

Determinants of Citizen Satisfaction in the Implementation of the National Identification System

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ABSTRACT

This study examined determinants of citizen satisfaction with the National Identification System in Aklan, focusing on perceived usefulness, perceived ease of use, and perceived risk. Using a sequential explanatory mixed-methods design, the study surveyed 495 National ID users across 17 municipalities and interviewed ten (10) ID holders and ten (10) relying parties. Quantitative data were analyzed through descriptive statistics, while qualitative responses underwent thematic analysis. Findings showed that respondents considered the National ID highly useful and moderately easy to use. However, challenges included system downtime, limited accessibility in remote areas, staff unfamiliarity, and processing delays. The study proposed policy enhancements emphasizing digital integration, mobile updating services, institutional training, data privacy protection, improved card distribution, and sustained public awareness campaigns for broader citizen satisfaction.

INTRODUCTION

The National ID System in the Philippines was established under Republic Act No. 11055, also known as the Philippine Identification System Act (PhilSys Act). It was designed to create a single and unified identification system for all Filipino citizens and resident aliens. As an official proof of identity, the National ID aims to simplify public and private transactions, facilitate access to government services, and strengthen financial inclusion. It also supports the country's broader shift toward a digital economy by enabling paperless, presenceless, and cashless transactions.

The Philippine Statistics Authority (PSA) serves as the lead agency for implementing the National ID. As stipulated in the Philippine Policy and Coordination Council Resolution No. 21, Series of 2021, PSA is responsible for planning, managing, and administering the system to ensure accessibility and acceptance across both public and private sectors.

Despite the potential benefits and strong public support (Social Weather Stations, 2018), implementation has faced considerable challenges. Delays in card issuance, typographical errors, poor print quality, and fading ID cards have all been widely criticized. Furthermore, concerns about privacy and security of sensitive data add another layer of complexity to public perception. Additionally, some registrants have struggled with non-acceptance of the National ID in certain establishments.

In the province of Aklan and similar provinces, the success of the National ID System depends heavily on registrants' firsthand experiences. The primary goal of this study is to identify the determinants of citizen satisfaction. It will also determine the experience of citizens about the National ID System, both National ID users and relying parties that require the National ID as a valid proof of identity.

Ultimately, the study seeks to provide recommendations that will enhance the delivery of the National ID System. It aspires to contribute to more effective governance, promote inclusive digital service access, and ensure the system truly benefits all Filipinos, especially those in marginalized or Geographically Isolated and Disadvantaged Areas (GIDAs). The findings may serve as a valuable reference for improving National ID implementation not only in Aklan, but nationwide.

THEORETICAL REVIEW

The theoretical framework provided direction for this study and grounds it in established theoretical perspectives. The framework's primary purpose is to provide a relevant and generalizable basis for the empirical findings of this study. This study was based on the Technology Acceptance Model (TAM) developed by Davis (1989), which explains how users come to accept and use a technology. The National ID System is a nationwide identification system that involves data processing, service delivery, and citizen interaction, this model is highly appropriate for evaluating its implementation. In the context of the National ID System in the province of Aklan, the model provides a lens to understand the determinants of citizens' satisfaction, both from the perspective of ID users

(citizens) and relying parties (institutions and agencies using the ID system for transactions).

The Technology Acceptance Model posits that Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) are primary determinants influencing users' acceptance, satisfaction, and continued use of a technological system. In the context of digital government initiatives, TAM has been widely applied to examine citizens' adoption of e-government services. Studies on citizens' adoption of e-government initiatives commonly employ TAM or theories that build upon this model.

In this study, TAM is extended by incorporating Perceived Risk (PR) as an additional construct. This addition acknowledges that concerns related to data privacy, security, and potential misuse of personal information significantly influence users' satisfaction and trust in national identification systems. The National ID System is a nationwide identification system that involves data processing, service delivery, and citizen interaction; thus, this model is highly appropriate for evaluating its implementation.

Applied to the National ID System in the province of Aklan, this framework examines the level of satisfaction of citizens in terms of Perceived Usefulness, Perceived Ease of Use, and Perceived Risk, addressing the first research problem. Furthermore, the framework allows for an in-depth understanding of the experiences of National ID users, as well as the experiences of relying parties, such as government agencies and private institutions, that utilize the National ID System for identity verification and service delivery.

Overall, the TAM provides a suitable theoretical lens for analyzing both user and institutional experiences with the National ID System in Aklan, explaining how perceptions of usefulness, ease of use, and risk shape satisfaction, acceptance, and actual system use.

Conceptual Framework

Figure 1 This study was anchored on the Technology Acceptance Model (TAM) and consists of independent variables, mediating variable, dependent variable, and the output of the study.

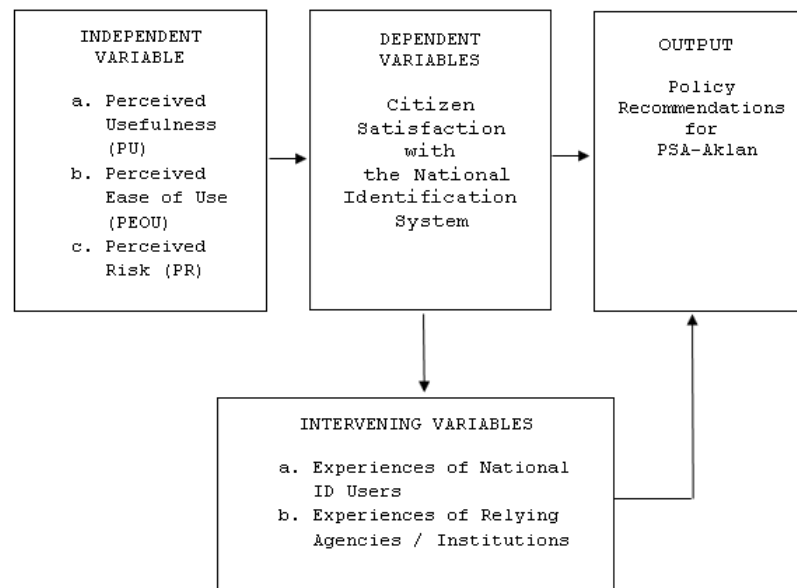


Figure 1. Paradigm of the study.

METHODOLOGY

This section discusses the research design, locale of the study, participants of the study, research instrument, data gathering and procedure, and data analysis.

Research Design

This study employed a Sequential Explanatory Mixed-Method Research Design, combines quantitative and qualitative approaches conducted in two distinct phases to obtain a comprehensive understanding of the determinants of citizen satisfaction in the implementation of the National Identification System (National ID) in Aklan. In this design, the researcher first collected and analyzed quantitative data through survey questionnaires to determine the level of satisfaction in terms of key variables, including perceived usefulness, perceived ease of use and perceived risk. The results of the quantitative phase then guided the qualitative phase, where in-depth interviews were conducted with selected respondents, including national ID users and representatives from relying parties such as banks, government agencies, and private institutions, to further elaborate on the quantitative findings.

Locale of the Study

This study was conducted in the Province of Aklan, located in the Western Visayas Region of the Philippines. Aklan comprises 17 municipalities, including Kalibo (the provincial capital). Recognized as one of the oldest provinces in the country, Aklan is divided into two (2) districts where the respondents of the study currently reside: District I which includes the municipalities of Altavas, Balete, Banga, Batan, Kalibo, Libacao, Madalag, and New Washington; and District II including the municipalities of Buruanga, Ibajay, Lezo, Makato, Malay, Malinao, Nabas, Numancia, and Tangalan.

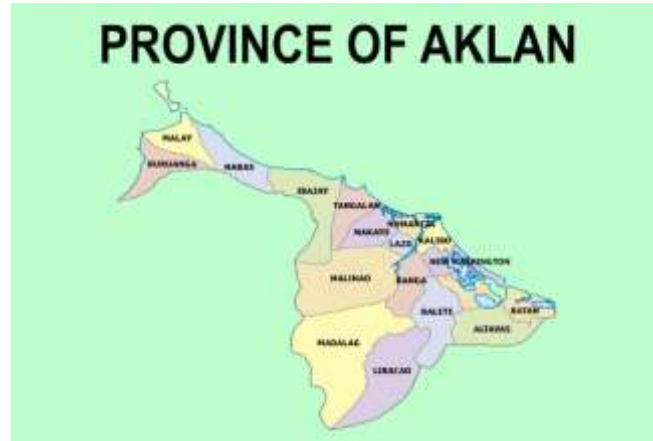


Figure 2. Map of the province of Aklan

Participants of the Study

The participants for this study consisted of residents of Aklan who have already received their national ID in card or paper format. The study used stratified random sampling to ensure representation across all municipalities, considering population size and the number of individuals who have received their National ID. Stratified sampling improves representativeness by ensuring that key subgroups of a population are adequately included in the study. Stratified random sampling is ideal for ensuring that subgroups (municipalities) are appropriately represented in the sample. operator was also included as a key informant because of the area's mangrove-related ecotourism activities.

Table. 1 Respondents of the study

Municipality	f	%
Altavas	24	4.85 %
Balete	29	5.86 %
Banga	35	7.07 %
Batan	23	4.65 %
Buruanga	15	3.03 %
Ibajay	45	9.09 %
Kalibo	70	14.14 %
Lezo	16	3.23 %
Libacao	20	4.04 %
Madalag	22	4.44 %
Makato	24	4.85 %
Malay	37	7.47 %
Malinao	23	4.65 %
Nabas	34	6.87 %
New Washington	33	6.67 %
Numancia	26	5.25 %
Tangalan	19	3.84 %
Total	495	100%

In addition to the survey, face-to-face interviews were conducted with ten National ID users and ten relying parties.

Table 2. Profile of the (RP) Participants including Category of Agency, Type of Respondent, Role/Function

Category of Agency	Type of Respondent	Role/Function	Number of Respondents (n)
Government Agencies	Frontline Staff / Verifier	Identity verification, client assistance	1
Government Agencies	Approving Officer / Supervisor	Approval of documents and transactions	2
Financial Institutions (Banks)	Customer Service Representative	ID validation, account processing	3
Financial Institutions (Non-Bank)	Agent/Staff	ID validation, verification	1
Cooperative	Frontline Staff	Customer verification and service facilitation	1
Private Establishments	Frontline Staff	Customer verification and service facilitation	2
Total			10

Research Instrument

The researcher gathered data on the determinants of citizen satisfaction with the National ID System in Aklan, using the data gathering instruments. The survey questionnaire used in this study was adapted from Aceron (2021). It is composed of three main constructs: Perceived Usefulness (PU), Perceived Ease of Use (PEOU), and Perceived Risk (PR). Each construct contains a set of items specifically designed to measure the respondents' perceptions related to its category, and the adequacy of the items in collecting stakeholder perceptions, institutional mechanisms, and policy considerations. Revisions were incorporated prior to data collection. FGDs were further used to explore common experiences, local obstacles to participation, and community-led ideas about mangrove management and green space development.

The second component was a researcher-developed questionnaire designed to capture variables not addressed in the adapted instrument. To establish content validity, the self-constructed questionnaire was subjected to evaluation by three experts in the field; one from the Philippine Statistics Authority, one from the academe, and one social science expert. Their comments and recommendations were carefully reviewed and

incorporated into the final version of the instrument prior to its administration.

Data Gathering Procedure

The data gathering procedure for this study followed a systematic sequence to ensure the accurate collection and analysis of information regarding citizen satisfaction with the National ID system.

The first step involved selecting the location of the study, which in this case was the province of Aklan. This ensured that data were collected from the different municipalities in the province where both National ID users and relying parties were accessible.

This included 495 respondents who completed the survey questionnaire through stratified random sampling, as well as ten National ID users selected

through purposive sampling based on their availability and direct engagement with the National ID System.

After the participants were identified, the researcher collected data through the distribution of survey questionnaires administered face-to-face and through an online platform. The survey was used to gather quantitative information on the determinants of citizen satisfaction, while interviews provided qualitative insights to complement and explain the survey results.

After data collection, the quantitative survey responses were coded, tabulated, and analyzed statistically to identify frequencies, percentages, standard deviation, and mean. The qualitative interview responses were transcribed, organized, and analyzed utilizing Thematic Analysis. According to Braun and Clarke (2006), thematic analysis organizes and describes datasets in rich detail and interprets various aspects of the research topic. It is considered a foundational method in qualitative research because of its flexibility and applicability across different theoretical frameworks.

The results from both quantitative and qualitative data were interpreted in relation to the research objectives and conceptual framework. This step allowed the researcher to draw meaningful conclusions about the determinants of citizen satisfaction with the National ID system.

Finally, the study synthesized the findings from both phases of data collection to provide a comprehensive understanding of the experiences of National ID users and relying parties, culminating in the conclusions and recommendations of the study.

Data Analysis

After the quantitative data were collected, they were organized and analyzed. The researcher used the statistical tools stated below.

Before statistical treatment, the accomplished questionnaires were carefully checked for completeness, consistency, and accuracy of responses. The data were then coded, tabulated, and encoded using Microsoft Excel and the Statistical Package for the Social Sciences (SPSS) for proper analysis and interpretation.

The frequency counts were used to identify the total number of respondents for each municipality. Frequency is a descriptive measure that represents the number of cases or observations falling into a particular subcategory of a variable. The resulting counts are often tabulated to provide a clear, one-dimensional summary of the data set before advanced analysis is performed (Field, 2018).

The raw frequency counts were then converted into percentages. Percentages are a form of relative frequency used to standardized observations by converting them into a proportion of 100. In this study, respondents came from the following municipalities: Altavas (4.85%), Balete (5.86%), Banga (7.07%), Batan (4.65%), Buruanga (3.03%), Ibajay (9.09%), Kalibo (14.14%), Lezo (3.23%), Libacao (4.04%), Madalag (4.44%), Makato (4.85%), Malay (7.47%), Malinao (4.65%), Nabas (6.87%), New Washington (6.67%), Numancia (5.25%), and Tangalan (3.84%). This standardization allows for meaningful comparisons between different categories of groups of unequal sizes, providing a clear

indication of the relative size of a particular subgroup within the larger sample (Field, 2018).

The standard deviation (SD), together with the mean, is used to measure the variability or dispersion of responses for each item, indicating how data values fluctuate around the mean (Anderson et al., 2020). A smaller SD suggests that respondents largely agreed on their rating for that item (indicating high consensus), while a larger SD will indicate a wide spread of ratings (low consensus).

The weighted mean was utilized to determine the average level of satisfaction of respondents for each indicator under Perceived Usefulness (PU), Perceived Ease of Use (PEOU), and Perceived Risk (PR). Meanwhile, standard deviation was used to determine the consistency of responses and the degree of agreement among respondents. Lower standard deviation values indicated that the responses were closely clustered around the mean, reflecting stronger consensus among participants.

The mean was computed for each individual Likert-scale item, as well as for the overall constructs (Perceived Usefulness, Perceived Ease of Use and Perceived Risk). The weighted mean (or weighted average) is a statistical measure that calculates the average value of a set of numbers where specific values are assigned a relative weight. According to Triola (2018), the weighted mean allows researchers to incorporate varying weights into data analysis, providing a more accurate representation of overall trends when certain variables carry greater significance than others. This statistic was essential for ranking the items and identifying which ones received the highest or lowest ratings.

To determine the level of satisfaction of the citizens on the national ID system in terms of Perceived Usefulness, Perceived Ease of Use and Perceived Risk, each item was rated by each respondent using a 5-point Likert Scale arbitrarily scaled by the researcher as follows:

Scale	Level of Agreement	Descriptive
4.50 – 5.00	Strongly Agree	Very Satisfied
3.50 – 4.49	Agree	Satisfied
2.50 – 3.49	Moderately Agree	Moderately Satisfied
1.50 – 2.49	Disagree	Dissatisfied
1.00 – 1.49	Strongly Disagree	Very Dissatisfied

Strongly Agree indicates a very high level of agreement with the given statement. A mean within this range suggests that respondents are very satisfied with the specific determinant of the National ID System. It reflects strong positive perception and acceptance of the system.

Agree indicates a high level of agreement. A mean score within this range implies that respondents are generally satisfied with the determinant being measured, although minor concerns may still be present.

Moderately Agree indicates a moderately satisfied perception. A mean falling within this range suggests that respondents express moderately

satisfaction. This may imply a fair level of satisfaction or adequate interaction with the National ID System.

Disagree indicates a low level of agreement. A mean score within this range suggests dissatisfaction with the specific determinant. Respondents perceive that the system does not adequately meet their expectations in that aspect.

Strongly Disagree indicates a very low level of agreement. A mean score within this range reflects very dissatisfaction and negative perception toward the determinant of the National ID System.

The resulting counts are often tabulated to provide a clear, one-dimensional summary of the data set before advanced analysis is performed (Field, 2018).

For the qualitative component of the study, all interview responses were audio-recorded with the consent of the participants, transcribed verbatim, translated into English when necessary, and carefully reviewed prior to analysis. The researcher repeatedly read the transcripts to familiarize herself with the data and identify meaningful statements related to the experiences of National ID users and relying parties.

Thematic Analysis

For the qualitative component, Braun and Clarke's Thematic Analysis (TA) was employed. The researcher followed Braun and Clarke's six-step framework which included familiarization with the data, generation of initial codes, searching for themes, reviewing themes, defining and naming themes, and producing the final report. Significant statements and recurring ideas were initially coded and grouped into categories. These categories were later refined into broader themes that represented the lived experiences, perceptions, and sentiments of the participants regarding the National ID System. To ensure the trustworthiness and credibility of the qualitative findings, the researcher conducted repeated reviews of the transcripts and thematic categories to confirm that the interpretations accurately reflected the participants' actual responses. Thematic analysis (TA) is a foundational method in qualitative research, providing a structured yet flexible approach to analyzing data. Braun and Clarke outline six key phases for conducting thematic analysis.

The first step involves immersing oneself in the data to gain a deep understanding of its content. This includes reading and re-reading the data and noting initial ideas.

Second step is generating initial codes. In this phase, interesting features of the data are identified systematically across the entire dataset. This involves coding segments of data relevant to the research questions are coded.

Third is searching for themes. After coding, related codes are collated into potential themes. Themes are broader than individual codes and represent significant patterns within the data.

Fourth is reviewing the themes. In this phase, themes are refined through a two-level review process: ensuring they accurately reflect the coded extracts and the dataset as a whole. Themes that do not align with the data are revised or discarded.

Fifth is defining and naming themes. Each theme is refined to capture its core essence. The specifics of each theme and the overall narrative they convey are clarified.

Lastly, producing the report. The final phase involves writing the analysis, weaving together the analytic narrative and data extracts to tell a compelling story.

The quantitative and qualitative findings were integrated during the interpretation phase of the study. Quantitative results provided the general patterns of citizen satisfaction, while qualitative findings further explained and enriched the statistical results through the participants' actual experiences and narratives.

RESULTS AND DISCUSSION

The data were discussed, analyzed, and interpreted in accordance with the objectives of the study.

Table 3. Level of Satisfaction of the Citizens on the National ID System
Perceived Usefulness

Indicators	Mean	SD	Interpretation
1. I intend to use National ID to perform government-related and private transactions (e.g. DSWD benefits, PhilHealth, Pag-IBIG, NBI clearance, and other identification purposes).	4.64	0.69	Very Satisfied
2. The National ID will open opportunities to access a wide variety of government services online; therefore, I would feel comfortable using them using my laptop or mobile.	4.49	0.82	Satisfied
3. National ID will be useful to speed up the process of obtaining government services, expedite bureaucratic procedures, and reduce the time people spend lining up to acquire service.	4.55	0.75	Very Satisfied
4. National ID will be useful to lower service fees and transportation expenses when claiming services in government offices.	4.44	0.82	Satisfied
5. National ID will be useful to improve quality government-citizen communication in service delivery.	4.55	0.77	Very Satisfied
6. I believe that the online environment of the National ID System will have a positive effect to facilitate transactions with the government.	4.58	0.69	Very Satisfied

7. I have a favorable opinion of National ID as it is a progressive effort by the Philippine government to improve the quality-of-service delivery.	4.54	0.70	Very Satisfied
Total	4.54	0.06	Very Satisfied

Table 4. Level of Satisfaction of the Citizens on the National ID System in Terms of Perceived Ease of Use

Indicators	Mean	SD	Interpretation
8. I believe that I have the skills and abilities to use an online environment to manage the new ID System for government transactions.	4.52	0.70	Very Satisfied
9. I believe that the Philippine government has given reasonable effort to educate the public about the implementation of the National Identification Card and its benefits to citizens.	4.53	0.71	Very Satisfied
Total	4.53	0.01	Very Satisfied

Table 5. Level of Satisfaction of the Citizens on the National ID System in terms of Perceived Risk

Indicators	Mean	SD	Interpretation
10. I know that the National ID will be a unique identification system to perform online transactions between the government and citizens; therefore, the government will collect, process, and share my personal data for that purpose.	4.47	0.77	Satisfied
11. I trust the government facilitating the National ID System to ensure my right to privacy and protect my personal details from unauthorized use.	4.53	0.71	Very Satisfied
12. I trust the government's transparency in handling my personal data by keeping me informed about	4.48	0.68	Satisfied

what data is being used and who collected it.

13. I believe that biometric data (e.g., fingerprint, iris, and face recognition) is essential to be stored in my National ID. 4.58 0.66 Very Satisfied

14. I am confident that the government has sufficient capability, technical skills, and infrastructure to ensure the successful implementation of National ID. 4.53 0.72 Very Satisfied

Mean	4.52	0.04	Very Satisfied
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Table 6. Over-all Satisfaction of the Citizens on the National ID System in terms of Perceived Usefulness, Perceived Ease of Use, Perceived Risk

Indicators	Mean	SD	Interpretation
Perceived Usefulness	4.54	0.06	Very Satisfied
Perceived Ease of Use	4.53	0.01	Very Satisfied
Perceived Risk	4.52	0.04	Very Satisfied
<i>Total</i>	4.53	0.05	Very Satisfied

Experiences among citizens, Particularly National ID Users, with the National ID System in the Province of Aklan

This section presented the findings of the thematic analysis of participants' responses regarding their overall experiences with the National ID registration and issuance process, its usefulness, challenges encountered, procedural clarity, and concerns on security and privacy. Using Braun and Clarke's (2006) thematic analysis framework, six integrated themes emerged: (a) efficient and organized service delivery, (b) positive staff facilitation and community coordination, (c) functional utility and transactional efficiency, (d) minimal barriers with contextual and logistical challenges, (e) procedural clarity and accessibility of requirements, and (f) conditional trust and shared responsibility in data security

The findings collectively demonstrate that stakeholder engagement remains largely participatory but insufficiently institutionalized. Across coastal barangays, conservation efforts and resource access are shaped by fragmented systems, inconsistent enforcement, and unequal distribution of support. These gaps highlight the need to institutionalize governance through structured waste management, monitoring mechanisms, enforceable regulations, and sustained policy implementation to achieve both conservation and equitable resource access.

As summarized in Table 3, these governance gaps are translated into policy-oriented outputs in the form of proposed ordinances that provide concrete

mechanisms for institutionalizing stakeholder engagement within formal coastal governance systems.

Theme 1: Efficient and Organized Service Delivery

Participants consistently described the National ID registration process as smooth, fast, and well-managed. Many emphasized that the procedures were systematic and orderly, which contributed to a positive overall experience.

Theme 2: Positive Staff Facilitation and Community Coordination

Another dominant theme centered on the professionalism, accommodation, and coordination of personnel. Participants frequently credited staff behavior as a key factor in shaping positive experiences.

Theme 3: Functional Utility and Transactional Efficiency

The National ID was perceived as a primary, sufficient, and convenient form of identification. The ID was perceived as a primary, sufficient, and convenient form of identification.

Theme 4: Minimal Barriers with Contextual and Logistical Challenges

Most participants reported no significant difficulties during registration or usage. However, contextual challenges were identified, particularly in remote areas.

Theme 5: Procedural Clarity and Accessibility of Requirements

Participants described the registration process as easy to understand due to clear instructions, simple requirements, and effective communication.

Theme 6: Conditional Trust and Shared Responsibility in Data Security

Participants generally expressed trust in the security and privacy protections of the National ID system. Many indicated confidence in the PSA's data protection mechanisms.

Experiences Among Citizens, Particularly Relying Parties (Government Agencies and Institutions), with National ID System in the Province of Aklan

This part presents the findings of the study regarding the experiences of citizens, particularly relying parties, with the National ID System (National ID) in the province of Aklan. Data were gathered through interviews with representatives from various institutions including banks, government offices, and private service providers. Responses were analyzed thematically to identify recurring patterns, challenges, and perceptions associated with the system.

Theme 1: Overall Convenience and Efficiency

Participants generally described their experiences using the National ID System as convenient and efficient. Many highlighted that the system reduced the need for multiple identification documents and facilitated faster service transactions.

Theme 2: Service Delivery Improvements

The National ID System was recognized for enhancing service delivery and transaction efficiency. Respondents emphasized that the system provides a standardized form of identification and reduces administrative duplication.

Theme 3: Challenges in Verification and Acceptance

Despite overall positive experiences, participants reported challenges in accepting and verifying the National ID, including technical difficulties and inconsistencies in data.

Theme 4: Integration into Existing Processes

Integration of the National ID into institutional processes was described as moderately easy, but requiring adjustments in policies, staff orientation, and technical infrastructure.

Theme 5: Data Reliability, Accuracy, and Security Concerns

Concerns regarding data accuracy, system reliability, and information security were common among participants. Errors in demographic information, inconsistencies in the ID, and system downtime were cited as potential barriers to trust and efficiency.

Overall, while the National ID System is generally reliable, attention to data integrity, privacy safeguards, and system maintenance is crucial to sustain public trust and ensure safe and efficient transactions.

The findings of this study revealed a dual narrative regarding the National ID System in Aklan. On one hand, participants value its role in improving transaction efficiency, simplifying verification, and enhancing service delivery. On the other hand, challenges such as system downtime, inconsistent data, technical barriers, and security concerns indicate areas for improvement.

The study highlighted that while the National ID System is a significant step toward streamlined identification and service processes, maximizing its potential requires improvements in infrastructure, staff training, system reliability, and data security. Addressing these factors will help ensure that both citizens and relying parties experience a seamless, trustworthy, and fully optimized system.

Policy on Enhancing the Implementation of the National Identification System in Aklan

Policy Statement

To strengthen the effectiveness, accessibility, and public trust in the National Identification System in Aklan, this policy proposes comprehensive measures to enhance digital integration, improve infrastructure, address data accuracy, strengthen cybersecurity, and sustain public awareness. The policy aims to ensure that all residents can efficiently access and utilize their National ID while safeguarding their personal information.

Policy Objectives

1. Improve the accessibility and reliability of the National Identification System in Aklan.
2. Ensure accurate and up-to-date demographic data for all registrants.
3. Strengthen institutional capacity and efficiency in National ID verification processes.

Rationale

The National Identification System (PhilSys) is a key government initiative that simplifies identity verification, improves public service delivery, and enhances socio-economic transactions. In Aklan, challenges such as limited digital integration, system downtime, data inconsistencies, accessibility issues in remote areas, staff unfamiliarity, and public concerns about data privacy hinder its full utilization.

This policy is necessary to:

1. Ensure equitable access to National ID services, especially for residents in remote areas.
2. Improve the efficiency and reliability of institutional verification processes.

Table 7. Key Policy Directives & Strategies

CHALLENGE	POLICY DIRECTIVE	STRATEGIES	EXPECTED OUTCOME
Limited digital integration across institutions	Strengthen digital integration	Promote National ID verification adoption in government agencies, banks, and private establishments	Wider institutional acceptance; efficient transactions
System downtime & slow connectivity	Improve digital infrastructure	Upgrade servers, internet, and QR code platforms	Faster, reliable verification
Accessibility issues in remote areas	Expand mobile updating & outreach	Mobile updating, satellite centers, house-to-house coordination with barangays	Increased accessibility; more updated registrant data
Data inconsistencies & update difficulties	Strengthen data validation	Stricter registration verification; accessible update channels	Accurate, reliable demographic data
Staff unfamiliarity with procedures	Provide continuous training	Orientation and technical training for bank and private and government personnel	Reduced transaction delays; improved efficiency
Privacy & data security concerns	Strengthen cybersecurity & privacy	Robust security protocols; public education campaigns	Increased trust; stronger protection of personal data
Delays in receiving National ID cards	Improve production & distribution	Increase card production capacity; coordinate with delivery services	Faster issuance and delivery
Low public awareness	Enhance information campaigns	Community outreach, social media campaigns, partnerships with LGUs & schools	Greater awareness and proper National ID use

Implementation Guidelines

Monitoring & Evaluation – Task force by PSA and LGUs to track progress and resolve issues.

1. Collaboration – Government, financial institutions, and private sectors coordinate for seamless verification.
2. Feedback Mechanism – Citizen’s report issues or delays via accessible channels. Expected Impact
 - a. Improved access and efficiency of PhilSys services in Aklan.
 - b. Accurate and secure demographic information for all residents.
 - c. Faster and more reliable transactions at government and private institutions.

CONCLUSIONS AND RECOMMENDATIONS

The “Very Satisfied” ratings across all measured factors show that the National ID System in the province of Aklan is effectively delivering its intended services to citizens. This high level of satisfaction can be attributed to the system’s perceived usefulness in making transactions faster and more efficient. Efficient and organized service delivery, along with accommodating personnel and strong community coordination, also improves the overall user experience.

Furthermore, the use of technology in identity verification adds convenience and reliability, which strengthens positive perceptions among relying parties. Although some challenges were noted, such as occasional system delays, limited accessibility in remote areas, and concerns about data accuracy and security, these issues were generally minor and did not greatly affect overall satisfaction.

To address these challenges and further improve the system, the study proposes the Policy on Enhancing the Implementation of the National Identification System in Aklan. Key recommendations include strengthening digital integration, expanding mobile updating services, providing continuous training for institutional users, enhancing data privacy and cybersecurity, improving card production and distribution, and sustaining public awareness campaigns.

Overall, the findings suggest that the National ID System in Aklan is functional, accessible, and increasingly trusted. Implementing the proposed policy recommendations is expected to enhance service delivery, improve efficiency and accessibility, and maintain high levels of citizen satisfaction with the National ID System.

FURTHER STUDY

This study provides a foundation for future research on public service satisfaction and National ID implementation. Researchers can use the findings to better understand citizen experiences, identify areas for improvement, and support emerging theories or comparative studies in other provinces or regions.

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