This study determined the level of awareness and satisfaction of employees in the different municipal governments of Ilocos Norte on the products and services of the Government Service Insurance System (GSIS) as basis of proposing measures to improve their awareness and satisfaction on the agency’s products and services.

The descriptive research design using a survey questionnaire was used to gather data from the 394 employees from the 14 municipal governments of Ilocos Norte which were analysed and interpreted using frequency count, percentage and weighted mean.

Based on the findings of the study, the predominantly female permanent employees with a mean age of 44 years old, most of them college graduates, receiving ₱10,001.00 to more than ₱50,000.00 salary per month have been in government service for an average of more than a decade.

Data show that the employees are moderately aware of the products of GSIS which are the Emergency Loan, Enhanced Consolidated Loan, Policy Loan and Non-Life Insurance and on the services/benefits delivered by the GSIS such as the life insurance benefits, retirement benefits, employees’ compensation and survivorship benefit.

The employees’ level of awareness on the products of GSIS is significantly related to their salary and length of service. Their level of awareness on the benefits and services of GSIS is significantly related to their educational attainment and employment status.

The employees are moderately satisfied on the delivery of service of the GSIS on all its products and services.
Factors significantly related to the employees’ satisfaction on the delivery of service of GSIS to its members are educational attainment, employees’ salary and employment status.

As regards to their level of satisfaction on the retirement benefits provided by GSIS factors found to be related to this are sex, educational attainment and employment status.

Employees’ level of awareness was also found out to be related to their level of satisfaction on the delivery of the products and services/benefits provided by GSIS to members.

Measures proposed to improve the level of awareness on the products and services of GSIS of the employees of the municipal governments are the following: the agency should encourage the municipal governments to avail of the information caravan conducted by GSIS in different agencies; GSIS should provide information brochures pertaining to its products and services to the municipal governments; and GSIS management to collaborate with the officers of the Municipal Employees’ Association for the conduct of information dissemination.

Moreover, to improve the employees’ level of satisfaction on the products and services/benefits offered by GSIS to its members, the following are proposed: GSIS to allot a bigger budget that will be used to regularly conduct seminars and dialogues and members’ satisfaction survey; put suggestion boxes in every municipal hall; devise a members’ feedback form; utilize short messaging system application; and GSIS to create a Facebook account solely for members’ concerns pertaining to the agency’s products and services.