Digitalization Adoption and Service Quality in the Registrar's Office of Selected State Universities and Colleges in Metro Manila: Basis for a Proposed Seamless, Modern, Accessible, Responsive, and Transparent Registrar Services Program

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ABSTRACT

This study assessed digitalization adoption and service quality in the Registrar's Offices of selected State Universities and Colleges (SUCs) in Metro Manila and used the findings as the basis for a proposed Seamless, Modern, Accessible, Responsive, and Transparent (S.M.A.R.T.) Registrar Services Program. A quantitative descriptive-correlational and descriptive-comparative design was employed. The respondents consisted of 697 stakeholders: 3 administrators, 41 registrar staff, 464 students, and 189 alumni clients from Eulogio "Amang" Rodriguez Institute of Science and Technology, Rizal Technological University, and Technological University of the Philippines. Data were gathered through a validated researcher-made five-point Likert survey and analyzed using percentages, weighted means, one-way analysis of variance, Tukey's HSD, Pearson product-moment correlation, and Slovin's formula, with Jamovi used for statistical analysis. Digitalization adoption was rated highly evident overall (composite weighted mean = 4.33), with usefulness and user/staff acceptance receiving the highest ratings, while training and digital literacy received the lowest. Service quality was likewise highly evident (composite weighted mean = 4.47). The comparative analysis reported no significant differences across most dimensions, except user/staff acceptance. Digitalization adoption was significantly related to assurance/competence, empathy, tangibles/physical and digital facilities, accessibility and convenience, and security and confidentiality. Challenges in digitalization adoption (2.18) and service quality (2.13) were least encountered. The S.M.A.R.T. Registrar intervention was rated highly acceptable (4.53). The findings indicate that sustained digital transformation in registrar services should prioritize training, infrastructure, process integration, management support, and secure, accessible client-centered systems.

Keywords: digitalization adoption, registrar services, service quality, state universities and colleges, digital transformation, public administration