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**Research Article**

# The Moderating Role of the Citizens' Intention to Use E-Government Services in the Effect of Perceived Level of Quality of Service on the Citizens' Satisfaction in Cavite

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**ABSTRACT**

The study examined the moderating role of citizens' intention to use e-government services in the relationship between perceived service quality and citizen satisfaction in the Province of Cavite. As the Philippines transitioned toward a digitally powered public sector under the E-Governance Act of 2025, understanding the drivers of digital success was critical to maximizing public investment and ensuring long-term adoption. Using a descriptive-explanatory research design, the study surveyed 385 residents who had recently used the National Bureau of Investigation (NBI) Clearance Online Registration and Application Services. Results showed high perceived service quality (Mean=4.06) and citizen satisfaction (Mean=4.07), with perceived usefulness emerging as the strongest quality dimension. The causal analysis showed that service quality was a statistically significant predictor of satisfaction, explaining 78.2% of the variance (Adjusted $R^2 = 0.782$, $p < .001$). Meanwhile, as the data indicated that as service quality directly determined satisfaction, the moderation analysis showed that citizens' intention to use did not significantly alter this relationship; the positive effect of quality on satisfaction remained constant regardless of whether a user was highly motivated or reluctant. The implications of these findings suggested that tangible system performance, such as reliability, efficiency, and ease of use, superseded initial behavioral goals. Consequently, it was recommended that public administrators prioritize continuous technical improvements and security over broad behavioral campaigns. This research provided a localized, empirical framework for evaluating e-governance effectiveness in developing economies undergoing major digital reforms.

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***Keywords:*** *Citizen's Satisfaction, E-government Service, Intention to Use, Level of Quality Service, NBI (National Bureau of Investigation)*

## Introduction

The current era is marked by a strong global drive for digital transformation, with governments worldwide adopting e-governance to streamline public services, enhance operational efficiency, and ultimately boost transparency (Lee, T., Lee, B., & Lee-Geiller, S, 2020). In the Philippines, this national commitment to a digitally-powered public sector was officially institutionalized and reinforced through the passage of the E-Governance Act of 2025 (Republic Act No. 12254). This landmark law mandates a nationwide, integrated "Whole-of-Government" approach, requiring all government agencies, including the National Bureau of Investigation (NBI) and Local Government Units (LGUs) like Cavite in order to establish and optimize their Electronic Government Services (e-services) as the main way citizens interact with government. The law's key provisions on system interoperability, digital signatures, and electronic documents aim to create the necessary supply-side framework for a resilient and trustworthy digital public sector.

However, deploying technology effectively is only part of the challenge; the other part involves gaining citizen acceptance and continued use. Theoretical models of technology adoption consistently show that users' perceptions of quality are the primary drivers of digital success (Davis, 1989). In high-volume service settings like the NBI Clearance Online Registration and Application Services in Cavite, understanding this causal connection is crucial for maximizing public investment and ensuring the long-term success of these digital reforms.

Despite the established direct link between quality and satisfaction, a significant theoretical and empirical gap remains regarding the role of the user's active behavioral commitment. The strength of the relationship between perceived quality and satisfaction may not be constant but likely depends on the citizen's intention to use the e-government service. Intention to use, which reflects the citizen's psychological readiness and willingness to recommend or reuse the service, acts as a crucial moderating factor. For example, a user with high intention to use might be more forgiving of minor service flaws, thereby weakening the negative impact of low perceived quality on their satisfaction. Conversely, a user with low intention may be disproportionately dissatisfied, even when the perceived quality is high. Current studies insufficiently examined this complex interaction after the implementation of the 2025 Act (Palma et al., 2023).

Therefore, this study aimed to address this empirical gap by thoroughly testing the conditional connection among these variables, focusing on the moderating role of citizens' intention to use e-government services in the connection between perceived service quality and citizen satisfaction in Cavite. Also, the significant differences on the level of satisfaction among demographic profile was also analyzed in the study. By creating a more nuanced, localized, and contextually rich model of e-governance success, this research will offer vital, empirically grounded insights that enable public administrators in Cavite to go beyond simple system improvements and develop targeted, behavior-driven strategies that ensure the sustained, effective adoption of their digital services.

### *Conceptual Framework*

Figure 1 illustrates the research model, which suggests that Citizens' Satisfaction is the primary outcome, influenced by both citizens' personal traits and their perceptions of e-governance implementation in Cavite. The framework indicates that the perceived quality of e-governance services in Cavite can affect citizens' satisfaction, underscoring the importance of service quality to their satisfaction with e-governance efforts. Furthermore, a positive level of intention to use the implemented e-governance services is believed to affect the perceived quality of e-governance, which in turn impacts citizens' satisfaction. This suggests that a citizen's positive experience, such as high trust and ease of use, strengthens their positive view of the government's digital

services. This model emphasizes that adaptation is not a straightforward process but a complex interaction influenced by a citizen's inherent traits, the quality of services provided, and the continuous feedback loop between experience and perception.

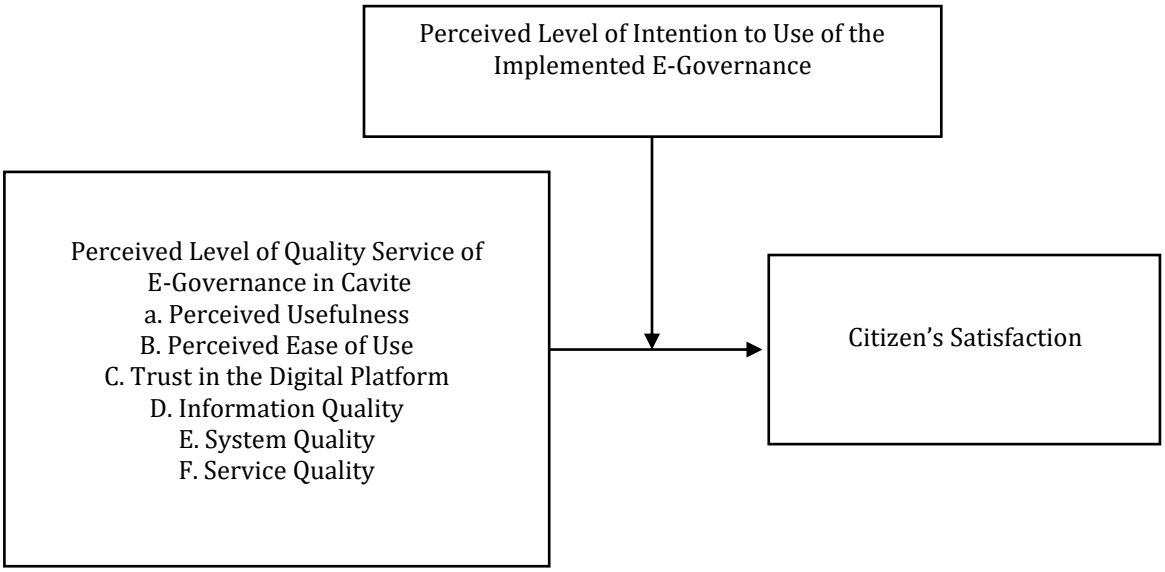


***Figure 1****. Conceptual Framework of the Study Showing the Moderating Role of the Citizens' Intention to Use E-Government Services in the Effect of Perceived Level of Quality Service on the Citizens' Satisfaction in Cavite*

## Materials and Methods

### Research Design

A descriptive-explanatory research design was used. This methodological approach is highly appropriate, as it serves two distinct yet interconnected research goals. First, the descriptive component allows for a systematic and comprehensive profiling of the respondents' demographic characteristics while accurately measuring the current status of all key variables: the Perceived Level of Quality of Service, the Citizens' Intention to Use, and the Citizens' Satisfaction with the NBI e-government service in Cavite. Second, and most importantly, the connection component is essential for testing the causal associations and hypotheses articulated in the study's title. This involves first determining the nature and strength of the direct relationship between the Perceived Level of Quality of Service (Independent Variable) and Citizens' Satisfaction (Dependent Variable). Ultimately, the design is structured to employ statistical techniques (such as regression-based moderation analysis) to rigorously assess the moderating role of the Citizens' Intention to Use in the effect of service quality on satisfaction. Data were collected through a cross-sectional survey, administering structured, self-administered questionnaires with Likert scales to a representative sample of adult residents in Cavite at a single point in time, thereby ensuring the collected data is measurable and suitable for testing the complex theoretical model.

### Hypothesis

This research undertaking was grounded on the following assumptions:

**Ho1:** Citizens' satisfaction shows no difference across demographic groups.

**Ho2:** The level of quality service has no effect on the citizens' satisfaction.

**Ho3:** The citizens' perceived intention to use the implemented e-governance does not moderate their satisfaction with its quality.

### Research and Locale of the Study

The study took place in the Province of Cavite, a strategically located, first-class province within the CALABARZON Region (Region IV-A) of the Philippines. Cavite is an ideal and critical research setting because it provides a realistic test avenue for the study's complex theoretical model as one of the most economically thriving and rapidly urbanizing areas proximate to Metro Manila. Cavite's local government units have been at the forefront of adopting and implementing e-governance systems, consistent with the national mandate set by the E-Governance Act (RA 12254, 2025). This active adoption provides a tangible and measurable digital service landscape (the Perceived Level of Quality of Service) for citizens to evaluate. Furthermore, the province exhibits significant demographic and socio-economic diversity, encompassing dense urban centers, vibrant industrial zones, and accessible rural communities. This diversity is crucial because it ensures the study captures a broad spectrum of citizen experiences, ranging from those with high digital literacy and robust infrastructure access to those facing potential barriers, thereby providing the data variation needed to empirically examine how factors influence citizens' intention to use and ultimate satisfaction. The localized, high-impact insights generated in this environment will yield policy recommendations tailored to the Cavite Provincial Government, supporting its continued digital improvement efforts.

**Population and Sampling**

The population of the study comprised residents of the Province of Cavite who had utilized the National Bureau of Investigation (NBI) Clearance Online Registration and Application Services. To determine the appropriate sample size for this large population, the researchers used the Cochran Formula, yielding a target of 385 respondents.

The study utilized a non-probability purposive criterion sampling strategy to ensure that all participants met specific eligibility criteria. Participants were selected based on being Cavite residents, of legal age, and having experience with the NBI online platform following the implementation of the E-Governance Act of 2025. This non-probability sampling method was chosen to gather data from individuals with direct experience to evaluate the variables of service quality, satisfaction, and intention to use.

**Participants of the Study**

***Table 1.*** *Distribution of participants in Cavite*

| AREA | POPULATION |
|---|---|
| Alfonso | **14** |
| Amadeo | **10** |
| Bacoor | **9** |
| Carmona | **3** |
| Cavite City | **6** |
| Dasmariñas | **28** |
| General Emilio Aguinaldo | **5** |
| General Mariano Alvarez | **1** |
| General Trias | **45** |

| | |
|---|---|
| Imus | **18** |
| Indang | **54** |
| Kawit | **3** |
| Magallanes | **9** |
| Maragondon | **19** |
| Mendez | **14** |
| Naic | **27** |
| Noveleta | **4** |
| Rosario | **10** |
| Silang | **28** |
| Tagaytay | **4** |
| Tanza | **40** |
| Ternate | **3** |
| Trece Martires | **31** |
| **TOTAL** | **385** |

**Research Instrument**

The primary data collection tool for this quantitative study is a structured, self-administered survey questionnaire utilizing a 5-point Likert Scale. The instrument is a careful adaptation of scales from three prominent, empirically validated theoretical frameworks: the Technology Acceptance Model (TAM), the Information Systems Success Model (ISSM), and the Unified Theory of Acceptance and Use of Technology (UTAUT). This combined theoretical grounding ensures the instrument comprehensively captures the complex variables within an e-governance context. The questionnaire is organized into four main sections to operationalize the variables mandated by the research title: the first section gathers the Demographic Profile of respondents (e.g., age, income, and education); the second measures the study's independent variable, Perceived Level of Quality of Service, by adapting items related to the ISSM's constructs of System Quality, Information Quality, and Service Quality, which assess the technical performance and usefulness of the platform; the third section measures the study's dependent variable, Citizens' Satisfaction, capturing the user's emotional and evaluative response to their service experience; and the final section assesses the moderating variable, Citizens' Intention to Use, using items reflecting future behavioral intentions, primarily drawn from the UTAUT's Behavioral Intention construct. Notably, the adapted items underwent a thorough contextualization process in which the original scale items were carefully reworded to ensure clarity, direct relevance to the NBI Clearance online system, and cultural appropriateness for adult citizen-residents of Cavite. This adaptation process maintains the instrument's established psychometric properties and content validity, which will be further verified

through expert validation and pilot testing before final deployment.

**Data Collection Procedure**

The data collection procedure for the study was carried out in several distinct phases, ensuring efficiency, anonymity, and adherence to ethical standards. Initially, the rigorously adapted and validated questionnaire, integrating items from the TAM, ISSM, and UTAUT frameworks, was digitized and deployed via Google Forms. This online platform was explicitly chosen to efficiently reach the geographically targeted sample of 385 qualified respondents, identified through the Non-Probability Purposive Criterion Sampling method. The most critical ethical step in the collection process involved securing informed consent: the first mandatory page of the Google Form explicitly served as the Informed Consent Form, detailing the study's objectives, guaranteeing the confidentiality and anonymity of all responses, and informing participants of their voluntary right to withdraw at any time. Respondents were required to affirmatively select the "I Agree" option before proceeding to the main questionnaire, establishing a legal and ethical prerequisite for data collection. The link to the Google Form was strategically disseminated via multiple secure digital channels to reach individuals who met the specific usage criteria within the predetermined geographical areas of Cavite. As participants completed the survey, the Google Forms platform automatically recorded and compiled the data in real-time into a secure cloud-based spreadsheet, which minimized the risk of manual encoding errors and allowed the researchers to monitor the incoming responses until the target sample size of 385 qualified entries was successfully achieved, marking the conclusion of the data gathering phase.

***Table 2.*** *Level of Quality Service - Likert Scale*

| MEAN RANGE | INTERPRETATION | QUALITATIVE DESCRIPTION |
|---|---|---|
| 4.21 – 5.00 | Excellent | The NBI e-service is perceived as highly efficient, secure, and user-friendly. Users find the system consistently available with zero to minimal technical errors. |
| 3.41 – 4.20 | Good | The e-service is reliable and functional. It meets standard digital requirements, though users may experience very occasional lags or minor navigation issues. |
| 2.61 – 3.40 | Fair | The service quality is average. While the system works, users likely find it somewhat slow, less intuitive, or lacking in comprehensive guidance. |
| 1.81 – 2.60 | Poor | The platform is challenging to use. Users frequently encounter errors, confusing instructions, or system downtimes that hinder the transaction process. |
| 1.00 – 1.80 | Very Poor | The e-service is non-functional or highly unreliable. It fails to meet basic digital service standards, making online transactions nearly impossible. |

***Table 3.*** *Citizens Satisfaction - Likert Scale*

| MEAN RANGE | INTERRETATION | QUALITATIVE DESCRIPTION |
|---|---|---|
| 4.21 – 5.00 | Very Satisfied | Citizens are completely fulfilled with their experience. Their expectations were exceeded, and they feel the NBI e-service significantly saved them time and effort. |
| 3.41 – 4.20 | Satisfied | Citizens are content with the service. The system met their primary needs for clearance applications and renewals without significant frustration. |
| 2.61 – 3.40 | Moderately Satisfied | Citizens feel neutral. The experience was acceptable, but they likely feel there is significant room for improvement in the digital interaction. |
| 1.81 – 2.60 | Dissatisfied | Citizens are unhappy with the experience. The process felt burdensome, and they may prefer the traditional face-to-face method over the digital one. |
| 1.00 – 1.80 | Very Dissatisfied | Citizens feel highly frustrated. The service failed to provide any perceived benefit, leading to a negative perception of NBI's digital initiatives. |

***Table 4.*** *Intention to Use NBI E-Government Services - Likert Scale*

| MEAN RANGE | INTERPRETATION | QUALITATIVE DESCRIPTION |
|---|---|---|
| 4.21 – 5.00 | Very High Intent | Citizens have a strong commitment to using the NBI e-service. They actively prefer and intend to use the online platform for all future NBI transactions. |
| 3.41 – 4.20 | High Intent | Citizens plan to use the e-service. They are convinced of its utility and will likely choose the digital option over manual processing. |
| 2.61 – 3.40 | Moderate Intent | Citizens are hesitant. They might use the e-service only if required or if no other options are available, showing a "wait-and-see" attitude. |
| 1.81 – 2.60 | Low Intent | Citizens have little desire to use the platform. They are inclined to stick to traditional manual methods due to a lack of interest or trust in the digital system. |
| 1.00 – 1.80 | No Intent | Citizens have no plans to use the e-service. They actively avoid the digital platform, which may nullify the effect of high service quality on their satisfaction. |

**Data Analysis Procedure**

The data analysis for this study proceed in distinct, hypothesis-driven phases, transitioning from descriptive summaries to complex structural equation modeling. To establish the status of the variables, the Perceived Level of Quality of Service, Citizens' Intention to Use, and Citizens' Satisfaction, descriptive statistics will be employed. Specifically, the Weighted Mean and Rank will be calculated for all items and construct means, providing a clear summary of the central tendencies and the relative importance of each dimension as perceived by Cavite's citizens. Following the descriptive analysis, the study will test for significant Differences in the core variables across demographic groups (e.g., age, income, and education level). Given that the Likert-scale data are ordinal and that demographic groups often yield non-normal distributions, non-parametric tests was used. Specifically, the Kruskal-Wallis H Test was employed to compare the mean ranks of three or more independent groups (e.g., satisfaction levels across different income brackets), and the Mann-Whitney U Test was used to compare two independent groups (e.g., intention to use between male and female respondents). The most crucial analytical phase involves testing the core theoretical model and the hypothesized Moderating Effect. For this, the study will employ Partial Least Squares Structural Equation Modeling (PLS-SEM). PLS-SEM is the superior statistical technique for simultaneously analyzing multiple complex path relationships and is robust for both prediction and theory testing with latent variables. The Structural Model within PLS-SEM was used to test the direct Effect of the Perceived Level of service quality on Citizens' Satisfaction and, critically, to test the Moderating Role of citizens' Intention to Use. This technique was the most suitable technique to analyzed the direction and strength of the relationships while determining whether the intention to use significantly alters the connections between service quality and the citizen's final satisfaction judgment.

## Result and Discussion

This chapter presents the findings, analysis, and interpretation of data gathered regarding the digital governance landscape in Cavite. This section includes the demographic profile of respondents, the perceived quality of service of NBI e-government platforms, the level of citizens' satisfaction, and their intention to use these services. It further includes an analysis of the relationship between service quality and citizen satisfaction, as well as the moderating effect of the intention to use on the relationship between the quality of the NBI e-government service and citizens' satisfaction in Cavite.

Objective 1: Determine the demographic profile of the citizen-respondents in Cavite

### Socio-Demographic Profile of the Participants

***Table 5.*** *Demographic profile of the citizen-respondents in Cavite*

| DEMOGRAPHIC PROFILE | | FREQUENCY N=385 | PERCENTAGE (%) |
|---|---|---|---|
| **Age** | | | |
| | 20 and below | 61 | 15.8 |
| | 21-30 | 209 | 54.3 |
| | 31-40 | 74 | 19.2 |
| | 41-50 | 27 | 7.0 |
| | 51-60 | 14 | 3.6 |
| | Range: 18-60 | | |
| | Mean: 29 | | |
| **Sex** | | | |
| | Male | 178 | 46.2 |

| | | |
|---|---|---|
| Female | 201 | 52.2 |
| Prefer not to say | 6 | 1.6 |
| **Highest Educational Attainment** | | |
| High School Graduate | 1 | 0.3 |
| Senior High School Level | 7 | 1.8 |
| Senior High School Graduate | 23 | 6.0 |
| College Level | 95 | 24.7 |
| College Graduate | 221 | 57.4 |
| Post Graduate Level | 20 | 5.2 |
| Post Graduate (Master's/PhD) | 18 | 4.7 |
| **Employment Status** | | |
| Employed | 272 | 70.6 |
| Seeking Employment | 11 | 2.9 |
| Self-Employed/Business Owner | 28 | 7.3 |
| Unemployed | 74 | 19.2 |
| **Employed** | | |
| Private | 158 | 58.1 |
| Public/Government | 114 | 41.9 |

**Age.** The participants' ages ranged from 18 to 60 years, with a mean of 29. Majority (54.03%) of the participants fell within the age range of 21 to 30, followed by 19.02% whose ages ranged from 31 to 40, and 15.8% whose ages were 20 years old and below. Only 10.06% were aged 40 and above. This indicates that younger individuals, primarily from the Digital Natives generation, comprise the majority of Cavite's e-governance service users. Those born after 1980 are considered digital natives in the modern era, and digital technology has a significant influence on many aspects of their lives. They have been using computers, the internet, video games, digital music, cell phones, email, instant messaging, and computer games all day (Sadiku et al., 2017). People born in the era of innovative mobile technology and who are highly tech-savvy are known as digital natives. They were born in the age of technology and are familiar with its workings. They taught students how to utilize computers and, for the most part, mobile devices (Hasmawati et al., 2020).

Additionally, in the United States, the age group that uses computers the most is 15–17 years old, followed by those aged 26–35. While older age groups are anticipated to be more relevant to non-adopters, younger and middle-aged groups are predicted to be more apathetic toward adoption (Khan et al., 2024).

**Sex.** The majority of respondents are female (52.2%), while 46.2% are male. Just 1.6% of the sample said they would rather keep their sex a secret. This suggests that both genders are actively engaging with the NBI e-government services. This contrasts with the study, which shows that in Turkey, a notable gender digital divide exists, with women underrepresented among e-government users (Acilar, 2020), and is supported by showing that in Brazil, the usage of e-government by men is nearly 10% higher than that of women, indicating a notable gender disparity (Macaya et al., 2021).

**Highest Educational Attainment.** The majority of respondents were college graduates, accounting for 57.4%. Approximately 92% of the respondents have at least some tertiary education, comprising those at the college level (24.7%) and those pursuing postgraduate studies (9.9%). The majority of respondents have a high level of education, suggesting a higher likelihood of

using e-government services. By education level, 32.7% of respondents reported having a bachelor's degree, while 42.2% had some college education but no degree. This suggests that the study's respondents had a high degree of education (Park & Samijadi, 2021).

**Employment Status.** A majority of respondents (70.6%) report employment, and 7.3% report self-employment or business ownership; a sizable majority of respondents are currently employed. Among employed respondents, 41.9% work in public or government offices, and 58.1% work in the private sector. The high percentage of employed users indicates the efficiency and time-saving value propositions of e-government services. This means that people with lower incomes lack the resources to utilize digital platforms. As a result, they rely on traditional, face-to-face government services.

Objective 2: Determine the perceived level of quality service of e-governance in Cavite

**Level of Quality Service of e-Governance in Cavite**

Six primary criteria were used in the study to assess the quality of e-governance services: perceived usefulness, perceived ease of use, citizen trust, information quality, system quality, and service quality.

**Perceived Usefulness.** Based on the findings, it can be observed that NBI e-government services are beneficial, with the highest individual mean of 4.36, indicating that respondents perceived an excellent level that e-government services are an effective way to handle their NBI requirements. This suggests that the system successfully fulfills its primary purpose of providing an alternative to traditional, manual processes, as evidenced by a mean value of 4.29, indicating that users feel the system saves them time and makes the clearance process more manageable, as shown by the mean value of 4.31 and a standard deviation of 0.829. The data demonstrate that the digital transition has successfully evolved from mere availability to become a truly valuable tool that citizens rely on for efficiency and productivity. Udoh's (2024) study supports this by showing that an accessible, applicable service attracts more users and customers because people appreciate its practicality.

***Table 6.*** *Perceived level of quality service of e-governance in Cavite in terms of perceived usefulness*

| PERCEIVED USEFULNESS | MEAN | STANDARD DEVIATION | VERBAL INTERPRETATION |
|---|---|---|---|
| E-government Services are useful | 4.36 | 0.872 | Excellent |
| It enables them to access government services more quickly. | 4.29 | 0.879 | Excellent |
| It enhances their effectiveness in accessing government services | 4.29 | 0.867 | Excellent |
| **Overall Mean** | **4.31** | **0.829** | **Excellent** |

Legend:

1.00-1.79 Very Poor
1.80-2.59 Poor
2.60-3.39 Fair

3.40-4.19 Good
4.20-5.00 Excellent

**Perceived Ease of Use.** Based on the findings, respondents believe the e-government service is easy to use or requires minimal effort. The highest mean of 4.10 suggests that once users are on the platform, the actual interaction and navigation flow are clear and logical. Two indicators scored 4.06, indicating that respondents find the system relatively easy to learn and can achieve their specific goals without significant technical difficulty. Lastly, it obtained an overall mean score of 4.07, with a standard deviation of 0.848, indicating that most respondents had a similarly positive experience regarding the system's usability. This suggests that respondents generally find the NBI e-government services is good and easy to use. Ly and Ly (2023) suggest that for technological solutions to be user-friendly, they must be both functional and accessible to the general public.

***Table 7.*** *Perceived level of quality service of e-governance in Cavite in terms of perceived ease of use*

| PERCEIVED EASE OF USE | MEAN | STANDARD DEVIATION | VERBAL INTERPRETATION |
|---|---|---|---|
| Services are easy to use | 4.06 | 0.920 | Good |
| It provides clear and easy to follow procedures, processes, and instructions. | 4.06 | 0.921 | Good |
| Their interaction with e-government is clear and understandable | 4.10 | 0.880 | Good |
| **Overall Mean** | **4.07** | **0.848** | **Good** |

Legend:

1.00- 1.79 Very Poor
1.80-2.59 Poor
2.60-3.39 Fair
3.40-4.19 Good
4.20-5.00 Excellent

**Trust in the Digital Platform.** Based on the findings, it can be observed that respondents' trust in NBI e-governance is rated positively as good; however, there is potential for improvement, with the highest individual mean of 3.91 suggesting that the actual use of the NBI e-government platform itself acts as a driver for enhancing overall trust. In contrast, the lowest mean score of 3.65 was given to the belief that government departments perform their roles very well. This suggests that while the respondents appreciate the digital tool, they may still harbor underlying skepticism about the general efficiency of bureaucratic processes. It obtained an overall mean score of 3.83, with a standard deviation of 0.926. The data demonstrates that the NBI e-governance system has successfully established a foundation of trust with the public. However, it remains a more sensitive area than simple usability, requiring continued focus on security and transparency to bring all users toward a higher, more consistent level of trust. It supports the study by Fairuzyah et al. (2024), which suggests that People tend to trust government institutions more when they actively participate in political processes, such as elections, engage in public discussions, support policies that benefit the people, and work to solve societal problems.

***Table 8.*** *Perceived level of quality service of e-governance in Cavite in terms of perceived trust in the digital platform*

| PERCEIVED TRUST IN THE DIGITAL PLATFORM | MEAN | STANDARD DEVIATION | VERBAL INTERPRETATION |
|---|---|---|---|
| One trusts that citizens and their benefits have the highest priorities at government departments. | 3.88 | 1.026 | Good |
| One trusts government departments' abilities to provide e-services effectively and securely. | 3.87 | 1.016 | Good |
| One believes that government departments perform their roles very well. | 3.65 | 1.102 | Good |
| NBI E-government service enhances its trust. | 3.91 | .934 | Good |
| **Overall Mean** | **3.83** | **.926** | **Good** |

Legend:

| | |
|---|---|
| 1.00-1.79 | Very Poor |
| 1.80-2.59 | Poor |
| 2.60-3.39 | Fair |
| 3.40-4.19 | Good |
| 4.20-5.00 | Excellent |

**Information Quality.** Based on the findings, it can be observed that respondents believe the information provided by NBI e-governance is good and of high quality , with the highest mean score of 4.18, indicating that the instructions and content on the NBI platform are well-written and readily comprehensible to the general public, however with the lowest mean score of 4.04 suggests that while the information provided is clear and accurate, some users may feel that certain specific details or comprehensive FAQs could be further expanded. The overall mean of 4.11, along with a low standard deviation of 0.809, suggests that most respondents had a similar positive experience, indicating that the quality of information is consistent across different user sessions and is not perceived only by a small group. This supports the study by Bhuvana & Vasantha (2020), which states that Information provided by CSCs should be accurate, up-to-date, comprehensive, clear, and easy to understand.

***Table 9.*** *Perceived level of quality service of e-governance in Cavite in terms of perceived information quality*

| PERCEIVED INFORMATION QUALITY | MEAN | STANDARD DEVIATION | VERBAL INTERPRETATION |
|---|---|---|---|
| Information is accurate and easily accessible. | 4.11 | 0.853 | Good |
| Information is up to date. | 4.04 | 0.904 | Good |
| It provides reliable and sufficient information. | 4.10 | 0.877 | Good |
| Information is easy to read and understand. | 4.18 | 0.837 | Good |
| **Overall Mean** | **4.11** | **0.809** | **Good** |

Legend:

| | |
|---|---|
| 1.00-1.79 | Very Poor |
| 1.80-2.59 | Poor |
| 2.60-3.39 | Fair |
| 3.40-4.19 | Good |
| 4.20-5.00 | Excellent |

**System Quality.** Based on the findings, the NBI e-governance system is good and a robust tool that effectively replaces manual government processes. The highest mean score of 4.06 indicates that users generally find the platform dependable and that it performs as expected during the NBI clearance process. While still having a good mean score, the lowest score, 3.97, indicates that the system is functional, but some users experience delays or slow loading times. There is more disagreement among users regarding the platform's efficiency. With an overall mean score of 4.03 and a low standard deviation of 0.872, the NBI e-governance system meets the technical expectations of the majority of its users, providing a consistently positive technical experience. Bao et al. (2024) indicate that high-quality systems increase users' willingness to interact, thereby strengthening their intention to explore additional features of e-government systems.

***Table 10.*** *Perceived level of quality service of e-governance in Cavite in terms of perceived system quality*

| PERCEIVED SYSTEM QUALITY | MEAN | STANDARD DEVIATION | VERBAL INTERPRETATION |
|---|---|---|---|
| It is an easy-to-use system | 4.05 | 0.900 | Good |
| The user can successfully visit the links provided on the homepage. | 4.06 | 0.929 | Good |
| It is easy to navigate the system while performing tasks. | 4.04 | 0.950 | Good |
| E-government portals are designed to be user-friendly. | 3.97 | 1.020 | Good |

| | | | |
|---|---|---|---|
| The service is reliable | 4.05 | 0.938 | Good |
| **Overall Mean** | **4.03** | **0.872** | **Good** |

Legend:

| | |
|---|---|
| 1.00-1.79 | Very Poor |
| 1.80-2.59 | Poor |
| 2.60-3.39 | Fair |
| 3.40-4.19 | Good |
| 4.20-5.00 | Excellent |

**Service Quality.** Based on the findings, it can be observed that the NBI e-governance system has evolved beyond mere technical functionality and is now delivering a service experience that users find to be good and helpful. A high mean score of 4.06 for promptness and process time suggests that users find the e-governance platform to be a time-saving alternative to traditional methods. A mean score of 3.98 indicates that, while the digital tool is effective, there is still room to enhance how the platform bridges the communication gap between citizens and government agencies. With an overall mean score of 4.03 and a low standard deviation of 0.872, respondents generally had a consistent, positive experience with the service quality of the NBI e-governance system. This supports Udoh's (2024) study, which suggests that E-government services improve the quality and accessibility of public services, allowing citizens to access government services more effectively.

***Table 11.*** *Perceived level of quality service of e-governance in Cavite in terms of perceived service quality*

| PERCEIVED SERVICE QUALITY | MEAN | STANDARD DEVIATION | VERBAL INTERPRETATION |
|---|---|---|---|
| It provides prompt service to their needs. | 4.06 | 0.885 | Good |
| It improves the quality of interaction with government departments. | 3.98 | 0.937 | Good |
| It processes their desired task in a reasonable time. | 4.06 | 0.895 | Good |
| **Overall Mean** | **4.03** | **0.849** | **Good** |

Legend:

| | |
|---|---|
| 1.00-1.79 | Very Poor |
| 1.80-2.59 | Poor |
| 2.60-3.39 | Fair |
| 3.40-4.19 | Good |
| 4.20-5.00 | Excellent |

**Overall.** Based on the findings, the respondents are primarily satisfied with the technical and service-oriented aspects of the NBI e-governance system. The area with the highest mean score, 4.31, is perceived usefulness, suggesting that respondents find e-government services highly effective and beneficial for handling NBI requirements, saving them time and making the process more manageable. While the lowest mean score of

3.83 came from citizen trust, this suggests that respondents appreciate the digital tool. However, some may still harbor skepticism about the overall efficiency of bureaucratic processes or concerns about security and transparency. With an overall mean score of 4.06 and a low standard deviation of 0.769, the NBI e-governance system experience is consistent and reliable.

***Table 12.*** *Overall perceived level of quality service of e-governance in Cavite*

| OVERALL PERCEIVED LEVEL OF QUALITY SERVICE | MEAN | STANDARD DEVIATION | VERBAL INTERPRETATION |
|---|---|---|---|
| Perceived Usefulness | 4.31 | 0.829 | Excellent |
| Perceived Ease of Use | 4.07 | 0.848 | Good |
| Citizen Trust | 3.83 | 0.926 | Good |
| Information Quality | 4.11 | 0.809 | Good |
| System Quality | 4.03 | 0.872 | Good |
| Service Quality | 4.03 | 0.849 | Good |
| **Overall Mean** | **4.06** | **0.769** | **Good** |

Legend:

1.00-1.79 Very Poor
1.80-2.59 Poor
2.60-3.39 Fair
3.40-4.19 Good
4.20-5.00 Excellent

Objective 3: Access the satisfaction level of the citizens in the implementation of E-government

**Satisfaction level of the citizens in the implementation of E-government**

**Accessibility and Convenience.** Data from Table 13 indicates that citizens are generally satisfied with the accessibility of e-government services, resulting in a solid overall mean score of 4.09. A primary reason for this positive feedback is the system's seamless performance across different hardware, specifically mobile phones, tablets, and desktops, which garnered the highest individual rating of 4.12. Furthermore, the ease of access was viewed favorably, earning a mean of 4.06. These findings imply that the NBI's online platform is meeting the practical needs of its users. By prioritizing cross-platform flexibility, the system successfully caters to the "Digital Native" demographic, a group that increasingly treats mobile technology as a necessity for managing daily responsibilities.

***Table 13.*** *Satisfaction level of the citizens in the implementation of E-government in terms of accessibility and convenience*.

| ACCESSIBILITY AND CONVENIENCE | MEAN | STANDARD DEVIATION | VERBAL INTERPRETATION |
|---|---|---|---|
| The access to the NBI online service is convenient. | 4.06 | 0.920 | Satisfied |
| The NBI online service works on devices such as mobile phones, tablets, and computers. | 4.12 | 0.878 | Satisfied |
| **Overall Mean** | **4.09** | **0.856** | **Satisfied** |

Legend:

| | |
|---|---|
| 1.00-1.79 | Very Dissatisfied |
| 1.80-2.59 | Dissatisfied |
| 2.60-3.39 | Moderately Satisfied |
| 3.40-4.19 | Satisfied |
| 4.20-5.00 | Very Satisfied |

**Process Clarity and Ease of Use.** In evaluating how user-friendly and transparent the system is, the research yielded a collective mean score of 4.08, which falls under the verbal interpretation of "Satisfied". Respondents indicated they were most pleased with the overall clarity of the NBI's online interface, which led the category with a 4.09 rating. This was followed closely by the efficiency of the application process (4.08) and the general simplicity of finalizing transactions (4.07). These stable ratings imply that once a user accesses the platform, the navigation is intuitive and the logic is easy to follow. Furthermore, the data suggests that the provided instructions are clear enough to help users reach their goals without being hindered by significant technical roadblocks.

***Table 14.*** *Satisfaction level of the citizens in the implementation of E-government in terms of process clarity and ease of use.*

| PROCESS CLARITY AND EASE OF USE | MEAN | STANDARD DEVIATION | VERBAL INTERPRETATION |
|---|---|---|---|
| The user is satisfied with the application process of the NBI online registration. | 4.08 | 0.900 | Satisfied |
| The user is satisfied with the clarity of the NBI online system. | 4.09 | 0.855 | Satisfied |
| The user is satisfied with how easy it is to complete transactions through the NBI online system. | 4.07 | 0.871 | Satisfied |
| **Overall Mean** | **4.08** | **0.838** | **Satisfied** |

Legend:

| | |
|---|---|
| 1.00-1.79 | Very Dissatisfied |
| 1.80-2.59 | Dissatisfied |
| 2.60-3.39 | Moderately Satisfied |
| 3.40-4.19 | Satisfied |
| 4.20-5.00 | Very Satisfied |

**Information Quality and Security.** The NBI's online service garnered a total mean score of 4.08, signaling that, for the most part, respondents are satisfied with how effectively the system functions. A more detailed look at the metrics reveals that users were especially impressed by the service's speed, which achieved a high mean of 4.11. In contrast, the system's perceived reliability was rated slightly lower at 4.05. While these results indicate that the instructions and digital content are well-crafted and accessible to the public, the dip in the reliability score suggests that there is still room for improvement regarding security and transparency. Prioritizing these specific areas will be vital for the agency to foster deeper and more consistent public trust in its digital infrastructure.

***Table 15.*** *Satisfaction level of the citizens in the implementation of E-government in terms of information quality and security.*

| INFORMATION QUALITY AND SECURITY | MEAN | STANDARD DEVIATION | VERBAL INTERPRETATION |
|---|---|---|---|
| The user is satisfied with the speed of the NBI online service. | 4.11 | 0.865 | Satisfied |
| The user is satisfied with the reliability of the NBI online system. | 4.05 | 0.868 | Satisfied |
| **Overall Mean** | **4.08** | **0.822** | **Satisfied** |

Legend:

| | |
|---|---|
| 1.00-1.79 | Very Dissatisfied |
| 1.80-2.59 | Dissatisfied |
| 2.60-3.39 | Moderately Satisfied |
| 3.40-4.19 | Satisfied |
| 4.20-5.00 | Very Satisfied |

**Service Delivery and Support.** The service delivery and support category achieved a strong performance with an overall mean score of 4.05, which corresponds to a qualitative rating of Satisfied. Within this area, users expressed the highest level of satisfaction with their overall experience using the NBI e-government service, which earned a mean of 4.12. Several other key indicators specifically the quality of service, the efficiency of transaction processing time, and the convenience of the payment process each consistently recorded a mean of 4.05. Conversely, the lowest individual score was attributed to the assistance or support available when help is needed, which saw a mean of 4.01. These results suggest that while the digital tool is effective for standard,

automated transactions, there remains a significant opportunity to enhance how the platform bridges the communication gap between citizens and government agencies, particularly when users require direct, personalized assistance.

***Table 16.*** *Satisfaction level of the citizens in the implementation of E-government in terms of service delivery and support.*

| SERVICE DELIVERY AND SUPPORT | MEAN | STANDARD DEVIATION | VERBAL INTERPRETATION |
|---|---|---|---|
| The user is satisfied with the quality of service I received through the NBI online platform. | 4.05 | 0.873 | Satisfied |
| The user is satisfied with the time it took for my NBI transaction to be processed through the online system. | 4.05 | 0.876 | Satisfied |
| The user is satisfied with the assistance or support available when I need help using the NBI online service. | 4.01 | 0.938 | Satisfied |
| The user is satisfied with the payment process provided in the NBI online system. | 4.05 | 0.909 | Satisfied |
| The user is satisfied with their experience using the NBI e-government service. | 4.12 | 0.863 | Satisfied |
| **Overall Mean** | **4.05** | **0.822** | **Satisfied** |

Legend:

| | |
|---|---|
| 1.00-1.79 | Very Dissatisfied |
| 1.80-2.59 | Dissatisfied |
| 2.60-3.39 | Moderately Satisfied |
| 3.40-4.19 | Satisfied |
| 4.20-5.00 | Very Satisfied |

**Overall Satisfaction Level.** The implementation of e-government through the NBI online service achieved an overall mean score of 4.07 with a standard deviation of 0.796. This numerical result falls within the range of 3.40 to 4.19, which is interpreted as satisfied based on the study's Likert scale, where 1.00 to 1.79 represents Very Dissatisfied, 1.80 to 2.59 represents Satisfied, 2.60 to 3.39 signifies Moderately Satisfied, and 4.20 to 5.00 indicates Veryb Satisfied. These findings demonstrate that the NBI e-governance system experience is consistent and reliable, suggesting that the digital transition has successfully evolved into a valuable tool that citizens rely on for efficiency

and productivity while effectively replacing manual government processes for the majority of users.

***Table 17.*** *Overall, citizen satisfaction with the implementation of E-government.*

| OVERALL SATISFACTION LEVEL | MEAN | STANDARD DEVIATION | VERBAL INTERPRETATION |
|---|---|---|---|
| Accessibility and Convenience | 4.09 | 0.856 | Satisfied |
| Process Clarity and Ease of Use | 4.08 | 0.838 | Satisfied |
| System Performance | 4.05 | 0.850 | Satisfied |
| Information Quality and Security | 4.08 | 0.822 | Satisfied |
| Service Delivery and Support | 4.05 | 0.822 | Satisfied |
| **Overall Mean** | **4.07** | **0.796** | **Satisfied** |

Legend:

| | |
|---|---|
| 1.00-1.79 | Very Dissatisfied |
| 1.80-2.59 | Dissatisfied |
| 2.60-3.39 | Moderately Satisfied |
| 3.40-4.19 | Satisfied |
| 4.20-5.00 | Very Satisfied |

Objective 4: Analyze the level of citizens' intention to use of the e-government service in Cavite.

**Level of Citizens' Intention to Use the e-government service in Cavite**

This presents the level of intention to use e-government services in Cavite. The table shows that most participants are very high intention with recommending the e-government services in Cavite. By commenting and engaging on government websites, citizens can access e-government services without travelling to government offices, thereby saving time and money. As a result, perceived usefulness may substantially impact citizens' participation in e-government systems (Nguyen et al., 2023). The positive influence of perceived usefulness on e-government adoption is consistent with previous studies (Hooda et al., 2023). Citizens who are well-versed in technology find value in these services, as they offer time savings, reduced effort, and more convenient task execution compared to traditional offline methods. Furthermore, the comprehensive shift of major government services to online platforms through e-government portals enhances the efficiency and convenience of task completion for both citizens and government personnel, facilitated by the availability of ample information.

***Table 18.*** *Level of citizens' intention to use of the e-government service in Cavite*

| INTENTION TO USE | MEAN | STANDARD DEVIATION | INTERPRETATION |
|---|---|---|---|
| They would recommend the NBI e-government service to other family members. | 4.24 | 0.857 | Very High |
| They would recommend the NBI e-government service to my close friends. | 4.23 | 0.858 | Very High |
| They would recommend the NBI e-government service to my social networks. | 4.14 | 0.907 | High |
| They intend to explore the NBI e-government and use other services offered. | 4.14 | 0.907 | High |
| They will use more of the services provided in the future. | 4.23 | 0.871 | Very High |
| **Overall Mean** | **4.19** | **0.822** | |

Legend:

| | |
|---|---|
| 1.00-1.80 | Very Low |
| 1.81-2.60 | Low |
| 2.61-3.40 | Moderate |
| 3.41-4.20 | High |
| 4.21-5.00 | Very High |

Objective 5: Analyze the significant differences in the citizens' satisfaction when they are group ed according to demographic profile.

**Significant Difference in the Citizens' Satisfaction When They are Grouped According to Demographic Profile**

The study sought to determine whether there is a significant difference in citizens' satisfaction across demographic groups.

*Table 19. Differences in the citizens' satisfaction when they are grouped according to demographic profile*

| DEMOGRAPHIC PROFILE | $X^2$ | df | *p*-value | $\varepsilon^2$ | HYPOTHESIS | INTERPRETATION |
|---|---|---|---|---|---|---|
| Age | 9.07 | 4 | 0.059 | 0.023 | Accept Null | Not Significant |
| Sex | 3.83 | 2 | 0.147 | 0.147 | Accept Null | Not Significant |
| Civil Status | 5.66 | | 0.226 | | | Not Significant |

| | | | | | | |
|---|---|---|---|---|---|---|
| | | 4 | | 0.014 | Accept Null | |
| Highest Educational Attainment | 11.9 | 6 | 0.064 | 0.031 | Accept Null | Not Significant |
| Employment Status | 6.22 | 3 | 0.101 | 0.162 | Accept Null | Not Significant |
| Employed | 2.39 | 1 | 0.122 | 0.008 | Accept Null | Not Significant |

Note(s): $F^2$ (Cohen, 1988) where 0.02 = small, 0.15 = medium, 0.35 = large; statistically significant = ** with high significant at 1% level; * with significant at 5% level, T- stat = more than 1.96

The results of statistical tests conducted in Table 19 to determine whether there is a significant difference in citizens' satisfaction across selected demographic profiles, including age, sex, civil status, highest educational attainment, and employment status.

**Age.** There was no significant difference in citizens' satisfaction based on age ($\chi^2 = 9.07$, df = 4, p = 0.059), even though the p-value of age is close to 0.05, suggesting a marginal trend that warrants cautious interpretation. The post hoc analysis using the Dwass–Steel–Critchlow–Fligner (DSCF) pairwise comparisons indicated that the observed difference primarily lies between respondents aged 20 and below and those aged 41–50. Specifically, the 41–50 age group demonstrated relatively higher satisfaction levels compared to the youngest cohort. While this pairwise contrast did not yield statistical significance at the 0.05 level, the pattern suggests a possible age-related tendency in satisfaction perceptions.

Therefore, we accepted the null hypothesis. The result was similar to that of the study conducted by Saligan et al. (2018), which found that, regardless of age disparity, respondents had a comparable level of satisfaction with BPAT services.

**Sex.** The results showed a chi-square value of $\chi^2 = 3.83$ with df = 2 and a p-value of 0.147, indicating no significant difference in satisfaction between male and female respondents. The p-value is above the 0.05 level of significance; therefore, it supports the null hypothesis. However, the effect size ($\varepsilon^2 = 0.147$) indicates a small to moderate impact. In the study by Karsh and Hussein (2024), the p-values were greater than 0.05 and were interpreted as indicating no significant difference between the two. Results from the two studies showed that gender does not affect citizens' satisfaction.

**Civil Status.** The results ($\chi^2 = 5.66$, df = 4, p = 0.226) indicated no significant variation across marital status groups. The effect size ($\varepsilon^2 = 0.014$) was small, further supporting the conclusion that civil status had little to no impact on citizens' satisfaction, leading to acceptance of the null hypothesis. According to Sanmukhiya (2019), marital status does not affect e-government use in the Republic of Mauritius. However, in this study, they examined parenthood, not marital status, as a factor in the adoption of e-governance.

**Highest Educational Attainment and Employment Status.** While educational attainment (p = 0.064) and employment status (p = 0.101) approached significance, both remained above the conventional threshold, indicating that differences across these groups were not substantial enough to reach statistical significance. This pattern may suggest that the e-governance platforms implemented are effectively minimizing perceived complexity and Usability barriers commonly associated with government digital services. In contrast, the study by Gales et al. (2024) revealed significant differences in satisfaction levels, both by highest educational attainment and employment status.

Furthermore, these results support the core assumptions of the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT), which emphasize Perceived Usefulness and Perceived Ease of Use as

primary determinants of technology adoption rather than inherent demographic traits. The consistency of satisfaction levels across diverse citizen groups implies that recent e-governance initiatives, particularly those aligned with the E-Governance Act of 2025, are contributing to a more inclusive digital service environment. Overall, the findings highlight that supply-side factors, such as service availability and transactional efficiency, play a more decisive role in citizen adaptation than demographic characteristics.

Objective 6: Analyze the direct effect of the level of quality service on the citizens' satisfaction.

**Direct effect of the level of quality service on the citizen's satisfaction**

***Table 20.*** *Direct effect of the level of quality service on the citizens' satisfaction*

| Variable | *Estinam* | *SE* | *T-stat* | *p-value* | HYPOTHESIS | INTERPRETATION |
|---|---|---|---|---|---|---|
| Level of Quality of Service | 0.782 | 0.517 | 3.42 | 0.001 | Reject Null | Significant |

Adjusted $R^2$*= 78.20%*

The statistical analysis reveals that the level of service quality is a robust predictor of citizens' satisfaction with NBI e-government services in Cavite. With a significant coefficient of β = 0.782 and a p-value of 0.001, the findings suggest that as the technical and administrative quality of the NBI platform improves specifically in terms of system reliability, ease of use, and information accuracy, the citizens' satisfaction increases proportionally. The Adjusted $R^2$*= 78.20%* further underscores the high predictive power of service quality, indicating that the majority of the variation in citizen satisfaction is directly tied to how well the digital service is delivered. The implications of these results are twofold for digital governance in the province. First, from a policy perspective, the NBI and local government units in Cavite must prioritize the continuous optimization of their digital infrastructure, as even minor improvements in system quality can yield substantial gains in public satisfaction. This is consistent with the research of Kala et al. (2024), which suggests that for e-governance to be successful, authorities must focus on providing glitch-free, user-friendly environments to ensure long-term citizen engagement. Second, the high $R^2$ suggests that while other factors exist, the "quality" of the digital experience itself is the most critical lever for government agencies to pull. As noted by Al-Naimat (2024), the "ease of use" and "responsiveness" dimensions of service quality are often the most visible to citizens, meaning that technical excellence directly translates into the perceived legitimacy and effectiveness of government institutions.

Objective 7: How does this citizens intention to use moderate the effect of the perceived level of quality on citizens' satisfaction?

**Moderating Role of Intention to Use in the Effect of Service Quality on Satisfaction**

The study sought to determine if the intention to use significantly moderates the effect of perceived service quality on citizens' satisfaction. The interaction effect between the predictor (Level of Quality Service) and the moderator (Intention to Use) was analyzed to test this relationship.

***Table 21.*** *The moderating role of citizens' intention to use in the effects of the perceived level of quality on citizens' satisfaction.*

| Variable | *Estimate* | *SE* | *p-value* | HYPOTHESIS | INTERPRETATION |
|---|---|---|---|---|---|
| LEVEL OF QUALITY SERVICE ✻ INTENT TO USE OF NBI E-GOVERNMENT SERVICES | 0.016 | 0.015 | 0.272 | Accept Null | Not Significant |

Table 21 presents the results of the moderation analysis examining whether citizens' intention to use NBI e-government services moderates the relationship between the perceived quality of service and citizens' satisfaction. As presented in Table 21, the interaction term (Level of Quality Service × Intention to Use) yielded an estimated coefficient of β = 0.016 with a standard error of 0.015. This shows that the impact of service quality on satisfaction rises by a pitiful 0.016 units for every unit increase in intention to use. The coefficient's small value shows a very mild moderating influence.

Moreover, the findings indicate that citizens' intention to use does not significantly moderate the relationship between perceived service quality and satisfaction (β = 0.016, p = 0.272). Therefore, the existence of a moderating impact is not supported by enough empirical data. As a result, the null hypothesis is accepted, and the link between citizens' satisfaction and perceived service quality is not substantially changed by citizens' intention to use. The results indicates that service quality assessment establishes a constant relationship with customer satisfaction which remains unchanged when users display different levels of intentions to use. The NBI's e-government services shows that any improvements in service quality will lead to increased customer satisfaction, which applies to all citizens regardless of their initial usage intention levels. Service quality serves as an essential and universal element that directly establishes customer satisfaction according to theoretical principles which govern its operation.

From a managerial standpoint, the NBI receives from this situation a beneficial institutional outcome which managers of the organization will value. The absence of a moderating effect simplifies strategic planning because it eliminates the need for segmented behavioural interventions targeting different intention-based user groups. The NBI should invest its resources into establishing service performance standards, which include system reliability and processing efficiency and information accuracy and responsiveness, instead of creating separate motivational programs. The unified strategy improves operational processes while guaranteeing that all service quality enhancements will produce the same level of customer satisfaction across all citizens. The NBI can direct its operations toward performance objectives instead of developing behaviour change methods, which enables the organization to achieve both operational efficiency and broader public benefits.

These findings align with the *Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003)* and the *E-Governance Act (RA 12254, 2025)*, highlighting that the National Bureau of Investigation (NBI) should prioritize a unified quality enhancement strategy rather than segmented outreach. Since service quality explains a substantial 78.2% of the variance in satisfaction, the agency can effectively bridge the digital divide and foster public trust by focusing on objective system performance, security, and reliability.

To validate the consistency of the direct effect across different user groups, a simple slope analysis was conducted. This analysis

examines the relationship between quality and satisfaction at low (-1 SD), average, and high (+1 SD) levels of intention to use.

***Table 22.*** *Simple Slope Estimates*

| | | | 95% Confidence Interval | | | |
|---|---|---|---|---|---|---|
| | **Estimate** | **SE** | **Lower** | **Upper** | **Z** | **p** |
| Average | 0.525 | 0.0517 | 0.422 | 0.617 | 10.14 | < .001 |
| Low (-1SD) | 0.511 | 0.0505 | 0.407 | 0.606 | 10.12 | < .001 |
| High (+1SD) | 0.538 | 0.0557 | 0.418 | 0.638 | 9.66 | < .001 |

The findings demonstrated that the degree of quality service consistently and strongly predicted satisfaction at low levels of intent (β = 0.511, p <.001), average levels (β = 0.525, p <.001), and high levels (β = 0.538, p <.001). The low variance across these factors indicates that quality consistently affects satisfaction and is independent of the user's inclination or desire to use the e-government system. The non-significant moderation is consistent with the *Technology Acceptance Model (TAM) (Davis, 1989)* and the *Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003)*, which assert that perceived utility and ease of Moderating Role of Intention to Use in the Effect of Service Quality on Satisfaction**.** The study sought to determine if the intenion to use significantly moderates the effect of perceived service quality on citizens' satisfaction. The interaction effect between the predictor (Level of Quality Service) and the moderator (Intention to Use) was analyzed to test this relationship. The simple slope analysis reveals that across low (β = 0.511), average (β = 0.525), and high (β = 0.538) intent levels, service quality continues to be a reliable and highly significant predictor of satisfaction (p <.001). This minimal variance supports the *Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003)* and the *Technology Acceptance Model (TAM) (Davis, 1989)* by showing that the objective performance of the NBI e-government system supersedes a citizen's initial behavioral intentions or attitudes. A non-significant interaction in this moderation model confirms that the positive impact of service quality on citizen satisfaction is stable and universal across the entire user population, *Kaur (2020)*. This is because public satisfaction is primarily determined by service quality and availability.

From a practical standpoint, this means that even if a citizen has a low intention to use the NBI's online services, perhaps due to a familiarity to face-to-face transactions or a lack of modern technological knowledge they will still experience a significant increase in citizens' satisfaction if the service quality is high. Conversely, a high intention to use the system does not "buffer" or amplify the satisfaction levels; rather, it is the tangible quality of the service (e.g., efficiency, reliability, and ease of use) that dictates the final evaluative outcome.

A strong coefficient of determination (R^2 = 0.782), which explains 78.2% of the variance in satisfaction, supports the model's statistical validity. The indicates that NBI has effectively recognized service quality as the "potent and reliable predictor" of citizen experience Prioritizing tangible quality dimensions like transactional capacity and security will be more effective than merely attempting to increase the public's "intent" to go online as the Philippines continues its digital transformation journey.

Furthermore, the non-significant results of the moderation analysis suggest that the impact of service quality on satisfaction is universal and does not change according to a citizen's personal motivation. As a result, the

National Bureau of Investigation (NBI) does not have to develop distinct tactics for "eager" and "reluctant" users. Rather, they ought to adhere to the "best practices" of *3; Tano, 2024)*, emphasizing a safe, transparent, and high-performing interface *(Sha* digital transformation observed in other Philippine local government units *(Espiritu et al., 2023; Sharmin & Chowdhury, 2025)*. This implies that the provision of high-quality e-government services continues to be the main and most efficient driver of total satisfaction, independent of a user's initial aim.

## Conclusion

Based on the findings, several key conclusions were drawn about the state of e-governance in Cavite. First, service quality is identified as the foundation of public satisfaction in the digital space. The statistical significance of the results confirms that when the NBI ensures its system is reliable, user-friendly, and informative, citizens respond with high levels of satisfaction. This demonstrates that in today's world, the "quality" of a government agency is judged not only by face-to-face interactions but also by the efficiency of its online platform. Since service quality accounts for 78.20% of satisfaction, the researchers conclude that any technical issues, such as system crashes or confusing navigation, can significantly harm public perception of the agency.

Furthermore, the study finds that "Intention to Use" plays a crucial moderating role. While technical quality is essential, it is not the only factor; the internal motivation of citizens to adopt digital services acts as a catalyst. Citizens with high intention to use digital services are more likely to perceive and value high-quality service, leading to greater satisfaction. Conversely, for those with low digital intent, even a well-designed system may not result in satisfaction because their preferences lean toward traditional methods. Therefore, implementing e-government successfully in Cavite involves not only technical excellence but also fostering user readiness and behavioral change

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