquieta City are highly satisfied (Table I). This means that the LGU of Oroquieta City achieves

their client's contentment after availing or experiencing services being offered to them. Oroquieta City got the Department of Interior and Local Government (DILG) 2012 Housekeeping Award and 2014 Red Orchid Award from the Department of Health (DOH) [8]. The sea and shores in their area are very clean that marine organisms can be observed even during swimming in the beaches. These two significant and robust recognitions suggested that they are very serious in implementing their programs which indirectly help the delivery of support services to farmers and fishers. During the interviews, respondents stressed out that the irrigation system is evident and contributed a lot to the farmers. But, Ozamiz City and Tangub City have citizens' satisfaction with LGU's Agricultural Support Services as fair. Therefore, both LGUs exhibit desired/satisfactory performance which meets citizens' expectations. While citizens' assessment of the Agricultural Support Services is satisfactory, further effort and additional intervention are still necessary to improve citizens' feedback services/programs offered by the LGU. Interventions should aim to address the local government's reach and quality of service from the point-of-view of the people as clients and as citizens.

The satisfaction of the citizens as the recipient of the services provided by the government is essential. If the citizens are satisfied, then they would add value to the services and more critically they can spread a positive word of mouth creating a good reputation of the local government [9].

**Table1.** *Satisfaction assessment among citizens on agricultural services of Local Government Unit*

Agricultural Services	Local Government Unit		
	Ozamiz	Oroquieta	Tangub
1. Irrigation System	1.14	1.52	0.80
2. Planting Materials Distribution System	1.00	1.38	0.93
3. Operations of Farm Produce Collection and Buying Stations	0.91	1.46	0.98
4. Prevention and Control of Plant and Animal Pests and Diseases	0.86	1.47	1.08
5. Certified Seed Facilities, Fish Hatcheries, Dairy Farms, Livestock Markets, Animal Breeding Stations and Artificial Insemination Centers	1.00	1.66	0.84
6. Assistance in the Organization of Farmers' and Fishermen's Cooperatives (including the transfer of appropriate technology)	1.00	1.61	0.98
7. Water and Soil Resource Utilization and Conservation Projects	0.92	1.38	0.97
8. Enforcement of Fishery Laws in Municipal Waters (conservation of mangrove)	1.08	1.48	0.95
	7.91	11.96	7.53
Satisfaction Net Score	49.41	72.71	45.71
Interpretation	Fair	High	Fair

The projects and programs of the three local government units that aim to improve their cities and can even contribute to nationally to a great extent. But, studies show that these projects and programs were not efficiently managed due to long duration and involvement of various stakeholders causing plan and implementation difficulties [10]. Also, the limited experts, personnel, and technicians in the delivery of efficient and effective services to the citizens will significantly affect the perception of the citizens to the services and the providers. Budget is highly needed to make the projects and programs implemented effectively and efficiently. Governments worldwide are facing increasing pressure to meet the public needs with budget constraints [11]. The allocation and suspension of budget support are related to political conditionality [12].

The high satisfaction on the agricultural services among the citizens in Oroquieta City is congruent to its needs (Figure 3). Tangub City respondents also declared that they profoundly need the agrarian support services coming from the LGU but different in Ozamiz City. Trust in the government and perceived quality of services may affect the perception of the citizens [13]. The bad operations of government services will develop public distrust while the better functioning of public services will raise the government trust [14].

Local government units of Ozamiz and Tangub must improve their service delivery, allocate higher budget and increase the involvement of civil society organizations, private sectors, civic organizations, academe, national line agencies and other stakeholders during the activities. The LGU-Oroquieta City must maintain their performance to sustain the effective and efficient delivery of their agricultural services and programs.



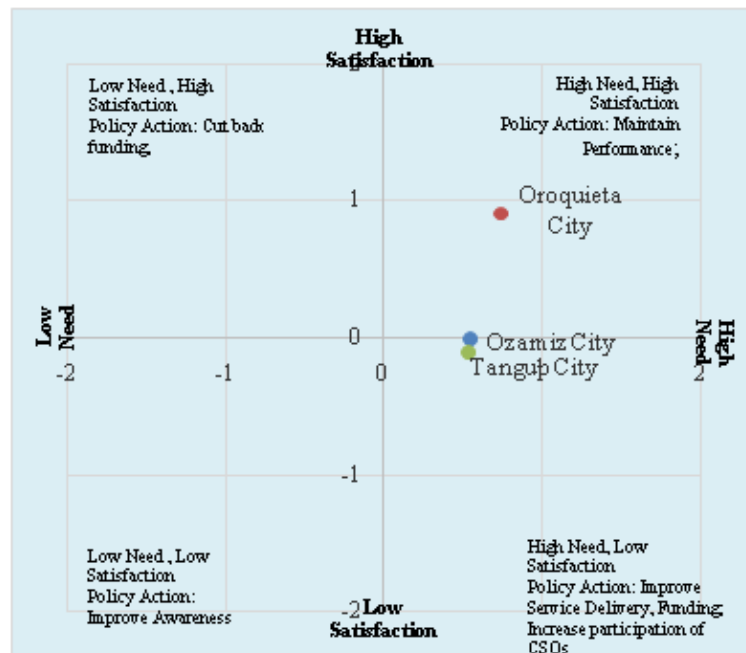


Figure 3. Importance-satisfaction action grid in three LGUs of Misamis Occidental

#### 4. CONCLUSION

Fair satisfaction rating was given by the citizens of both Ozamiz and Tangub cities to the agricultural support program of the two local government units. However, they were rated very low in awareness and low in availment. All components of the agricultural support program should be strengthened and improved, with emphasis on information dissemination/campaign, to increase the knowledge and availment of the citizens to the agricultural support programs/services. On the other hand, high satisfaction rating was given to LGU-Oroquieta City on agricultural support demonstrates very satisfactory performance/outcome which meets citizens' expectations. However, improvements can continuously be applied, if necessary, to further improve citizens' feedback.

#### 5. ACKNOWLEDGMENT

The researchers would like to acknowledge the Department of Interior and Local Government for the funding, the LGU of Ozamiz, Oroquieta, and Tangub for their cooperation, and the Misamis University for the valuable support.

#### REFERENCES

- [1] Official Gazette of the Republic of the Philippines. Retrieved from [www.officialgazette.gov.ph/](http://www.officialgazette.gov.ph/). March 3, 2018.
- [2] Di Napoli, T. P., The importance of agriculture to the New York State economy, Office of the State Comptroller, New York City, (2015).
- [3] Almarshad, S. O., Municipal awareness and citizen satisfaction: The case of the northern borders in Saudi Arabia, *International Review of Management and Marketing*, 5(2), (2015).
- [4] Coconuts Manila, For the third Year in a Row, Philippines Ranks First in time spent on social media, (Januray 30, 2018).
- [5] Elahi, E., Abid, M., Zhang, L., ul Haq, S., and Sahito, J. G. M., Agricultural advisory and financial services; farm level access, outreach and impact in a mixed cropping district of Punjab, Pakistan *Land Use Policy*, 71, 249-260, (2018).
- [6] Ocampo, L., Alinsub, J., Casul, R. A., Enquig, G., Luar, M., Panuncillon, N., ... and Ocampo, C. O., Public service quality evaluation with SERVQUAL and AHP-TOPSIS: A case of Philippine government agencies, *Socio-Economic Planning Sciences*, (2017).
- [7] Jones, M., and Kondylis, F., Does feedback matter? Evidence from agricultural services, *Journal of Development Economics*, 131, 28-41, (2018).
- [8] Oroquieta City Official Government Website, Retrieved from <http://oroquietacity.gov.ph/>, (April 3, 2018).

- [9] Hanif, M., Hafeez, S., and Riaz, A., Factors affecting customer satisfaction. *International research journal of finance and economics*, 60(1), 44-52, (2010).
- [10] Patanakul, P., Kwak, Y. H., Zwikael, O., and Liu, M., What impacts the performance of large-scale government projects?. *International Journal of Project Management*, 34(3), 452-466, (2016).
- [11] Chih, Y. and Zwikael, O., Project benefit management: a conceptual framework of target benefit formulation. *Int. J. Proj. Manag.* 33 (2), 352–362, (2015).
- [12] Molenaers, N., Gagiano, A., Smets, L., and Dellepiane, S., What determines the suspension of budget support?. *World development*, 75, 62-73, (2015).
- [13] Susanto, T. D., and Goodwin, R., Factors influencing citizen adoption of SMS-Based e-Government Services. *Electronic journal of e-government*, 8(1), (2010).
- [14] Van de Walle, S., and Bouckaert, G., Public service performance and trust in government: the problem of causality. *International Journal of Public Administration*, 26(8-9), 891-913, (2003).

**Citation:** *Yunalyn Labajo Villantes, et.al. "Citizens' Judgment on Local Government Performance in Delivering Agricultural Services in Three Cities of Misamis Occidental, Philippines " International Journal of Humanities Social Sciences and Education (IJHSSE), vol 6, no. 2, 2019, pp. 22-28 doi: <http://dx.doi.org/10.20431/2349-0381.0602003>.*

**Copyright:** © 2019 Authors. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.