Journal of Fundamental and Applied Sciences

ISSN 1112-9867

Available online at http://www.jfas.info

Research Article

Special Issue

CITIZEN'S CHARTER FEEDBACKING SYSTEM

J. B. Julve

Surigao Del Sur State University - Cantilan Campus

Published online: 24 February 2018

ABSTRACT

The aim of this study is to design and develop an automated feedbacking system for the implementation of Citizen's Charter in SDSSU- Tandag. The system design is to be used purposely for automation of the manual process of sending comments. Quantitative method was considered on the assessment of the efficiency and level of satisfaction of the newly developed feedbacking system. Questionnaire was the primary tool used for gathering the data. A developmental approach was also employed on the development of the system. The respondents were three hundred sixty eight students, regular faculty and staff. The research was conducted at Surigao del Sur State University Tandag City. After the data were gathered tabulated and analyzed, the researcher obtained the findings that the newly developed Citizen's Charter Feedbacking System for Surigao del Sur State University is most efficient. It is particularly deemed effectual in the overall content and operation of the system. Further, the clients/respondents are very satisfied as to the accuracy of the information provided and the timeliness of sending comments. The researcher recommends that the Administration should facilitate the implementation of the Citizen's Charter Feedbacking System as an aid to the manual process of sending feedbacks. The Feedbacking system is also suggested to be used as means of valuing feedbacks from clients and continuously improve the performance of the university to meet customer satisfaction.

Keywords: Citizen's Charter, Feedbacking System

Author Correspondence, e-mail: jaypeejulve@gmail.com

doi: http://dx.doi.org/10.4314/jfas.v10i3s.48

INTRODUCTION

Observations are formed at the frontline services transaction." Service quality is tested, gauged and determined to a large measure at the frontline desk". (Doque, F.). The Anti Red-Tape Act (ARTA) of 2007, known as Citizen's Charter was created to end complaints on lengthy procedures and fixers. The charter serves as a contract between the public and state on how services are to be provided. This paper intends the development of a Citizen's Charter feedbacking system. It has the following objectives: a) design and develop an automated feedbacking system in SDSSU, b) assess the level of efficiency and, c) determine the standard off client's satisfaction of newly developed feedbacking system.

Tritter (1994) studied the Citizen's Charter. He scrutinized the opportunities for users' perspective. It has been described as one of John Major's fundamental policies wherein citizen's charter can also be viewed as reflective of the services of innovations within a government system. It is designed to bring rhetoric of contracts to bear on the provision of public utilities..

Feedbacks may include complaints, suggestions and compliments by the clients who received the services that have been tendered. The present scenario of delivering feedbacks in every implementing agency is providing a sheet of forms and suggestion boxes, to fill in for comments based on the services and commitment offered by the frontline desk personnel. The accomplished form will be dropped at the suggestion boxes. However, it is not regularly opened to check if there are some suggestions, compliments or even complaints about immediate response with the concerned frontline personnel.

It is in this study that the researcher examined the manual flow of the delivery of frontline services in SDSSU mainly sending of feedbacks or suggestions by the clients. For an attainable solution to the gaps stated above, the researcher has come up with the realization, that there is a need to develop an automated feedbacking system for the implementation of the citizen's charter. Consequently, automation of such feedbacking system processes is the key to ending up hassle in filling out the forms and an extensive time to respond for any feedbacks to the clienteles.

THEORETICAL BACKGROUND

This study theorizes that the development of a system to improve the citizen's charter feedbacking will reach client's satisfaction and level of efficiency of the system. This assumption is supported by Feedback control theory. It is a systematic theoretical approach for analysis and design that predicts system response and stability to input. Applying

information to cause system variables to conform to desired values called the reference. Feedback control is a deeply embedded network: interaction with physical environments. (Doyle J. et.al.1990).

Another theory by Royce(1970), The Waterfall Model that represents the software development process in a linear, sequential flow. The Waterfall Model was first called as the Process Model; It is very simple to understand and use, each step must be completed fully before the next phase can begin. At the end of each stage, a review takes place to determine if the project is on the right path and whether or not to continue or discard the project. In this model, the testing starts after the development is complete. System development life cycle was also employed as guide on the elaboration of the system.

RESEARCH METHODOLOGY

This study uses the developmental approach as it aims to design and develop an automated feedbacking system for implementation of Citizen's Charter in SDSSU- Tandag. Quantitative method was considered on the assessment of the efficiency and level of satisfaction of the developed system. Slovin's Formula is used in this study. Stratified Proportional Random sampling is applied to get the proportion number of respondents. A modified-adapted questionnaire is used to provide the researchers sufficient data in the assessment of the efficiency of the feedbacking system. The questionnaire consisted of three parts. It includes (1) Development of Feedbacking system, (2) Level of Efficiency of the system, and (3) Level of client's satisfaction on the newly developed feedbacking system..

Technical Aspects of the System

This section presents the policy development and its requirements, needed for the design and development of the feedbacking system

Requirements:

In this phase the researcher evaluated the needed elements for the system to work.

Software

MySQL, Visual C#

Hardware

(Server) 1 Complete set Desktop Computer, Processor: Intel Core I5 ,

RAM: 4GB , Hard Drive: 1 TB

(Client) 2 – 5 Complete set of Desktop Computer Processor: Intel Core I3,

RAM: 4GB, Hard Drive: 500 GB

Design:

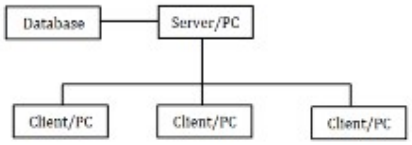

Fig.1. System Design

The figure above shows the proposed system design. Purposely, this is intended for automation of the manual process; it provides a more pleasant, timely, reliable, efficient and sophisticated electronic system. It is a client-server based system. Moreover, feedbacking system will systematically transmit comments as data to the server that can be viewed by concerned service provider, personnel to be specific. With this, the clients will be posting his/her suggestions or complaints automatically by using the system. It will orderly display user-friendly icons in which the customer will just select then input comments/suggestions and click the send feedback button.

An added feature that is a facial recognition, where the system intelligently scan and authenticate the face of every client who will use the system. A Pop-up menu commonly called notification will appear on the screen(server) of the computer to inform that a new feedback has been sent, for an immediate response. It is analogous to a client sending comments to the server with its established connection over local area network (LAN).

Implementation:

In this phase, the proposed system is thoroughly perfected. The carrying out of the system is done by the coder of the researcher. During the last part of this stage, system components produced are integrated. In this period, the front result that is the main page of the system. A facial recognition is an added feature to sophisticate the system and it identifies facial features by extracting landmarks, or features from an image of the subject's face.

Fig.2. Main Page of the System

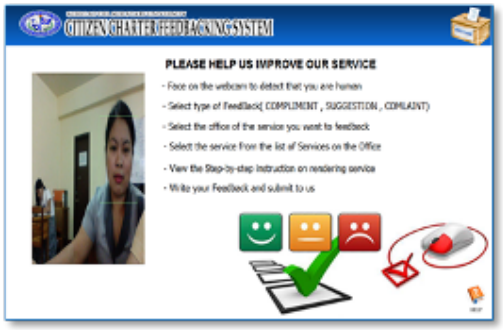

Fig.3. Main Page(2) of the System

Verification:

After the implementation and integration phases are completed, the system is tested and debugged; any faults introduced in earlier stages are removed here. The feedbacking system is secure, using the facial recognition; and it is also an application that automatically identify and verify a person or the clients, after identifying the client, operation of the system will start.

Maintenance:

Maintenance is the final phase where the researcher allots a definite period for system maintenance and other improvements if needed in accordance with users feedback and others. The need to maintain the system, may consider refashioning of the design to address shortcomings and advance efficiency. It is also done to address conform with technological advancement.

The researcher used the standard model in developing a system, the Waterfall Model**.** A survey was conducted randomly on the following respondents. They are; students, faculty and staff of SDSSU – Tandag. The stated respondents are the one who avail the frontline services.

In obtaining the sample of respondents, stratified proportional random sampling was employed using systematic random sampling. It was done to get the representative sample of respondents. The data of respondents was taken from the University profile with the total population of 4,622. Composed of four colleges CBM, CECST, CAS, CTE, both regular faculty and staff.

Table 1. Distribution of Respondents

Respondents	Frequency	Percentage
CBM	131	36%
CECST	71	19%
CAS	103	28%
CET	55	15%
Reg. Faculty	5	1.2%
Reg. Staff	3	.8%
Total	368	100%

Weighted mean was employed to determine the level of efficiency of the newly developed feedbacking system and the level of client's satisfaction on the use of feedbacking system.

On the degree of efficiency of the feedbacking system, the system design/interface, use of feedbacking system and the overall content of the system was scaled using the following quantitative description that served as guide.

Table 2. Scale and Quantitative Description

Weight	**Scale**	**Interpretation**
4	3.26-4.00	Most Efficient
3	2.51-3.25	More Efficient
2	1.76-2.50	Less Efficient
1	1.0-1.75	Not Efficient

As to the level of client's satisfaction of the newly developed feedbacking system the following scale and quantitative description were used;

Table 3. Scale and Quantitative Description

Weight	**Scale**	**Interpretation**
5	4.21-5.0	Very Satisfied
4	3.4-4.2	Moderately Satisfied
3	2.61-3.3	Satisfied
2	1.81-2.6	Less Satisfied
1	1.0- 1.8	Not Satisfied

The following scale and quantitative description served as guide:

Table 4. Scale and Quantitative Description

Weight	Scale	Interpretation
4	3.26 – 4.00	Strongly Agree
3	2.51-3.25	Agree
2	1.76-2.50	Disagree
1	1.0- 1.75	Strongly Disagree

RESULTS AND DISCUSSION

In its most basic form, feedback is information. The Citizen's Charter Feedbacking System in the context of performance of technology. It can be used as part of an involvement in organization to increase awareness and improve performance that would guide future action to achieve a desired outcome (Stumme, 2012). Furthermore, there is a need to develop a Feedbacking System.

The development of the Citizen's Charter was done following the system development life cycle, in which requirements was first completed. Software Tools and Hardware Specification were identified in this phase that would best fit to the requirement of the system. Design of the system was also considered based on the need of the feedbacking system. Coding and debugging were done to verify correct behavior of the system. Series of testing was carried out on non-respondents to assess the reliability and efficiency of the feedbacking system.

Table 5. Level of Efficiency of the Newly Developed Feedbacking System

1. System Use of Feedbacking System Design/Interface	**Mean**	**Adjectival Rating**
2.1 Format screen is consistent and feedback forms are available and easy to fill in.	3.58	Most Efficient
1.1 The system is pleasant, simple to use and its interface uses standard colors.	3.50	Most Efficient
2.2 Feedbacking system is consistent throughout the whole process.	3.42	Most Efficient
1.2 The information provided for the system is easy to understand and clearly organized.	3.60	Most Efficient
2.3 Sending feedbacks is simple and fast.	3.60	Most Efficient
1.3 The system allows the user to use keyboard and mouse with meaningful paths and exit.	3.56	Most Efficient
2.4 Informs the user that the feedback (complaint, compliment, suggestion) has been sent.	3.60	Most Efficient
1.4 Provide selectable areas (in categories) to allow users access to information).	3.59	Most Efficient
2.5. Restricts user feedback duplication (verification).	3.48	Most Efficient
1.5 Allow the users to directly manipulate interface objects.	3.51	Most Efficient
Grand Mean	**3.54**	**Most Efficient**
Grand Mean	**3.55**	Most Efficient

3. Content	**Mean**	**Adjectival Rating**
3.1 Provide all guidelines (Time frames, In-charge personnel, Fees and requirements) rendered in the frontline services.	3.62	Most Efficient
3.2 Uses familiar control icon for types of media.	3.51	Most Efficient
3.3 The organization of the information on the system screens is clear.	3.58	Most Efficient
3.3 The organization of the information on the system screens is clear.	3.58	Most Efficient
3.4 Display descriptive messages and text through message dialogue boxes.	3.60	Most Efficient
3.5 Feedbacks are stored in the database and can be retrieved anytime it is needed.	3.57	Most Efficient
Grand Mean	3.58	Most Efficient
Overall Mean	3.56	Most Efficient

Table 5. shows the level of efficiency of the newly developed feedbacking system. The table presents that the system is most efficient in terms of its System Design/Interface having a

grand mean of 3.55. This means to say that the information provided for the system is easy to understand and clearly organized. It implies that many technological innovations rely upon System Interface Design to elevate their technical complexity to a usable product/system.

On the Use of Feedbacking System, the clients/respondents rated the system as most efficient with the grand mean of 3.54. It means to say that the system particularly the Design interface is generally excellent. This is supported by the study conducted by (Nielsen, 2014). He said that in the development of a system, It should be accessible, easy to use, and efficient.

The content of the newly developed feedbacking system was found to be most efficient with the grand mean of 3.58. It implies that the overall content of the system is well organized, the given information is clear, uses familiar icons. The system also ensures that all data has been stored safely in the database and can be retrieved anytime it is needed. In addition, the system provides all the guidelines

Table 6. Level of Client's Satisfaction with the Newly Developed Feedbacking System

Indicators	Mean	Adjectival Rating
1. Extent of satisfaction with the newly developed Citizen's Charter Feedbacking system.	4.39	Very Satisfied
2. Extent of satisfaction with the overall operation of the system.	4.30	Very Satisfied
3. Extent of satisfaction with your first use experience.	4.36	Very Satisfied
4. Extent of satisfaction with the accuracy of information provided.	4.41	Very Satisfied
5. Extent of satisfaction with the timeliness of sending feedbacks.	4.47	Very Satisfied
Overall Mean	**4.39**	**Very Satisfied**

Table 6 describes the satisfaction of the clients/respondents on the use of newly developed Citizen's Charter feedbacking system. The result shows that the clients/respondents are very satisfied with the utilization of the feedbacking system with the grand mean of 4.58. Furthermore, client's/respondents are very satisfied on the accuracy and timeliness of sending feedbacks. The value of timeliness has to be considered in designing information systems, to completely satisfy individual user requirements through suitable access restrictions, (Dewan R. & Dewan S. 2009).

CONCLUSION

Based on the findings of the study, the researcher concludes that the newly developed Citizen's Charter Feedbacking System is efficient. It is particularly true in the overall content and operation of the system. Moreover, the clients/respondents are very satisfied as to the accuracy of the information provided, the timeliness of sending feedbacks. In addition, clients/respondents are very satisfied with the newly developed feedbacking system, even with their first use experience.

REFERENCES

Dewan R. & Dewan S. (2009)"Managerial Incentives and The Value of Information Systems Timeliness", Journal of Organizational Computing http://dx.doi.org/10.1080 /10919399509540254

Doyle, J., Francis B. & Tannenbaum (1990) Feedback Control Theory. Macmillan Publishing Co. http://www.control.utoronto.ca/people/profs/francis/dft.pdf

Tritter, J.(1994) The Citizen's Charter: Opportunities Or or Perspective. Wiley Online Library http://onlinelibrary.wiley.com/doi/10.1111/j.1467-923X.1994.tb01554.x/full

Neilsen R.(2014) Evidence-Based User Experience Research, Training, and Consulting. See also, http://www.nngroup.com/

Royce, W. (1970) "Managing the Development of Large Software Systems" Proceedings of the Ninth International Conference on Software Engineering pp.328--338. https://www.bibsonomy.org/bibtex/e1d86d2011758ef5f697b812873d1460

Stumme, B.(2012) Feedback Systems. www.edweb.sdsu.edu/people/arossett/pie/interventions/feedback

Local Government Academy (2008).Primer on RA 9485: The Anti Red Tape Act of 2007. DILG Pasig, Philippines http://www.dilg.gov.ph/issuances/ra/RA-9485-Anti-Red-Tape-of-2007-/5

How to cite this article:
Julve J B. Citizen's charter feedbacking system. J. Fundam. Appl. Sci., 2018, *10(3S), 561-571.*