



**MARITIME INDUSTRY AUTHORITY ONLINE APPOINTMENT
SYSTEM: POLICY REQUIREMENTS, IMPLEMENTATION
AND OUTCOMES**

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ABSTRACT

This descriptive-evaluative study examined the policy requirements, implementation, and outcomes of the Maritime Industry Authority Online Appointment System in relation to the issuance of the Seafarer’s Identity Document and Seafarer’s Record Book. It assessed the system’s alignment with MARINA’s vision, mission, goals, and objectives; its implementation in terms of process flow, capacity building, and application; and its outcomes based on clients’ awareness, satisfaction, system performance, and employees’ satisfaction. A mixed-method approach was used, involving one hundred five (105) respondents and five (5) key informants. Data were analyzed using frequency count, percentage, and thematic analysis. Findings showed a very high level of implementation and effectiveness, with clients expressing satisfaction and employees reporting improved efficiency. Challenges such as limited slots, system delays, rescheduling issues, and connectivity constraints were identified. The system enhances service delivery, but continuous improvements are recommended to ensure accessibility and reliability.

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INTRODUCTION

The Maritime Industry Authority (MARINA) plays a crucial role in regulating and promoting the maritime industry in the Philippines. With the growing demand for efficient services, MARINA has recognized the need to modernize its processes, particularly in managing appointments for various maritime services.

To enhance service delivery, MARINA has updated its manual transactions to the Online Appointment System (OAS). The implementation of the OAS, which was formally launched on October 26, 2018, as stipulated in MARINA Advisory No. 2018-37. The Online Appointment System (OAS) was first implemented in the Davao and Iloilo regional offices to simplify the application process for the Seafarer's Identification and Record Book (SIRB). Additionally, the system was designed to improve the efficiency of document processing in compliance with the Standards of Training, Certification, and Watchkeeping for Seafarers (STCW) requirements.

Subsequently, MARINA Advisory No. 2020-07 mandated the transition from the SIRB to the Seafarer's Record Book (SRB), accompanied by the integration of the MARINA Seafarer's Identity Document and Seafarer's Record Book Online Appointment System. This development is aligned with MARINA's 14-Point Agenda and its Integrated Management

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System (IMS), both of which emphasize the importance of delivering high-quality, technology-driven public services.

The implementation of the OAS aligns with the mandates of Republic Act No. 11032, also referred to as the Ease of Doing Business and Efficient Government Service Delivery Act of 2018, which advocates eliminating red tape and adopting citizen-centric government processes. Furthermore, this initiative supports the goals of the national e-Government Master Plan (EGMP), which promotes the digital transformation of public services to ensure greater transparency, accessibility, and operational efficiency.

The primary purpose of the OAS is to streamline MARINA's appointment scheduling process, reduce waiting times, and enhance customer satisfaction. Prior to its implementation, stakeholders—particularly Filipino seafarers—faced significant challenges, including prolonged queues, scheduling difficulties, and inefficient manual procedures. By digitizing the appointment process, MARINA aims to create a more convenient, accessible, and responsive system for all users.

However, despite the anticipated benefits of the OAS, several issues have been observed and reported. Users have encountered difficulties in accessing the platform, securing appointment slots due to system congestion, and receiving timely confirmation notifications. These challenges have raised concerns regarding the system's actual effectiveness, particularly in reaching users in remote areas, and its overall impact on service delivery and client satisfaction.

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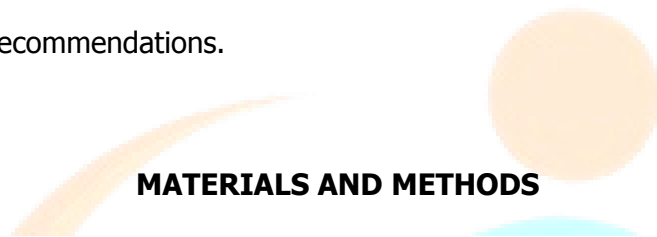
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These observed challenges have prompted the researcher to undertake this study. By examining the implementation and effectiveness of MARINA's Online Appointment System, the research aimed to assess whether the system meets its intended objectives and to identify potential areas for improvement. This study ultimately sought to contribute to the enhancement of public service delivery within the maritime sector by providing evidence-based insights and recommendations.



MATERIALS AND METHODS

Research Methodology

This chapter outlines the study's methodological framework, detailing the research design, participant profile, and sampling strategy. It also describes the instruments used for data collection, the step-by-step gathering process, and the specific statistical tools employed for data analysis.

Research Method

This study employed a mixed-methods approach, merging qualitative and quantitative research activities to cultivate a more profound understanding of the subject matter. Following modern academic standards, these two paradigms were integrated throughout the data collection, analysis, and final presentation phases of the research (Harvard Catalyst, 2024).

Research Design

Utilizing a mixed-methods approach, this study adopted a descriptive research design to collect and interpret both quantitative and qualitative data.

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As defined by Creswell (2022), this design is specifically structured to illustrate the traits of a particular population or the nature of a specific phenomenon.

Although its main goal is to deepen the understanding of a subject, it relies on systematic data collection methods—such as surveys, interviews, and direct observations—to address the fundamental questions of "Who, What, When, Where, Why, and How" (Indeed, 2024).

Participants of the Study

The study focused on one hundred five (105) Filipino seafarers hailing from Western Visayas. These participants were selected from individuals who conducted in-person transactions at the Maritime Industry Authority (MARINA) Regional Office VI in Iloilo City between June and October 2025. The researcher requested them to participate in the study. In addition, two (2) MARINA employees were included as respondents to assess the output of the Online Appointment System (OAS) in terms of employee satisfaction.

Furthermore, to strengthen the validity of the responses, the researcher conducted key informant interviews (KII) with five (5) personnel from MARINA Region VI, namely the Regional Director, a supervisor, a Human Resource Officer, a second-level employee, and a clerk.

Sampling Design

For the seafaring clients, a convenience (or availability) sampling approach was chosen, selecting individuals based on their immediate presence and willingness to participate. As noted by Alex (2024), this non-probability method is frequently employed when researchers

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must navigate practical limitations such as restricted timeframes, budget caps, or difficulties in reaching a broader representative population. Conversely, the study applied a census method for the MARINA employees, ensuring that every member of that specific group was included in the research.

To identify participants, the study utilized convenience sampling for the seafarers and a census method for the MARINA staff.

Research Instrument

Primary data was gathered using a researcher-developed questionnaire featuring a combination of closed-ended and open-ended items. The closed-ended components served as "premise questions," requiring a simple "yes" or "no" response. These were supplemented by open-ended follow-up questions designed to elicit deeper explanations; however, these qualitative prompts were specifically limited to clarifying the previous affirmative or negative answers.

Key Informant Interview (KII) questions were also prepared to generate qualitative data from five (5) personnels of MARINA (Appendix A-2). Secondary data will be generated from printed documents and the national and local reports on SID/SRB Online Appointment System. It also considered the existing related circulars and advisories. The results of prior research on the subject were likewise considered.

Two separate instruments were used in gathering the needed data: personal profile of the respondents and the other part, to pinpoint the level of effectiveness of online appointment system, its policy requirements, implementations and outcomes.

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Validity of the Research Instrument

To guarantee the validity of the findings, the researcher subjected the instrument to both face and content validation. The initial phase of this process involved submitting the questionnaire draft to the research adviser, whose expert comments and suggestions were used to refine and improve the tool.

The suggestions of the research adviser were incorporated in the final draft of the questionnaire. Thereafter the final draft of the questionnaire was submitted to a jury of experts composed of professors of research and public administration. The comments and suggestions of the jury were integrated in the clean draft of the questionnaire.

Data Gathering Procedures

Before the actual gathering of data, letters asking permission to conduct the study were sent to the Regional Director of the Maritime Industry Authority, Regional Office VI, and to the Dean of the Graduate School, PHINMA University of Iloilo. Upon receipt of permission, the researcher reproduced enough of the questionnaires to be given to the respondents. The researcher personally conducted the distribution of the questionnaires. Upon the retrieval of the completed questionnaires, the researcher processed the data by organizing, coding, and transmitting the data to an accredited statistician for the computation of the data using the SPSS software.

Data Analysis

The study utilized a dual-analytical approach, processing data through both quantitative and qualitative lenses. For the numerical data, frequency counts and percentages

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were employed to identify specific patterns and trends. As noted by the Urban Institute (2023), this systematic examination is essential for uncovering relationships within both historical and forward-looking research.

To interpret the qualitative findings, the researcher applied thematic analysis. According to Braun and Clarke (2024), this method involves identifying and interpreting recurring patterns of meaning to provide a cohesive understanding of narrative data.

RESULTS AND DISCUSSIONS

This study examined the policy requirements, implementation, and outcomes of the Maritime Industry Authority (MARINA) Online Appointment System (OAS), particularly the SID/SRB portals using both quantitative and qualitative analyses.

The policy requirements of MARINA OAS in terms of vision, mission, goals and objectives provide a clear, relevant and up-to-date direction for the Agency in meeting the needs and demands of its clientele as well as in contributing to the national development goals. The vision and mission statements and the goals and objectives capture the essence of public administration which is to promote the quality of life of its beneficiaries and to pursue the purpose of good governance.

The execution of the MARINA Online Appointment System (OAS) for issuing Seafarer's Identity Documents and Seafarer's Record Books was rated at a "very high" level. This indicates that the system's operational roll-out and performance successfully met its established objectives. The implementation in terms of capacity building and application

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likewise showed “very high” level of implementation. However, in terms of process flow, only a high level was found, suggesting that certain areas need improvement.

The system demonstrates MARINA’s effective adoption of an e-service framework that streamlines appointment booking and document processing, reduces congestion, minimizes manual errors, and enhances accessibility for seafarers nationwide.

Clients generally found the system easy to navigate and responsive, with most able to schedule appointments independently. Despite these strengths, users experienced technical and accessibility challenges, including slow loading times during peak periods, limited appointment slots, and difficulties in rescheduling. First-time applicants and clients from remote areas faced additional challenges due to limited digital literacy and unstable internet connectivity. Overall, the system received strong endorsement, indicating public trust in MARINA’s digital initiatives, although continuous technical improvements and inclusive support mechanisms remain necessary to ensure equitable access.

The outcomes of MARINA OAS positively impacted both clients and employees. Clients reported increased awareness of system procedures, convenience, and time savings, while employees acknowledged reduced administrative burdens and improved workflow coordination. These results show that MARINA’s mission to ensure safety, environmental protection, and service efficiency is effectively supported through digital innovation.

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CONCLUSION

Based on the research findings, the following conclusions have been established:

MARINA Online Appointment System (OAS) is a highly effective e-governance platform that successfully enhances service accessibility and client satisfaction. Its widespread adoption demonstrates MARINA's operational efficiency and commitment to digital transformation.

The system has translated policy requirements regarding the issuance of Seafarer's Identity Documents (SID) and Seafarer's Record Book (SRB) into actionable, user-friendly procedures, reflecting MARINA's adherence to its vision of a strong and dynamic maritime administration. The OAS serves as a practical tool for streamlining appointments and ensuring consistent delivery of maritime services.

The implementation of the MARINA OAS, particularly in terms of process flow, capacity building and application, shows a generally smooth operational framework.

Clients can schedule appointments and access services efficiently, while staff are equipped to manage the system and help. Although some operational inefficiencies such as appointment slot management, internet connections, and confirmation and notification gaps were observed, these are technical or procedural rather than conceptual issues, indicating that the system design aligns well with MARINA's objectives of efficiency, safety, and global competitiveness of Filipino seafarers.

The outcomes of the MARINA OAS highlight positive impacts on client and employee satisfaction. Most clients reported being aware of the system, easily navigating its features, and benefiting from the convenience and time savings it provides. Employees likewise

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acknowledged reduced administrative burdens and improved workflow coordination. These outcomes confirm that MARINA’s mission to lead a progressive maritime administration that ensures safety, environmental protection, and service efficiency is being realized in practical terms through digital innovation.

Despite the system’s overall effectiveness, challenges in using the MARINA OAS primarily involve technical and human factors. While most clients successfully navigate the system, some require additional guidance or support channels. System slowdowns, slot limitations, and difficulties in modifying appointments underscore the importance of ongoing client education, responsive technical support, and system optimization. Addressing these issues is essential to maintaining inclusiveness, sustaining user confidence, and ensuring the long-term effectiveness of the OAS.

Finally, the study concludes that the MARINA OAS provides a solid foundation for continued digital transformation in maritime services. By addressing technical limitations, enhancing user support, and optimizing operational processes, the system can further strengthen service accessibility, client satisfaction, and employee efficiency. The study demonstrates that the integration of policy, technology, and human-centered design within the OAS serves as a model for e-governance while highlighting areas for improvement that support MARINA’s mission and vision.

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