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awareness and satisfaction level concerning the implemented system. Aligning from these insights, several recommendations emerge to enhance the university's complaint resolution process. These include refining the system's functionality based on user feedback, offering comprehensive training and support to users, and instituting regular updates and improvements to the system. Implementing these suggestions can foster greater awareness and satisfaction, ultimately leading to more effective complaint management within the university.

Keywords: e-Reklamo, Complaint, Naive Bayes, Algorithm, Research, Polytechnic University of the Philippines



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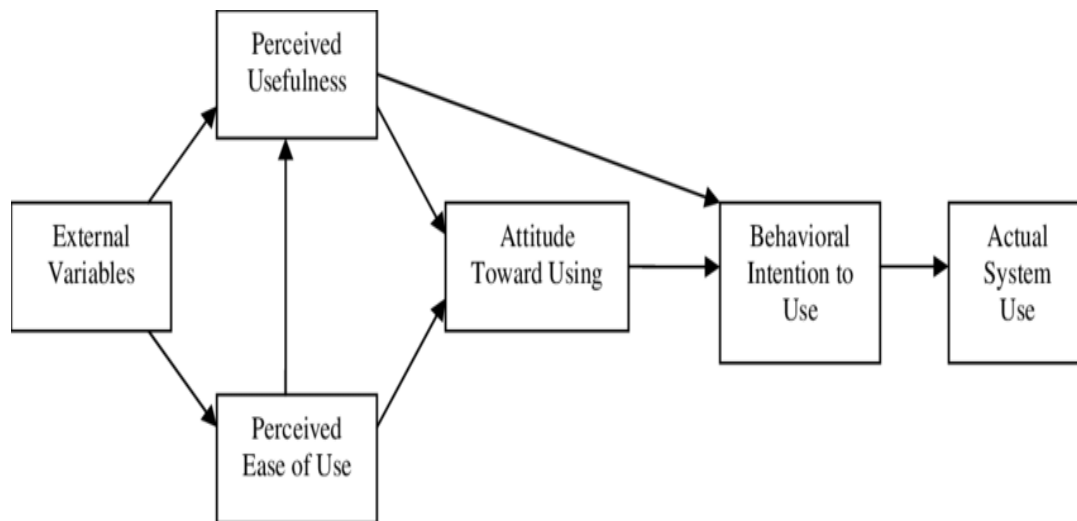
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Theoretical Framework

Technology Acceptance Model (TAM)

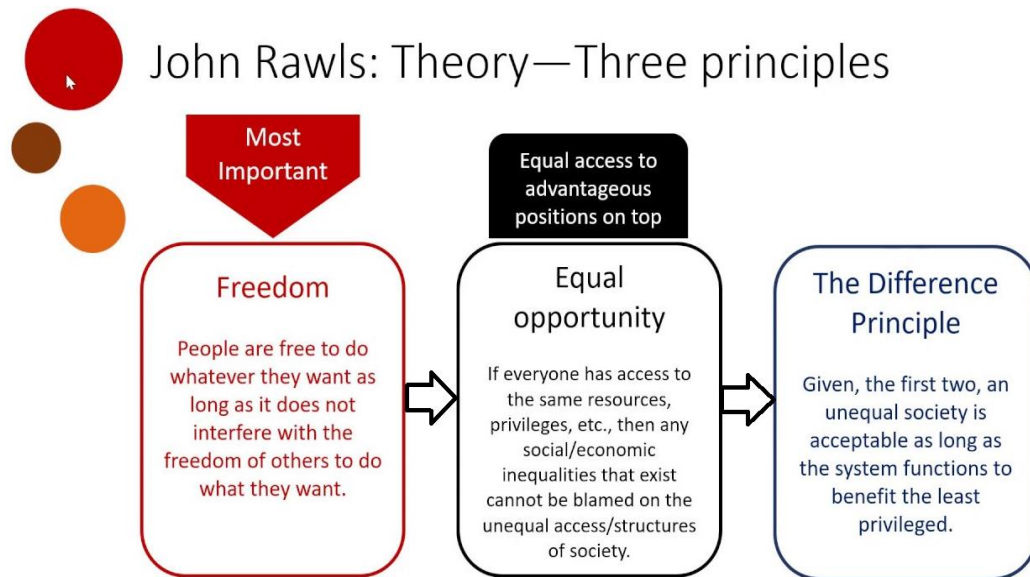
Figure 1. Technology Acceptance Model (TAM)



The Technology Acceptance Model (TAM), introduced by Fred Davis, transformed our understanding of how people adopt and incorporate new technologies into their daily lives. It has become a leading framework for examining user acceptance of new technologies as it focuses on two key concepts: perceived usefulness (PU) and perceived ease of use (PEOU). Perceived usefulness measures how much individuals believe that using a specific technology will improve their performance and help them achieve their goals. Meanwhile, perceived ease of use refers to individuals' perceptions of how straightforward and user-friendly a technology is to use. TAM has been updated and expanded to stay current. Despite these modifications, it continues to be a vital tool for studying technology adoption, influencing both academic research and practical applications. Its lasting importance underscores its effectiveness in exploring the relationship between humans and technology and guiding successful technology implementations.

Rawlsian Justice Theory

Figure 2. Rawlsian Justice Theory

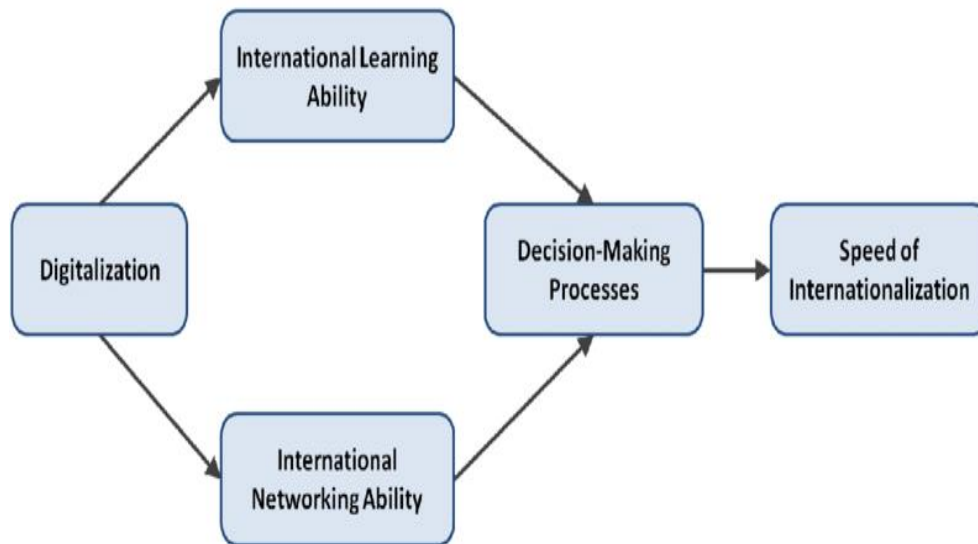


Rawlsian justice theory, often referred to as justice as fairness, is a foundational political philosophy developed by philosopher John Rawls. It advocates for a just society that prioritizes the protection of fundamental freedoms and rights for all individuals, while also addressing the distribution of economic and social resources to uplift marginalized communities. At its core, Rawls argues that a fair society is one where laws and institutions are established behind a "veil of ignorance." This hypothetical scenario requires individuals to make decisions without knowledge of their own class, race, gender, natural abilities, or other personal characteristics. The aim of this thought experiment is to ensure that principles of justice are selected impartially, without any biases or preferences. By employing the veil of ignorance, Rawls emphasizes the importance of fairness and equality in crafting a just social order. This approach seeks to mitigate inequalities and promote the well-being of all members of society, particularly those who are most vulnerable or disadvantaged.



Digitalization Theory

Figure 3. Digitalization Theory



The concept of the "digitalization of complaint theory" encompasses the adaptation of principles of social justice and fairness to the digital domain, particularly within online interactions and technological usage. This broad framework addresses various issues, including privacy concerns, equitable access to information, and the fair distribution of digital resources and opportunities. Central to this theory is the notion of ensuring that all individuals, including marginalized communities, have affordable access to the internet and necessary digital devices. Furthermore, the digitalization of complaint theory extends to combating online harassment and hate speech. This involves the development of effective policies and tools for moderating online content and creating safe online environments where everyone can engage without fear of discrimination or harassment. By applying principles of social justice and fairness to the digital realm, the digitalization of complaint theory aims to promote equity, inclusion, and ethical conduct in online interactions and technological advancements.



features. Providing real-time updates on the status of complaints and resolution progress can instill confidence in users and keep them informed throughout the process.

Recommendations

Based on the findings and analysis presented in the research, several valuable recommendations can be proposed to enhance the Complaint Management System (CMS) and improve its overall effectiveness in handling complaints. These recommendations aim to address challenges, optimize functionalities, and ensure user satisfaction and acceptance of the system.

1. The researchers recommended that developing a responsive and mobile-friendly version of the CMS will enable users to access and utilize the system seamlessly on various devices, including smartphones and tablets. This enhancement can increase user accessibility and satisfaction.
2. The researchers recommended that accessing real-time summaries of performance to gain immediate insights will ensure that complaints are monitored correctly and provide suitable information for a better and immediate response.
3. The researchers recommended that implementing real-time notification capabilities will enhance the system's ability to provide updates on the status of complaints and the progress of their resolution, keeping users informed throughout the process. Implementing automated email alerts or in-app notifications can ensure timely communication and instill confidence in users about the complaint handling process.
4. The researchers recommended that implementing a function to notify incidents based on their severity is a highly valuable addition to the Complaint



Management System. This feature ensures that complaints are promptly identified and classified according to their severity levels.

5. The researchers recommended that continuous updating and enhancing of the system's security is essential to safeguard sensitive data and avoid instances such as data breaches and potential threats toward the system.

By implementing these recommendations, the e:Reklamo system can transform into a highly valuable and efficient tool for managing various complaints within the University and enhancing the system's capabilities, allowing for better and more immediate responses to complaints.



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