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TITLE OF THE STUDY

SANTA ROSA CITY MARKET CODE IMPLEMENTATION AND CONSUMERS
AND VENDORS' SATISFACTION: BASIS FOR INTERVENTION PROGRAM

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ABSTRACT

The main objective of the study was to assess the level of implementation of the Santa Rosa City Market Code through the input of its consumers and vendors and at the same time to determine their satisfaction level with the said implementation. The researcher-made questionnaire was utilized in assessing the implementation level and the satisfaction level of the respondents on the implementation of the said Market Code. The data were statistically treated with the help of Statistician from LCBA.

The findings of the study showed that the Santa Rosa City Market Code, in general assessment was "Implemented" and the vendors and the consumers' satisfaction level with the said implementation, in general, are "Satisfied". There is a "very small positive correlation" between the management of the cited public market and the satisfaction of the consumers and vendors.

The study also analysed the implementation level of the Market Code and how satisfied with the implementation of the said market code the main characters of a Public market which are the consumers and vendors. The consumers and the vendors of public market in Santa Rosa City Laguna are the population of this study. The two hundred sixty (260) respondents have been as sample and analytical research design has been adopted in the study.

The research paper concluded that since the Santa Rosa City Market Code implementation has significant effect with the satisfaction of consumers and vendors, therefore, the management of the Santa Rosa Public Market must be more efficient and consistent with the implementation of the Santa Rosa City Market Code in terms of cleanliness and sanitation, security and public safety, and administrative functions and services.

1.0 INTRODUCTION

Since antiquity, cities throughout the world have established markets to provide shelter for buyers and sellers and to protect and promote the trade in fresh food. Based on the fact that public markets were critical to the city's self-image and visible indicators of a healthy and well-regulated economy. The market shoppers, who could always see, hear, taste, and smell can judge the city's performance whether or not the government was doing its job.

For centuries, different local governments established market laws and constructed special buildings and spaces that demonstrated its commitment to protect citizens from spoiled food, high prices, food shortages, and merchandise that did not meet standard weight or measure. Sales of perishable goods were carried on openly, at specified times, so that anyone passing by may judge the quality of goods and witness transactions.

In the Philippines, as every city or town has a plaza and church, each also has a public market. It is popularly known as “palengke”. A palengke is usually composed of several dozen stalls arranged in rows under a shared roof and managed by the local governmental units whose jurisdiction encompasses the physical location of the markets.

Like any public market, it exists to fulfill the same function of providing food and goods at low prices to poor people and at the same time bounded by laws and regulations of the city or municipality to standardize the operation of the public market.

According to Title III Chapter 3 Article 3 of Republic Act 7160, otherwise known as the “Local Government Code of 1991” a city was empowered, through its legislative body known as the Sangguniang Panlungsod, to establish markets and authorize its operations,

Thus, the City of Santa Rosa in Laguna, on December 23, 2013, issued an ordinance adopting the Santa Rosa City Market Code. The code governs the establishment, classification, administration and operation of all government owned public markets in Santa Rosa City.

According to the Market Code of Santa Rosa, the administration of the City Market shall exercise direct and immediate supervision, administration and control over the Santa Rosa City Public Market and personnel, including those whose duties concern the maintenance, upkeep, peace and order of the Market premises. It aims to make the public market a responsive and effective instrument of public service.

Santa Rosa City Public Market, governed by the City Market Code and as an economic enterprise entity catering to the satisfaction of basic necessities of the people, has to respond according to what the people need and its management must try to understand the public views to improve its services. Besides, the provision of quality service is the key to maintain public satisfaction which is the main objective of establishing and operating a public market.

Security control, proper sanitation, and administrative services are the main concerns of citizens in a public market. Public market administration as part of the LGU should implement laws and regulations based on Market Code and other City Ordinances.

Doing the job and doing the job well is different. Performing job responsibilities and implementing its rules and regulations is not an assurance that it will satisfy the public. As goods and merchandise comes in different varieties and so is the basis of satisfaction of the citizens. The two main characters in a public market that needs to be satisfied are vendors and consumers. They have the roles that keep the balance of the market economic system. As per commitment for continuous improvement to give a quality and satisfying service, a study to identify those needs is necessary.

This study will showcase the current level of implementation of Santa Rosa City Market Code and the level of satisfaction of its vendors and selected consumers as to the implementation of the said code. The researcher would want to magnify which are the specific areas that the City Market Administration excels at and at which part do they need to make improvement. The result may be used as a basis to propose an intervention program and to justify the needed resources to enhance the implementation level of the Santa Rosa City Market Code and the

satisfaction of consumers and vendors towards the management of the Santa Rosa City Public Market.

Theoretical Framework

As the government takes charge in the regulation of a Public Market, like in any other countries, the Philippine local government imposes policies, rules and regulations that will regulate the operation of Public Market, that is, through the Market Code.

Policy implementation is of critical importance to the success of government. Even in an ideal political setting, no policy can succeed if the implementation process does not adequately reflect the intentions of the policy makers.

After the mid-1970s, researchers sought to create systematic theories of the policy process that were generalizable to many cases. With this, two separate research approaches emerged. The first of these approaches emphasize a "top-down" perspective on policy implementation. These studies focus on the gaps between the goals set by a policy's drafters and the policy's actual performance and outcomes. The second approach emphasizes a "bottom-up" perspective, which suggests that implementation is best studied by starting at the lowest implementation system levels and moving upward to see where performance is more or less successful. While the third generation of implementation research Hybrid (synthesis) theories try to overcome the divide between the top-bottom and bottom-up approaches of policy implementation by incorporating top-down and bottom-up models. It focuses on the two theories' relative strengths and weaknesses and synthesizes them into a balanced implementation theory. In this manner, "implementation is considered as much a matter of negotiation and communication as opposed to a matter of command, where it sometimes is resisted on the grounds of unclear or inconsistent goals with receivers' expectations." (Seraw & Lu, 2020)

Citizens' satisfaction with public services has emerged as a focus of research and as a major subject of governmental interest in recent years, corresponding roughly to the increased focus on government providing "citizen centric" public services. Thinking of citizens as customers or consumers of government services was one of the core ideas of the New Public Management (NPM). (Nguyen, 2016)

Expectations and perception individually and collectively influence the satisfaction.

(Chatterjee, Suy, 2019)

Customer satisfaction is the internal feelings of every individual which may be satisfaction or dissatisfaction resulting from the assessment of services provided to an individual in context to customer's anticipation by an organization. The most important concept of customer satisfaction is accepted all around the world is the expectancy disconfirmation theory (Saleem, 2014).

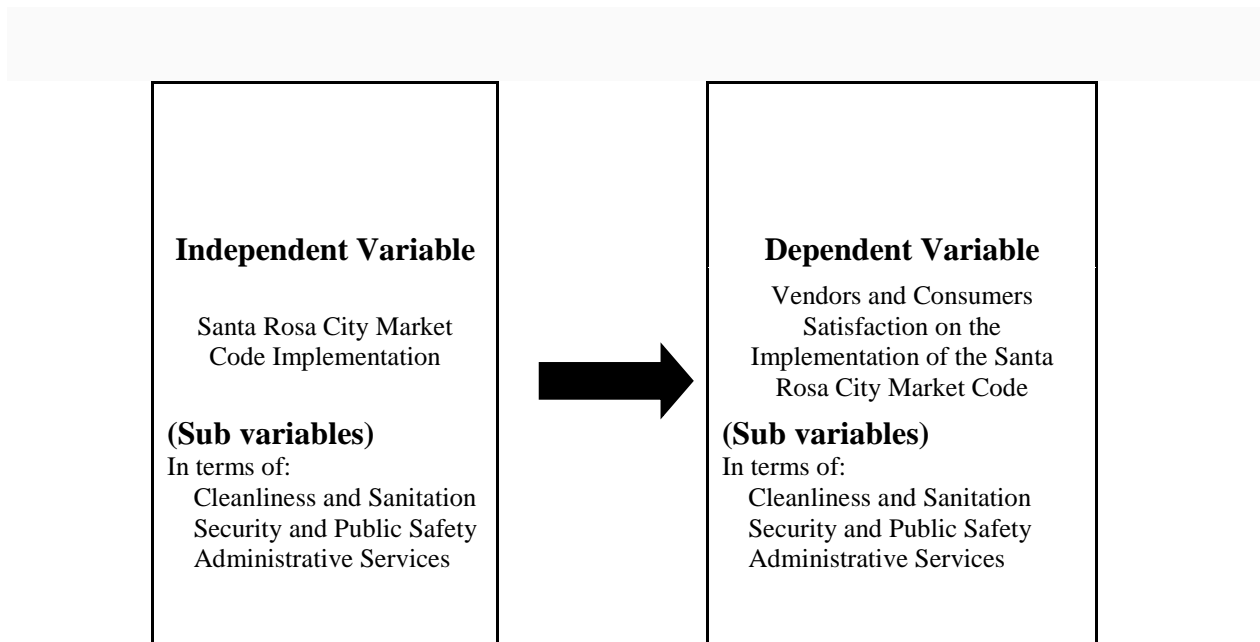
Expectancy-Disconfirmation Paradigm (EDP), drawing on the adaptation level theory, developed the Expectancy-Disconfirmation model for the study of consumer satisfaction, which received the widest acceptance among researchers. The Expectancy Disconfirmation Model (EDM) posits that the disconfirmation (the difference between expectations and perceived performance) affects citizen satisfaction. (Grimmelikhuijsen, & Porumbescu, 2017). These frameworks generally imply conscious comparison between a cognitive state prior to an event and a subsequent cognitive state, usually realized after the event is experienced. Grimmelikhuijsen, & Porumbescu (2017) proposed the Expectancy-Disconfirmation Paradigm (EDP) as the most promising theoretical framework for the assessment of customer satisfaction. The model implies that consumers purchase goods and services with pre-purchase expectations about the anticipated performance. The expectation level then becomes a standard against which the product is judged. That is, once the product or service has been used, outcomes are compared against expectations. If the outcome matches the expectation confirmation occurs.

Assessing the level of satisfaction of organizations and individuals for public administrative services contributes to administrative reform in order to better serve the people. (Dang, Nguyen, 2018)

Policy feedback and evaluation are important to consider in the wider implementation process in order to take into account a range of impacts. Awareness of the actual concerns and insights of the people in the public market based on consumers and vendors assessment on its rules and regulations implementation can guide the public market administrator on more effective and proper handling of occurrences that may arise due to dissatisfaction of its citizens.

It will give opportunity to propose intervention programs that will enhance the public level of satisfaction and for more efficient management of the Santa Rosa City Public Market.

Conceptual Framework (Research Paradigm)



It was shown in the research paradigm of our independent variable which is the implementation of the code governing the management of the Santa Rosa City Public Market, the Santa Rosa City Market Code, in terms of Cleanliness and Sanitation, Security and Public Safety, and Administrative Services. And for the dependent variable, which is the satisfaction of the selected vendors and consumers of the said public market as the Santa Rosa City Market Administration Office implements the laws and regulations specified on the market code in terms of Cleanliness and Sanitation, Security and Public Safety, and Administrative Services.

These data were processed, from data collection and organization, it was analyzed and come up with the comparative analysis and determined the respondents assessment to the level of implementation of the City Market Administration Office with the Santa Rosa City Market Code, and with the use of correlation analysis, we determined the relationship between the level of implementation of the Santa Rosa City Market Code and the satisfaction of its consumers and vendors.

For the output, based on the result of the processed data fed by the researcher, concerned personnel may consider the recommendations and proposed intervention programs that will

improve the operational management of Santa Rosa City Public Market with regards with the City Market Code implementation in terms of Cleanliness and Sanitation, Security and Public Safety, and Administrative Services and improve the level of satisfaction of consumers and vendors with the implementation of the said Market Code.

Statement of the Problem/Central and Corollary Questions

The study is an attempt to determine the level of implementation of the Santa Rosa City Market Code and its satisfaction to vendors and consumers. Specifically, it aims to answer the following questions:

1. What is the level of implementation of Santa Rosa City Market Code as assessed by the market vendors and consumers in terms of:
 - 1.1 Cleanliness and Sanitation,
 - 1.2 Security and Public Safety, and
 - 1.3 Administrative Services?
2. Is there any significant difference between the assessments of the two groups of respondents on the level of implementation of Santa Rosa City Market Code?
3. What is the level of satisfaction among market vendors and consumers as to the implementation of Santa Rosa City Market Code?
4. Is there any significant difference between the assessments of the respondents in terms of the level of satisfaction among market vendors and consumers as to the implementation of Santa Rosa City Market Code?
5. Is there any significant relationship between the level of Santa Rosa City Market Code implementation and its vendors and consumers' satisfaction?
6. Based on the findings of the study, what intervention program can be proposed to improve the operational management of the public market on its implementation of Santa Rosa City Market Code?

Hypothesis (for Quantitative Research only)

The following hypotheses were tested for their significance:

1. There is no significant difference between the assessments of the two groups of respondents on the implementation of Santa Rosa City Market Code.
2. There is no significant difference between the assessments of vendors and customers as regards to their satisfaction on the Santa Rosa City Market Code implementation.
3. There is no significant relationship between the level of Santa Rosa City Market Code implementation and its vendors and consumers' satisfaction.

Scope and Delimitations

For the clarity of focus, this research undertaking was guided by scope and delimitation. The study was focused on the level of implementation of the City Market Administration Office with the governing Santa Rosa City Market Code in terms of cleanliness and monitoring, security and public safety, and administrative services and the level of satisfaction on the part of its vendors and selected consumers. Functions of other offices supporting the City Public Market in terms of standardized rules and regulations prescribed by law was checked and mentioned but its implementation was not the focus of the actual study, however in terms of related results, conclusions and recommendations was presented by the researcher. The study was limited to the respondents' answers to the survey questions and to the type of questions given to the respondents.

Review of Related Literature and Studies

A public policy is the guide to action to operationalize a principle, a law, a vision, or a mandate which are translated into various programs, projects and actions with goals and objectives that should be attained. It is a framework of governmental intervention that covers a variety of activities, and that is legitimate. The success of an adopted public policy depends on how successfully it is implemented. Thus, the ordinance adopting Santa Rosa City Market Code that shall govern the establishment, classification, administration, and operation of government owned public markets in Santa Rosa City must be implemented and mobilized into the direction of its purpose.

Several authors recognize similar factors for the successful implementation of policies, Meter and Horn (1974), Mazmanian and Sabatier (1983), Pressman and Widalvsky (1984), Brinkerhoff and Crosby (2002), and Simon (2010) states that there should be a standard policies and objectives and that should be legitimate. Another factor to consider are the resources, aside from budget allocation, monetary and funds, there should be enough human and technical resources to be considered. Moreover, a need for a linkage between different organizations or an inter-organizational communication and enforcement of activities, that is the coordination and interaction with other organizations or offices to gain mutual benefits and seek support from their expertise. The stakeholders and actors involved and the role delineation or the clear demarcation of responsibility of the implementers.

While the literature contains significant differences in the definition of satisfaction, all the definitions share some common elements. When examined as a whole, three general components can be identified: 1) consumer satisfaction is a response (emotional or cognitive); 2) the response pertains to a particular focus (expectations, product, consumption experience, etc.); and 3) the response occurs at a particular time (after consumption, after choice, based on accumulated experience, etc). Satisfaction consisted of three basic components, a response pertaining to a particular focus determined at a particular time. And it was influenced by expectations and perceptions individually and collectively.

Other authors such as Zeithaml and Bitner (as cited in Alobaidi, 2018) and Oliver ((as cited in Morais, 2020)) pointed out factors that influenced service expectations which are the explicit service promises, implicit service promises, word-of-mouth communications or informal communication, and past experience.

With the mentioned factors on what affects the success and failure of a policy implementation and influenced the public satisfaction, the researcher can conclude that it is essential to the City Market Administration Office to understand the public insights and know their satisfaction level in the implementation of the Santa Rosa City Market Code in order to maximize its purpose towards achieving the organizational goals. In a government office, public satisfaction is imperative to achieve their cooperation in following the rules and regulations being implemented by the local government.

From the above review of related literature and studies, there were no studies yet conducted specifically about City Market Code implementation and its relationship with consumers and vendors' satisfaction in Santa Rosa City Public Market. Public opinions, as well as consumers and vendors' outlook with the implementation of government rules and policies may differ from time to time considering differences on their personal perspectives and so with their judgement on the level of satisfaction.

Thus, through this study, the Local Government Unit through its market administration will be aware as to which areas that needs to improve its implementation capability to meet the public satisfaction. Findings of this study may be used as a basis for the budget allocation of intervention programs and plans for the succeeding years.

2.0 METHODOLOGY

Research Design

Types of Research

Quantitative Research

The study utilized the descriptive correlation research method, as this was suitable and appropriate for the study. The research design enable the researcher to identify the relationship between the level of implementation of the Santa Rosa City Market Code and the level of satisfaction of consumers and vendors. This method is designed if two or more variables are associated with each other. According to Creswell (as cited in Hayyi, 2014), correlational research designs are used by investigators to describe and measure the degree of relationship between two or more variables or sets of scores. It is a procedure in which subjects' scores on two variables are simply measured, without manipulation of any variables, to determine whether there is a relationship. Correlational research examines the relationship between two or more non manipulated variables. Descriptive-correlational research is an appropriate choice when the research aim is to measure two or more relevant variables and assess a relationship between or among them. A descriptive correlational study is a study in which the researcher is primarily interested in describing relationships among variables, without seeking to establish a causal connection. One purpose for doing correlational research is to determine the degree to which a relationship exists between two or more variables.

Descriptive-correlation assessed the relationships between and among two or more variables. It allows testing of expected relationships between and among variables and the making of predictions and can assess these relationships in everyday life events. But still, it cannot be used to draw inferences about the causal relationships between and among the variables. (Stangor and Walinga, 2019)

In order to describe the existing conditions of criteria population and practices and identify the problems sample survey study was used. In this study, assessment of Santa Rosa City Market Management was carried out through determining existing conditions and practices with respect to some variables involving different types of information.

Research Instrument

There were two batches of survey questionnaires that were used for the data collection of this study.

The first questionnaire is to identify the level of implementation of the Santa Rosa City Market Code as assessed by the respondents, consumers and vendors. And the second is to know the satisfaction level of the same respondents to the implementation of the City Market Administration Office of the said city market code. These questionnaires were checked and validated by experts prior to use. It was distributed to the respondents under the researcher supervision. Each of the survey questionnaires was divided into two parts, the first one is the respondents profile which will gather information such as name (but it is optional), age, and gender. Also here it will be identified if they are a vendor or consumer. And the second part is the question proper about their assessment on the level of implementation and the level of satisfaction of the implementation of the City Market Administration Office to the Santa Rosa City Market Code. Both survey questionnaires are divided into three categories based on the Santa Rosa Public Market Administration Office functions which are the Cleanliness and Maintenance, Security and Public Safety, and Administrative Functions and Services. Under each category are the check items that need to be fulfilled by the said office. Four-point likert scale will be used to identify the respondents' level of assessment on the management of Santa Rosa Public Market.

There is a local language (Filipino-Tagalog) translation at the bottom of each item on the survey questionnaire to ensure that it will be completely understood by the respondents, this is aside from the explanation that the researcher has been made as the survey questionnaire will be distributed.

Respondents/Participants of the Study

The respondents of this study are the Vendors and Consumers of the Santa Rosa City Public Market. Their total population size is 400 each with the total of 800. Their corresponding sample sizes was computed using G-Power software program. The total sample size of 260 for the two (2) groups of respondents which is the Vendors and the Consumers of the Santa Rosa City Public Market and were allocated using quota sampling method.

The researcher use the quota sampling method. Quota sampling is defined as a non-probability sampling method in which the researcher create a sample involving individuals that represent a population. Researcher choose these individuals according to specific traits or qualities. Quotas are decided and created so that the market research samples can be useful in collecting data. These samples can be generalized to the entire population. The final subset will be decided only according to the interviewer's or researcher's knowledge of the population.

Because of the involvement of a quota for sample creation, this sampling process is quick and straightforward. By using quota sampling and appropriate research questions, interpreting information and responses to the survey is a much convenient process for a researcher. Researchers effectively represent a population using this sampling technique. There is no room for over-representation as this sampling technique helps researchers to study the population using specific quotas. Also, the budget required for executing this sampling method is minimalistic.

Data Gathering Procedure

The researcher-made questionnaire was considered as the most appropriate data-gathering instrument for this descriptive research study. This is to be used because it gathers data faster than any other method. The researcher requested for the approval and cooperation of the

Santa Rosa City Market Administration personnel for administering the survey questionnaires. Being allowed to do so, the researcher personally conducts the survey.

The survey questionnaire was distributed and the instruction was carefully explained to the respondents for them to understand the purpose of the survey. The researcher assures the respondents that all the information acquired will remain confidential. The researcher considered that the respondents are busy, since the public market is a very busy place, the distributed questionnaires were retrieved in a day or two. As distributed, the researcher was the one to gather the survey questionnaire. The responses were encoded and summarized and were subjected to statistical treatment of data.

Treatment of Quantitative or Qualitative Data

The following statistical treatment was used in the research study:

1. The mean and the four– point Likert Scale were used to describe the level of implementation of the Santa Rosa City Market Code based on the assessment of the consumers and vendors as well as their level of satisfaction with regard to the implementation of the said code.
2. The t-test for independent samples was utilized to identify if there is significant difference on the assessment of the respondents.
3. To establish the relationship between the level of implementation of Santa Rosa City Market Code and the satisfaction of the consumers and vendors, the Pearson product-moment correlation was used.

3.0 RESULTS AND DISCUSSION

Problem Number 1. What is the level of implementation of Santa Rosa City Market Code as assessed by the market vendors and consumers in terms of Cleanliness and Sanitation, Security and Public Safety, and Administrative Services?

1.1 Cleanliness and Sanitation

The general assessment was **3.04** which was verbally interpreted as “**Implemented**”. All indicators were verbally interpreted as Implemented. Furthermore, the indicator “*Regular cleaning of market building and its premises is frequently observed. (Ang regular na paglilinis ng gusali ng palengke at kapaligiran nito ay madalas na sinusunod.)*” has the highest computed

composite mean of 3.20 while the indicator “*Condition of City Public Market buildings and facilities are regularly checked and maintained, which includes water supply, roof and ceiling, lighting, proper ventilation, and electrical power connections and outlets. (Regular na sinusuri at pinanatili ang maayos na kundisyon ng gusali at pasilidad ng pampublikong pamilihan kabilang dito ang suplay ng tubig, bubong at kisame, mantensyon ng ilaw, at linya ng kuryente at mga saksakan nito.)*” has the least computed mean of 2.81.

This implies that cleanliness and sanitation indicated on the Santa Rosa City Market Code are implemented as witnessed both by its vendors and consumers. The daily cleaning of the market and its premises are the most noticeable among vendors and consumers while the regular checking of facilities is the least observable.

1.2 Security and Public Safety

This generates a general composite mean of **3.08** and interpreted as “**Implemented**”. The indicator “Selling of exotic or endangered species within the market and its premises is prohibited. (*Pagbabawal ng pagtitinda ng mga kakaiba o nanganganib ng maubos na uri.*)” has the highest mean which is 3.30 and interpreted as Highly Implemented. Meanwhile, the indicators “Pets are not allowed within the market premises. (*Hindi pinapahintulutan ang mga alagang hayop sa palengke.*)” and “Selling of purely rock salt within the market and its premises is not allowed. (*Hindi pinahihintulutan ang pagtitinda ng purong rock salt.*)” has the least mean of 2.79 and interpreted as Implemented.

The results imply that the rules and regulations specified on the Santa Rosa City Market Code which was used as indicators for the Security and Public Safety are assessed as implemented by the vendors and consumers of the Public Market.

1.3 Administrative Services

The general assessment was **3.15** which was verbally interpreted as “**Implemented**”. The highest mean assessed was 3.25 which was verbally interpreted as “Highly Implemented” that is from the indicator “Management and staff are equipped with knowledge and competent enough to perform their jobs. (*Ang mga namamahala sa palengke ay may sapat na kaalaman sa kanilang trabaho.*)” While the lowest mean assessed was 2.90 and verbally interpreted as Implemented. That is from the indicator “Stall owners and their helpers are constantly reminded

to wear proper clothes.(*Palagiang pagpapaalala sa mga nagtitinda at kanilang mga katulong para sa tamang kasuotan.*)”

The result implies that the administrative functions and services stated in the Santa Rosa City Market Code was implemented, moreover the indicator that the management and staff are equipped with knowledge and competent to perform their jobs has the highest mean.

Problem Number 2. Is there any significant difference between the assessments of the two groups of respondents on the level of implementation of Santa Rosa City Market Code?

Base on the result, there is no significant difference between the responses of market vendors and consumers on the implementation of Santa Rosa City Market Code in terms of Cleanliness and Sanitation.

On the other hand, the generated computed probability values of Security and Public Safety, and Administrative Services were .004 and .012 which were less than the level of significance of 0.05; thus, the null hypothesis is rejected. Therefore, there is a significant difference between the responses of the vendors and consumers on the implementation of Santa Rosa City Market Code in terms of Security and Public Safety, and Administrative Services.

This simply means that both consumers and vendors have almost the same insights regarding the implementation of the Market Code in terms of Cleanliness and Sanitation of the Public Market while they see it differently in terms of Security and Public Safety and Administrative Functions and Services.

Problem Number 3. What is the level of satisfaction among market vendors and consumers as to the implementation of Santa Rosa City Market Code?

3.1 Cleanliness and Sanitation

The general assessment was **2.99** which was verbally interpreted as “**Satisfied**”. All indicators were verbally interpreted as Satisfied. The indicator “Consumables supplies used in cleaning always have enough stock. (*Ang mga nauubos na panustos na ginagamit sa paglilinis ay laging may sapat na bilang.*)” has the highest computed composite mean of 3.16 while the indicator “Toilet and restrooms are clean and maintained.(*Ang mga palikuran ay malinis at palagiang maayos.*)” has the least computed mean of 2.62.

This implies that the consumers and vendors are both satisfied with the implementation of Santa Rosa City Market Code in terms of cleanliness and sanitation. However, it doesn't reach the Highly Satisfaction level. Even the consumer's rate for indicator number three (3) fell on the Slightly Satisfied level. This possibly means that the consumers and vendors did not meet their expectation on the level of cleanliness of toilets and restrooms.

3.2 Security and Public Safety

This generates a general composite mean of **3.11** and interpreted as “**Satisfied**”. The indicator “Selling of exotic or endangered species is not occurring. (*Walang nagtitinda ng mga kakaiba o nanganganib ng maubos na uri.*)” has the highest mean which is 3.26 and interpreted as Highly Satisfied. Meanwhile, the indicator “Selling of purely rocksalt is not happening. (*Walang nagtitinda ng purong rock salt*)” has the least mean of 2.82 and is interpreted as Satisfied.

The results imply that the vendors and consumers were satisfied with the implementation of rules and regulations specified on the Santa Rosa City Market Code which was used as indicators for the Security and Public Safety.

Problem Number 4. Is there any significant difference between the assessments of the respondents in terms of the level of satisfaction among market vendors and consumers as to the implementation of Santa Rosa City Market Code?

The generated computed probability values of Cleanliness and Sanitation was 0.472 which was greater than the level of significance of 0.05; thus, the null hypothesis is accepted. Therefore, there is no significant difference between the responses of market vendors and consumers on their satisfaction with regards to the implementation of Santa Rosa City Market Code in terms of Cleanliness and Sanitation.

On the other hand, the generated computed probability values of Security and Public Safety, and Administrative Services were 0.012 and 0.011 which were less than the level of significance of 0.05; thus, the null hypothesis is rejected. Therefore, there is a significant difference in the level of satisfaction among the vendors and consumers on the implementation of Santa Rosa City Market Code in terms of Security and Public Safety, and Administrative Services.

Problem Number 5. Is there any significant relationship between the level of Santa Rosa City Market Code implementation and its vendors and consumers' satisfaction?

The result showed that there is a significant relationship between the level of implementation of the Santa Rosa City market code and the level of satisfaction of vendors and consumers.

Public services are assistance provided by the government to its citizens, and in further improving their delivery, the citizens will be satisfied and the politicians become popular, get re-elected and increase their credibility and authority. But the most important effect is the general trust in the government they elicit from the citizens.

Problem Number 6. Based on the findings of the study, what intervention program can be proposed to improve the operational management of the public market on its implementation of Santa Rosa City Market Code?

According to the research of Sadera (2019), the government must seek ways to improve the services they provide in order to meet the expectations of their constituents. It adapts and updates its processes in administering public service in order to build trust towards its consumer. People with low levels of trust will be more easily triggered by negative events. It would be gradual and troublesome to recover the trust in public policy and institutions. It will negatively affect or influence their credibility and may somehow escalate and view as a whole for public service. There is a need for the government to revitalize local services, increase administrative performance, and to develop competitive, knowledgeable local officials and personnel.

Based on the data result, the researcher suggested a series of intervention programs and activities to be considered and included in the next Annual Investment Plan.

First is the information and increase of awareness of the concerned entities. For vendors, training or seminars may be provided that will discuss the content of the Santa Rosa City Market Code. Although, it is specified on their contract but most of them were not fully aware of the whole Market Code content. After the discussion it is expected that all of them will understand and therefore comply with minimal or no resistance at all on the implementation of rules and regulations of the City Market Administration Office under the Santa Rosa City Market Code. As stakeholders and actors in policy implementation, their cooperation is necessary for the

effectiveness of the policy implementation, but first, they must have confidence and trust with the implementers.

For consumers and bypassers, posting of tarpaulins carrying the basic rules and regulations of the Santa Rosa City Market can provide appropriate information to the general public. Also, this can help our authorities to easily notice the violators, in case there is an occurrence.

For the City Market Administration Office personnel, a refresher's course, seminar or re-orientation of the Santa Rosa City Market Code and other related rules and regulations, and City Ordinances related to City Market Administration to gain additional knowledge and enhance their capability for more effective and efficient management of the City Public Market. The capability and resourcefulness of individuals involved in implementation should have the qualities such as extensive experience, adequate training, and practical approach to policy management. The presence of a team with different complementary skills and expertise working collaboratively towards a common goal will aid the administration for more effective implementation of the Santa Rosa City Market Code.

Second is to improve the level of cleanliness and sanitation of the Santa Rosa City Public Market. Since the building and facilities are too old, a major plan for rehabilitation may be suggested but since it will require a huge amount of budget, initial actions may be considered like purchasing of high quality cleaning materials and equipment for more efficient cleaning. Also, the interval of checking or inspection of the City Market building and its facilities should be shortened, from once a month inspection, it may be done one to two times a week. This is to check and immediately report any non-conformance and damaged part of the City Public Market Building to achieve immediate action. From the result, a suggestion of overall rehabilitation or major repair if there is a need to. Also, the City Market Administration could consider hiring personnel, such as electricians, plumbers, and carpenters that can immediately attend or repair or fix some damaged area in the vicinity or facilities without waiting for the Office of the City Engineering personnel to perform the job.

Third is to enhance the security and monitoring capability of the City Market Administration. A proposal to increase the number of CCTV cameras on City Market premises to widen the coverage and monitoring. As of this time there were only 10 cameras on the site that can cover only almost 40% of the area.

Another one is to request for speakers to be installed on the key areas of the Public Market. This is to easily announce information, call the attention of concerns for any violations.

As for the stray animals within the public market premises, support may be requested from the City Veterinary Office. Align with Republic Act No. 8485 (The Animal Welfare Act of 1998) and Republic Act No. 9482 (The Anti Rabies Act), it is said that the City Veterinary Office shall ensure that no dogs or other animals shall be left astray in the City Market zone. One of the critical variables in effective implementation is the inter-organizational communication and coordination. The administration should utilize their relationship to gain access to resources and support based on their expertise.

And lastly, for the City Market Administration Office personnel, aside from the re-orientation and seminar regarding the rules and regulations incorporated on the Santa Rosa City Market Code, a proposal to conduct series bench marking on other cities and municipalities Public Market to compare and gather information and check their process if can be adapted to Santa Rosa City Public Market. As implementers, the Administration should show their leadership, effective planning of detailed organization activities, and effective resourcing that focused on the deployment of skilled and motivated resources, and as management with enthusiastic and optimistic behavior with the ability to adapt to prevailing circumstances.

As it is mentioned in a research of Reyes (2019) customer satisfaction in market-oriented business organizations is considered as an important factor in continuance of business. It serves as a lifeline for their survival, helps to stay in the competition as well as improve and build market share. In contrast with the public sector; profit is not a motive, but this does not mean that customer satisfaction will be treated unimportant and be ignored. According to literature, engaging in activities to increase the user satisfaction can build public trust or confidence; promote integrity and accountability in local government. These activities clearly take in consideration the desire to get better value for taxpayer's money or better allocation of resources in public sectors. For this reason, the government needs to deliver high quality services to its constituents. There is a need to exert an effort to evaluate the consistency in satisfaction at any level of service in order to identify deficiency or failing points in the process of service they are delivering at.

4.0 CONCLUSIONS/REFLECTIONS AND DIRECTIONS FOR FUTURE USE

Based on the findings of the study gathered through data gathering process, the following conclusions are drawn:

1. That the cleaning and maintenance tasks that are done daily are more noticeable than those tasks performed regularly but not in everyday frequency. Providing output and seeing the result of action is more observable to the respondents than the visibility of personnel doing or performing the tasks.

That the safety measures being done by the City Market Administration is visible to the respondents. But there are areas that need to improve such as the monitoring, reaction, and action capability and the approach of the implementers.

That the management of the City Market Administration office is evidently competent to perform their jobs. Although it seems that they are lacking in their networking skills and in dissemination of information to the public.

2. That both vendors and consumers viewed Cleanliness and Sanitation based on the market code has the same level of implementation. But in terms of Security and Public Safety and Administrative Functions and Services, there is a significant difference in the assessment of vendors and consumers on the implementation of the said market code. Consumers provide higher ratings for the implementation of the Santa Rosa City Market Code than those of vendors rating.

3. That the City Market is clean but not satisfactorily enough for the vendors and consumers since there are areas that need to be fixed but cannot be done due to unavailability of resources.

That the City Market is secure but there are still lapses and hole in the process and not all the rules were being followed consistently.

That consumers and vendors are satisfied with the management of City Market Administration Office but the highest average rate of satisfaction of vendors and consumers on the implementation of the Santa Rosa City Market Code is "Satisfied" only.

4. That both vendors and consumers has the same satisfaction level with the Cleanliness and Sanitation as to the implementation of Market Code of Santa Rosa. But in terms of Security and Public Safety and Administrative Functions and Services, there is a significant difference in the satisfaction of vendors and consumers on the implementation of the said market code. Consumers provide higher satisfaction ratings for the implementation of the Santa Rosa City Market Code than those of vendors rating.

5. That the level of satisfaction of vendors and consumers is associated to the level of implementation of the Santa Rosa City Market Code. If the Santa Rosa City Market Code is administered thoroughly and successfully then the Administration can substantially assume that vendors and consumers will be satisfied.

6. The Proposed Intervention Program for the management of City Market Administration on its implementation of the Santa Rosa City Market Code.

Based on the findings summarized and conclusion drawn, the following recommendations are hereby offered:

1. Although based on the respondents' observation and assessment that the City Market Administration implements the Santa Rosa City Market Code, still it did not attain the expected output of consumers and vendors and that result in the failure to achieve the highest rating. But this also means that there is still room for improvement.

Shorten the interval of regular checking/ inspection of City Market Building and its premises. Suggest overall rehabilitation or major repair if there is a need to.

Acquired additional skilled manpower such as electricians, plumbers, and carpenters to provide immediate action on the areas that urgently needed to be repaired instead of waiting for the availability of support from the other department.

Increase monitoring, reaction, and action capability of the City Market Administration by installing additional cctv cameras and speakers.

Enhance the awareness and confidence of the City Market Administration Personnel in-charge in security and public safety monitoring to implement the Santa Rosa City Market Code and other City Ordinances by letting them attend the refresher's training of the Santa Rosa City

Market Code and acquiring additional knowledge related to their work assignment and City Ordinances implementation through seminars and training.

The management of the City Market Administration Office may be more proactive in the implementation of the Santa Rosa City Market Code. First is to ensure that the Santa Rosa City Market Code was completely understood by the Market Vendors. Awareness starts with proper feeding of information.

The City Market Administration personnel should continuously acquire knowledge and learning with public administration by attending seminars and training related to leadership and effective public communications.

In addition, the City Market Administration Office should increase their networking skills and coordination with other departments, offices, or organizations that may be of support on their implementations and operations.

2. There should be further analysis why Market Vendors rating is lower than Consumers rating with regards to implementation of the Santa Rosa City Market Code. City Market Administration personnel should be more consistent and persistent with the implementation of the Santa Rosa City Market Code.

There should be constant communications with the stakeholders, vendors and consumers, and request for their cooperation and involvement in the implementations of rules and policies of the Santa Rosa City Public Market.

3. Even the Market Code is undoubtedly being implemented but the satisfaction rating of the respondents still does not achieve the highest rate, which means, they are looking for more and the output or results did not reach their expectations, and therefore, failed to achieve the satisfaction.

Cleanliness and sanitation got the lowest mean although it still falls at a satisfying rate, overall rehabilitation of comfort rooms, ceilings and electrical wiring can fix it.

Acquiring and using high quality cleaning materials for more effective and efficient cleaning.

Support the immediate repair or fixing of no good facilities by hiring additional skilled manpower such as electricians, plumbers, and carpenters.

The City Market Administration Office may ask the support of the City Veterinary Office to restrain or capture stray animals roaming around the market premises.

The City Market Administration may have open communications with vendors and consumers to ensure that there is no misunderstanding or misinterpretation with the rules and regulations and for immediate clarifications in case there is false information that may be encountered by both parties along the process of operations of the City Public Market.

The City Market Administration personnel may continue with their earnestness in the performance of their duties and responsibilities for the citizens to feel secure and safe while in the Santa Rosa City Public Market premises.

3. The management of the City Market may aim for quality of public service enhancement and plan for continuous improvement for more efficient implementation of the Santa Rosa City Market Code and leads to more effective Market Administration.

The City Market Administration may ensure the availability of resources, either manpower, technical, or monetary to support the requirement of the daily operation and maintenance of the Santa Rosa City Public Market so that it will have results based on the expectations of its citizens.

There may be thorough analysis and simulation regarding possible problems that may encounter. The City Market Administration team should formulate preventive plans of actions or measures in case something, that is possible, that might occur or happen during the future operations of the City Public Market. It is mostly like preemptive risk management strategies, that will be helpful to most of the characters involved in the City Public Market, in case of unexpected but probable occurrences or emergency situations.

4. City Market Administration personnel may improve the level of satisfaction of consumers and vendors on the implementation of the Santa Rosa City Market Code by being more diligent and attentive to the process execution and output.

5. Since the level of implementation of the Santa Rosa City Market Code has significant relationship to the satisfaction of consumers and vendors, the management of the City Market Administration Office may use the result of this study to justify the need to improve the level of implementation of the Santa Rosa City Market Code so that it will follow the advancement of its satisfaction rating.

With this, the City Market Administration may be more persistent and strict with the implementation of the Santa Rosa City Market Code. Their dedication, proper disposition and attitude, and sense of responsibility will help to keep the goals and Office objectives in control. With enough awareness of all stakeholders in the importance of compliance with the rules and regulations will make them more cooperative in following the ordinances.

The City Market Administration may ensure the availability of enough resources, either human, technical, or monetary to support the implementations of the Santa Rosa City Market Code. Lacking of funds and resources will affect the operation and process and later affect its output and desired results.

Good relationships may be built, either personal or professionals, with other departments or organizations, is necessary in the process of achieving the desired objectives.

6. The series of intervention programs through projects and activities to be included on the Annual Investment Plan for next year should undergo thorough analysis to ensure efficiency and effectiveness.

Planning for the next year should not be limited to the availability of resources, it should also be aligned with office functions and goals.

7. Future researchers may add other intervention programs, projects, and activities on their Annual Investment Program to obtain support on their plans for continual improvement of management that may lead to higher satisfaction of the main characters of the public market, which are vendors and consumers.

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