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9th SIMP-AAIRI-BCP Multidisciplinary Research Festival Abstracts

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Business and Education Industry

DIGITIZING THE INVENTORY MANAGEMENT SYSTEM FOR FASHION FACTORY

Yorika Nagai, Shaila Joy Vitor, Camille Villarin, Marie Mostoles, Mary Rose Aguado,
Angela Nisola, Dr. Maria Edna Portugal

Abstract

In today's fast-paced business environment, many small businesses still depend on manual inventory tracking, leading to frequent issues such as missing entries, duplicate records, inaccuracies, and potential data manipulation. Fashion Factory, a boutique shop in San Jose del Monte, Bulacan, has experienced these challenges firsthand. To overcome these obstacles, the researchers developed a web-based Inventory Management System that offers precise, real-time monitoring of products and sales. This study aims to design and implement a digitized inventory solution for Fashion Factory to significantly reduce manual errors, enhance data security, and optimize store operations. The system empowers the client to efficiently track inventory levels, monitor sales activities, and generate detailed reports and visual analytics, thereby facilitating more informed and effective decision-making. The researchers adopted the Agile Software Development Methodology and leveraged OutSystems Service Studio to develop the system. Through comprehensive client interviews, specific business requirements were identified, informing the design and implementation of critical features including automated stock updates, role-based access controls, detailed sales reporting, best-selling product visualizations, exportable Excel reports, and employee activity tracking. Rigorous alpha and beta testing phases were conducted to validate the system's performance, ensure reliability, and confirm it met user needs and expectations. The results indicate that the system is intuitive, efficient, and fully compatible with both desktop and mobile browsers. Key features, such as automatic inventory updates after each transaction, controlled staff access to editing and deletion functions, and automatic restoration of product quantities upon sales reversal, significantly enhanced accuracy and data security. Moreover, the export-to-Excel capability and visual sales analytics empowered management with organized, data-driven insights. Survey feedback from clients and staff affirmed that the system streamlined operations, minimized errors, and improved the effectiveness of restocking and promotional planning. The web-based Inventory Management System developed for Fashion Factory effectively addressed the limitations of manual inventory tracking by enhancing accuracy, efficiency, and security in managing inventory and sales operations. The system's real-time data updates and robust reporting tools empowered better decision-making, leading to improved overall business performance. This solution is highly recommended for small businesses looking to modernize their inventory management. Future developments, such as integrating barcode scanning and providing an offline mobile application, would further enhance the system's flexibility and accessibility.

Keywords: inventory management system, web-based system, small business, manual inventory tracking, real-time data, sales reporting, data accuracy, data security, operational efficiency, decision-making, digitalization, barcode scanning, mobile accessibility

**LEVEL OF EFFECTIVENESS IN THE IMPLEMENTATION OF HELLOMONEY
APPLICATION FOR STUDENT PAYMENT TRANSACTION:
BASIS FOR A PURPOSE OF ACTION PLAN**

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Renalyn Laurio, Bryan Tubao

Abstract

With the ongoing rise of digital payment systems, students are increasingly adopting mobile banking for its convenience, yet some challenges remain. This study explores the use of the Hello Money mobile banking application in processing student payment transactions at Bestlink College of the Philippines (BCP). It evaluates the application's ease of use, transaction speed, security, reliability, accessibility, and convenience compared to traditional payment methods. Guided by the Unified Theory of Acceptance and Use of Technology (UTAUT2), Technology Continuance Theory (TCT), and Perceived Risk Theory (PRT), the study aims to understand students' acceptance, continued use, and perception of the Hello Money app in an academic context. This study utilized a descriptive research design and employed stratified random sampling to select 390 respondents from the total student population of 15,234 at Bestlink College of the Philippines. The sample primarily included students from business-related programs, as they are most likely to engage in digital payment transactions for academic purposes. Stratification was based on key demographic factors such as program and year level to ensure diverse and representative participation. Data were gathered using a structured survey questionnaire designed to assess students' perceptions of the HelloMoney mobile banking application, focusing on its ease of use, transaction speed, security, convenience, and accessibility. The findings suggest that Hello Money is moderately effective in facilitating student payments. While students acknowledged its ease of use and transaction speed, they also experienced issues related to transaction delays, security, and accessibility. These results highlight the need for improved user support and strengthened security measures to enhance the overall user experience. While Hello Money has shown some effectiveness in facilitating school fee payments, significant challenges persist, especially in security, transaction delays, and accessibility. To improve the user experience and encourage continued use, it is recommended to optimize system performance, enhance security protocols, and develop more accessible support services. Further research is suggested to investigate long-term adoption trends and user satisfaction with digital payment platforms in academic settings.

Keywords: hello money, mobile banking, digital payment systems, student payments, transaction speed, security, accessibility, bestlink college of the philippines, user experience, technology adoption

**THE EFFECT OF REMOTE WORKS ON INTERNAL CONTROL PRACTICES
AND FINANCIAL REPORTING OF SELECTED COMPANIES
IN NOVALICHES, QUEZON CITY**

Albie Caingat, Marjorie Ignacio, Judy Pearl Rendora, Cheery Ann Seño,
Aleah Jane Espinola, Eugene Bayani

Abstract

This study explores the impact of remote work on internal control practices and financial reporting among selected companies in Novaliches, Quezon City. While remote work offers advantages such as flexibility and cost savings, it poses risks to the effectiveness of preventive controls that are essential to maintaining financial integrity. Key challenges include diminished supervisory oversight, weakened segregation of duties, and vulnerabilities in data security within decentralized work environments. Traditional control measures, such as physical document verification, are less effective in virtual settings. This study addresses these concerns within the specific economic and technological context of Novaliches, aiming to fill a gap in localized research on remote work's implications for accounting and control systems. A quantitative correlational research design was used to examine the relationship between remote work adoption, internal control effectiveness, and the reliability of financial reporting. Data were collected through an online structured questionnaire distributed to 50 participants from selected companies in Novaliches using convenience sampling. The instrument employed 5-point Likert scales to assess the extent of remote work, the effectiveness of preventive controls, and the accuracy of financial reporting. The process ensured anonymity and voluntary participation throughout data collection. The results revealed that 72.5% of respondents were female and primarily between the ages of 20 and 39, indicating that younger female employees provided most of the insights. Remote work was found to improve task completion, performance, and employee satisfaction. However, it also introduced accountability issues due to reduced face-to-face supervision. While companies adapted physical controls by using VPNs and digital monitoring, risks such as unauthorized access remained. Digital tools improved transaction tracking, but delays in financial reporting continued. Younger employees adapted more effectively to remote setups, while internet connectivity and limited access to technology emerged as common barriers. Respondents suggested programs that enhance communication, cybersecurity, digital workflows, and employee well-being to improve internal control systems under remote conditions. To strengthen internal controls in remote work environments, companies should prioritize enhanced virtual accountability, invest in employee training, implement stronger cybersecurity measures, and adopt intelligent monitoring technologies. It is also essential to tailor internal control strategies to workforce demographics and to regularly review and update remote work policies. These steps can ensure the reliability of financial reporting and maintain organizational integrity in increasingly digital work settings.

Keywords: remote work, internal control, financial reporting, preventive controls, digital monitoring, cybersecurity, virtual supervision, accounting, novaliches, financial integrity

**A BUSINESS PLAN ON THE ESTABLISHMENT OF CHICKSIGLAZE IN NOVA
SQUARE MALL, BRGY. SAN BARTOLOME NOVALICHES, QUEZON CITY**

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Sheila Mae Husain, Reynold Bangalisan

Abstract

Chicksiglaze is a distinctive food business founded in 2025 by eleven young entrepreneurs with a shared goal of innovating Filipino cuisine. The venture reimagines the iconic flavors of sisig by incorporating them into fried chicken and banana heart-based dishes. Located in Nova Square Mall, Brgy. San Bartolome, Novaliches, Quezon City, Chicksiglaze caters to students, commuters, workers, and local residents. Guided by a mission to offer flavorful and affordable meals, and a vision to become a recognized brand in the food industry, the business is built on the pillars of innovation, accessibility, and quality. The business plan was developed through comprehensive market research, including segmentation analyses, demographic, psychographic, behavioral, and geographic, along with competitor profiling and feasibility studies. Financial projections were prepared using cost-plus pricing, return on investment (ROI) analysis, and budget forecasting. Product offerings were finalized through product testing and sensory evaluations. Marketing strategies incorporated direct selling, social media promotions, and on-ground campaigns such as grand opening samplings. Chicksiglaze offers a core menu featuring Chick 'N Sisig Glaze and Banana Heart 'N Sisig Glaze, available in various spice levels and combo meals, with prices ranging from ₱50 to ₱65. Add-ons include rice, fried egg, and beverages. The business operates daily from 7:00 AM to 6:30 PM and is funded by a shared capital of ₱55,000 among the partners. Its pricing strategy incorporates a 50% markup, while operational costs are managed through streamlined staffing, allowance-based compensation, and efficient production processes. Initial projections indicate profitability and a sustainable business model with strong potential for expansion. Chicksiglaze stands out with its Filipino fusion concept, offering a fresh twist on traditional comfort food. By using locally inspired ingredients, such as banana heart and sisig glaze, the brand builds a strong cultural identity while maintaining affordability. Its strategic location near schools and transportation hubs ensures high visibility and steady foot traffic. Customer engagement, word-of-mouth referrals, and interactive promotions are central to its growth strategy. With strong branding, operational efficiency, and a commitment to quality, Chicksiglaze is well-positioned to become a community favorite and a benchmark for modern Filipino food ventures.

Keywords: filipino cuisine, filipino fusion, locally inspired ingredients, chicksiglaze, modern filipino food

**A BUSINESS PLAN ON THE ESTABLISHMENT OF CUPZZA AT SWEET
HEAVEN SQUARE BAZAAR, COMMONWEALTH, QUEZON CITY**

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Abstract

This business plan explores the feasibility and potential profitability of establishing Cupzza, a unique food venture offering a pizza-cupcake hybrid, at Sweet Haven Square Bazaar in Commonwealth, Quezon City. Designed to cater to the snacking preferences of students, young professionals, and pedestrians in the area, Cupzza introduces a novel, crust-free, cheese-centered snack that aims to satisfy the cravings of pizza and cheese lovers seeking convenience, affordability, and bold flavor. The study employed a descriptive survey research design to assess market demand and consumer preferences. Data were collected from 100 individuals within the target demographic using structured questionnaires. In addition, financial projections, location analysis, competitive assessment, and pricing strategies were evaluated to determine the business's overall viability. Survey results revealed strong interest in Cupzza, with 80% of respondents expressing a desire to try the product. The preferred price range was ₱100–₱150 per box, with flavor and convenience identified as the primary purchase drivers. Sweet Haven Square Bazaar was affirmed as the ideal location due to its high foot traffic and proximity to schools, markets, and transit points. Financial analysis indicated a sustainable model, featuring a 40% markup on production costs, projected profitability within six months, and a minimal startup capital of ₱60,000. The business also incorporates eco-friendly practices through biodegradable packaging and community outreach initiatives under the “Cupzza Cares Day” program. Cupzza's appeal lies in its innovative concept, accessible pricing, strategic location, and a strong marketing plan that leverages social media. While competitive threats exist from both direct and indirect food businesses, Cupzza sets itself apart through its niche product and customer-centric approach. The business plan outlines robust management, production, and marketing frameworks to ensure operational efficiency and scalability. Potential challenges, such as maintaining product quality and controlling costs, are addressed through consistent staff training, internal monitoring, and effective supplier management.

Keywords: pizza-cupcake hybrid venture, innovative food businesses, marketing in business, cupzza

**A BUSINESS PLAN ON THE ESTABLISHMENT OF FIBURRITO
IN ATHERTON, NORTH FAIRVIEW, QUEZON CITY**

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Abstract

The burrito is closely associated with the Mexican state of Chihuahua and plays a significant role in the evolution of Mexican-American food traditions in the United States. The term "burrito," which means "little donkey" in Spanish, is rooted in folklore. One popular theory suggests the name originated from the resemblance between the rolled tortillas and the bedrolls or packs carried by donkeys. FiBurrito, established in 2025, is a unique fusion food concept developed by a team of food enthusiasts passionate about blending the bold flavors of Filipino cuisine with the convenience of burritos. Located in Atherton, North Fairview, Quezon City, FiBurrito offers Filipino-inspired creations such as the Adobo Burrito, Sisig Burrito, and BBQ Burrito. It caters to young professionals, students, and families seeking quick, affordable, and flavor-packed meals. FiBurrito operates as a business partnership with four key roles: General Manager Jennylyn Mabuan, Marketing Manager Keith Louise Estandian, Financial Manager Clarissa Junio, and Production Manager Renelen Cuadra. Each manager plays a vital role in the business's success, overseeing operations, handling promotions, managing the budget, and conducting quality control. Customer service responsibilities include opening the restaurant, greeting and seating guests, taking orders, preparing meals, and gathering customer feedback to ensure a positive dining experience. FiBurrito operates under a structured organizational model, led by a general manager who oversees daily operations and ensures responsibilities are aligned with employees' skills to maintain an efficient workflow. The business performed exceptionally well during its first ten months, generating ₱1,926,000 in sales without any returns or discounts. After deducting the cost of goods sold and operating expenses, it achieved a strong net income of ₱371,320.13. Launched with an initial capital of just ₱52,000 on July 1, 2025, and without any additional investments, the owner was able to withdraw ₱357,000 and still close with ₱66,320.13 in capital by April 30, 2026. The initial investment was fully recovered within just two months. With a return on investment (ROI) of 714.08%, FiBurrito earned more than seven times its original capital based on first-year net income alone, demonstrating that the business is highly profitable and financially robust.

Keywords: mexican fusion, filipino cuisine, fiburrito, urban city eaters, creative food ideas

**A BUSINESS PLAN ON THE ESTABLISHMENT OF FILITALIA
IN KATUPARAN, COMMONWEALTH QUEZON CITY**

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Abstract

Filitalia is a distinctive fusion dish that combines the bold flavors of Filipino sisig with the richness of Italian pasta. Located on Katipunan Street in Commonwealth, Quezon City, we offer a flavorful and affordable dining experience ideal for students, professionals, and food enthusiasts. Featuring crispy pork pieces, a tangy zest, and just the right amount of spice, Filitalia reimagines traditional comfort food with a modern twist. Our mission is to serve authentic and inventive Filipino-Italian pasta creations, and our vision is to become a recognized name known for delivering tasty, high-quality, and innovative meals. The plan was developed through a comprehensive process that included feasibility studies, financial forecasting, product development, and market analysis. The team identified their target audience using demographic, geographic, and psychographic segmentation, and also conducted a competitive analysis. To assess the business's viability, financial documents such as cost analysis reports, pricing strategies, and ROI projections were prepared. Promotional strategies featured social media campaigns, a grand opening event, and a customer loyalty program. Operational planning focused on staffing, standard procedures, and store layout to ensure efficient workflows. With an initial capital of ₱50,000 shared among eight co-owners, Filitalia developed a well-structured organizational plan and a targeted marketing strategy to position itself as a unique food brand. The menu features three sisig pasta options: pork at ₱95, chicken at ₱90, and bangus at ₱85, each served with flavored sodas. Financial projections estimate a 29% return on investment within six months, supported by stable daily operations from 3:00 PM to 12:00 AM. A location assessment confirmed the business's strategic position near Iglesia ni Cristo and the Barangay Hall in Commonwealth, providing strong foot traffic and high visibility. Filitalia is a modern fusion dish that combines the rich, savory flavors of classic Filipino sisig with the creamy, comforting texture of pasta. This inventive pairing offers a unique dining experience that resonates with both local and international audiences. The seasoned, chopped pork in the sisig brings bold flavor and depth, while the pasta provides a mild, creamy base that balances the dish's intensity. Filitalia showcases the adaptability and creativity of Filipino cuisine, reflecting its ability to evolve with today's dynamic food trends.

Keywords: filipino fusion dish, filipino traditional comfort food, unique food, filitalia

**A BUSINESS PLAN ON THE ESTABLISHMENT OF GOLDEN GRAINS
DESSERTS IN DUMALAY, NOVALICHES, QUEZON CITY**

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Abstract

Founded in 2025 in Fairview, Manila, Suman Matcha offers a modern twist on the traditional Filipino delicacy, suman. Featuring three exciting flavors, chocolate, ube, and matcha, this innovative dessert caters to the evolving tastes of today's generation. Priced affordably and available throughout the Philippines, it utilizes social media platforms such as Facebook, TikTok, Lazada, and Shopee for effective marketing and sales. The business plan for Golden Grains Dessert outlines a comprehensive strategy, including market segmentation based on demographics, location, and lifestyle. By targeting specific customer profiles such as students and young professionals near schools and marketplaces in General Luis City, Suman Matcha is well-positioned to meet local demand for unique dessert options. This targeted approach enhances visibility and increases foot traffic. A crucial component of the business model is its direct delivery method, which ensures food freshness while maintaining high hygiene standards. The operational strategy focuses on efficient inventory control and comprehensive employee training in both customer service and production procedures. These practices not only enhance product quality but also build strong customer loyalty. Golden Grains Dessert is well-positioned to make significant strides in the Philippine dessert market with its distinctive offering, flavored suman. Financial projections indicate a remarkable monthly return on investment of 1,781.55%, driven by innovative production techniques and strategic pricing. Cost-efficient production methods play a vital role in the financial success of Golden Grains Dessert. By utilizing modern techniques, the company optimizes production processes, minimizes waste, and significantly reduces costs. This operational efficiency enables Golden Grains to offer competitive prices while maintaining a healthy profit margin. The brand's pricing strategy is carefully crafted to appeal to both budget-conscious consumers and those willing to pay a premium for a unique dessert experience. This dual approach allows the company to capture a broader market share across diverse consumer segments. As the company navigates the evolving food landscape, Golden Grains Dessert holds immense potential to influence and transform Filipino eating habits. By staying attuned to consumer preferences and emerging market trends, the brand is poised to carve out a distinct niche in the flourishing dessert market, offering both exciting flavors and a refreshing twist on tradition.

Keywords: modern filipino food, food innovation, filipino delicacies, suman matcha

**A BUSINESS PLAN ON THE ESTABLISHMENT OF MOJOS SNAPS AT 32B DOÑA
ASUNCION STREET SAUYO ROAD, NOVALICHES, QUEZON CITY**

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Daniella Abrigo, Archel Pica, Reynold Bangalisan

Abstract

Mojos Snaps is an innovative business concept that blends health-conscious snacking with creative experiences. Located in Novaliches, Quezon City, the venture offers crispy, veggie-infused mojos paired with refreshing beverages and a distinctive instant photography service. Established in 2025, Mojos Snaps aims to serve students, professionals, and local residents looking for healthy, affordable, and engaging food experiences. The business plan utilized surveys and feasibility studies targeting 50 respondents from the local area. These assessments evaluated customer preferences in terms of flavor, packaging, and pricing to ensure alignment with market demand. Financial analyses identified optimal pricing strategies and projected profitability, while operational plans were designed to maximize efficiency within the compact 8.64-square-meter space. Legal compliance was ensured by adhering to all relevant regulatory requirements. Survey findings revealed that 74% of respondents preferred snack-and-drink combos, while 78% emphasized the importance of eco-friendly packaging. Financial projections supported a sustainable markup strategy ranging from 30% to 200% across products, balancing affordability with profitability. Mojos Snaps' innovative fusion of food and photography services sets it apart from competitors, with a strong focus on health-conscious, interactive dining experiences. Mojos Snaps successfully integrates healthy snacking with customer engagement, addressing key gaps in the local market. Its strengths lie in the use of fresh, vegetable-based ingredients, sustainable packaging, and an innovative service offering. While challenges such as space constraints and a limited initial menu exist, these are mitigated through strong marketing strategies and customer-centric approaches. The business shows strong potential for expansion, leveraging its distinctive appeal to build a loyal customer base. Future plans include introducing new flavors, opening additional locations, and enhancing accessibility through partnerships with delivery platforms. Mojos Snaps stands out as a promising venture, meeting the growing demand for health-focused and experiential dining. With strategic planning and responsiveness to market trends, it is well-positioned for long-term success and continued growth.

Keywords: health food, super food, veggie mojos, interactive dining, mojos snaps

A BUSINESS PLAN ON THE ESTABLISHMENT OF MUNCH MYSTIC AT SAMPAGUITA STREET MALIGAYA PARKLAND, BRGY. 177 CALOOCAN CITY

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Abstract

Munch Mystic proposes a snack-focused business at Sampaguita Street, Maligaya Parkland, Barangay 177, Caloocan City. This enterprise, managed by 11 co-owners, redefines traditional shawarma with potato-based pita bread and three unique fillings: chicken, beef, and mushroom. By prioritizing innovation, affordability, and eco-friendly practices, Munch Mystic aims to attract individuals, students, and professionals seeking convenient, high-quality snacks. To assess the feasibility of the venture, the study employed various methods including surveys to gather consumer preferences, interviews for expert insights, and SWOT analysis to evaluate internal and external factors. With a strong focus on creativity, affordability, and environmentally conscious practices, Munch Mystic targets individuals, students, and professionals in search of quick, satisfying, and high-quality snack options. Financial projections indicate a monthly return on investment (ROI) of 22.37%, supported by cost-efficient production and a competitive pricing strategy. Munch Mystic's innovative use of potato-based pita bread serves as a unique selling proposition, setting it apart from direct competitors such as bakeries and milk tea shops. Its strategic location near schools and marketplaces enhances visibility and foot traffic, further strengthened by active social media engagement. Munch Mystic's core strength lies in its ability to offer innovative, affordable snacks while addressing environmental concerns through the use of sustainable packaging. Challenges include managing the complexities of a general partnership structure and maintaining operational consistency. Future growth opportunities involve expanding the menu, offering event catering services, and utilizing digital sales platforms. By consistently adapting to consumer preferences and upholding its commitment to quality and innovation, Munch Mystic aims to establish itself as a leading local snack provider.

Keywords: traditional shawarma, eco-friendly business, potato-based pita bread, munch mystic

**A BUSINESS PLAN ON THE ESTABLISHMENT OF PINTA KAPE AT 108
SAN AGUSTIN, SUSANO ROAD, NOVALICHES, QUEZON CITY**

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Adrian Sabare, Vinalyn Sarzata

Abstract

Pinta Kape offers a relaxing and creative café experience by combining healthy, flavorful iced coffee lattes made with real fruits and our signature caffeine-free roasted corn coffee. More than just a café, we provide a unique artistic atmosphere with live and commissioned sketching, portraits, henna tattoos, and painting services. Every visit is not only about enjoying our refreshing drinks but also about immersing yourself in a personalized, heartwarming, and inspiring environment. Pinta Kape offers a delightful selection of iced coffee lattes, including Sweet Corn, Banana, Watermelon, and Strawberry flavors, each crafted from real ground fruits and caffeine-free roasted corn coffee beans. Beyond its flavorful beverages, Pinta Kape provides a unique and relaxing space where customers can unwind with locally sourced drinks while engaging in art jamming activities. Artistic services include sketching, portrait drawing, glass painting, and henna tattoos, making every visit a memorable and creative experience. Based on Pinta Kape's income statement, net sales increased from ₱1,327,440.00 in 2026 to ₱1,657,607.26 in 2030, reflecting a consistent upward trend in revenue. After accounting for all expenses, the business also demonstrated a clear increase in net income over the five-year period. According to the Statement of Changes in Owner's Equity, the initial capital on July 1, 2025, was ₱50,000.00. This capital grew annually through retained earnings, reaching a final balance of ₱292,198.40 by April 30, 2030. Notably, net income rose from ₱302,198.40 in 2026 to ₱366,099.17 in 2030, with total withdrawals amounting to ₱60,000.00 and no additional capital investments made during the period. The Return on Investment (ROI) for Pinta Kape, based on an initial investment of ₱50,000.00 and cumulative net income of ₱377,748.00, is calculated at an impressive 755.50%. Pinta Kape is operated by a dedicated team of individuals working collaboratively to deliver an exceptional café experience. The General Manager is Ms. Abegail B. Marbella, with Ms. Meg Meg T. Candole serving as Assistant Manager. Financial operations are overseen by Ms. Allia A. Clemente, while Mr. Jherom B. Honrado takes on the dual role of Production Manager and in-house Artist. The café's front-line team includes Cashiers Ms. Sarah B. Alfeche and Mr. Jensie Y. Donal. Our team of skilled Baristas consists of Mr. John Lloyd Albao, Mr. Adrian M. Sabare, Mr. Mienard A. Martinez, and Mr. Carl Philip P. Romasanta.

Keywords: caffeine-free roasted corn coffee, cafe business, creative cafe, healthy coffee, chill cafe, locally sourced ingredients

**A BUSINESS PLAN ON THE ESTABLISHMENT OF PIZZANADA IN
29 QUIRINO HIGHWAY, NOVALICHES, QUEZON CITY**

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Anna Marie Reales, Jeisel Faith Morandarte, Jhoross Carl Cruz, Melvin Jericko Cabatingan,
Bianca Marie Pontilla, Daryl Den Rontas, Reynold Bangalisan

Abstract

This business plan presents the establishment of Pizzanada, an innovative food venture located at 29 Quirino Highway, Novaliches, Quezon City. The business introduces a unique product that merges two popular favorites, pizza and empanada, by offering pizza-inspired fillings wrapped in malunggay-infused empanada dough. Aimed at students, professionals, and local residents, Pizzanada addresses the growing demand for affordable, convenient, and flavorful snacks. This business plan was developed through comprehensive methods including market research, financial forecasting, product testing, and SWOT analysis. To identify the target market, demographic, psychographic, geographic, and behavioral segmentation were applied. Surveys and product sensory evaluations were conducted to assess consumer appeal and preferences. Financial viability was analyzed through detailed income statements, cost assessments, and return on investment (ROI) projections. The marketing strategy focuses on direct selling and digital promotions, primarily through social media platforms such as Facebook and TikTok. Pizzanada offers a variety of flavors, including Cheesy Ham, Cheesy Mushroom, Cheesy Bacon, and Hawaiian, priced between ₱32 and ₱36. These savory options are complemented by refreshing beverages such as Iced Lemon Tea and Cucumber Bliss Tea. With a starting capital of ₱55,000, the business is structured as a general partnership among 11 members. Financial projections indicate that the return on investment (ROI) can be achieved by the eighth month of operation. A cost-plus pricing strategy is employed to ensure profitability while maintaining affordability. All necessary legal requirements, including business permits and licenses, have been secured. The business's strategic location near schools and commercial centers provides high foot traffic and excellent visibility. Pizzanada combines culinary creativity with health consciousness by incorporating malunggay into its empanada dough, appealing to health-aware consumers. Its affordability and innovative concept provide a competitive edge in a saturated snack market. The business also fosters customer loyalty through discounts and referral incentives. Overall, Pizzanada is well-positioned for sustainability and growth by offering a fresh twist on traditional snacks, supported by strong branding, a strategic location, and effective marketing strategies.

Keywords: innovative food, malunggay-infused empanada, pizzanada, healthy dough, healthy food

**A BUSINESS PLAN ON THE ESTABLISHMENT OF SCRUNCHOS AT
QUE GRANDE STREET BRGY. UGONG, VALENZUELA CITY**

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Abstract

Scrunchos is a unique snack venture located on Que Grande Street, Barangay Ugong, Valenzuela City. Founded by 11 partners, the business transforms chicken skin, a poultry by-product, into indulgent and innovative snacks, including chicken skin nachos and chips. Rooted in sustainability and customer satisfaction, Scrunchos offers eco-friendly, affordable, and flavorful treats that cater to evolving consumer tastes while promoting responsible and sustainable consumption. The Scrunchos business model integrates market research, financial analysis, and strategic planning to ensure long-term viability. Key methods include demographic, geographic, and psychographic market segmentation, allowing the business to effectively target students, working professionals, and local residents. Operational plans focus on sustainable sourcing and efficient production processes. Marketing strategies leverage social media platforms, loyalty programs, and direct customer engagement to boost visibility and foster brand loyalty. Financial projections affirm the viability of Scrunchos, with cost-efficient production enabling both affordability and profitability. A markup pricing strategy is employed to balance operational costs with customer value, with product prices ranging from ₱65 to ₱85. The business's strategic location ensures accessibility to a diverse customer base. Scrunchos' distinctive product offerings and commitment to sustainability set it apart from competitors, supporting strong initial market adoption and long-term customer loyalty. Scrunchos demonstrates strong potential to redefine the snack food market by addressing unmet consumer needs for indulgent yet environmentally responsible products. Key challenges include scaling operations and maintaining consistent product quality. However, growth opportunities lie in expanding the product line, leveraging e-commerce channels, and exploring additional locations. By fostering innovation, upholding high-quality standards, and prioritizing customer satisfaction, Scrunchos aims to establish itself as a leading brand in the competitive snack industry.

Keywords: unique snacks, sustainable snacks, eco-friendly treats, scrunchos

**A BUSINESS PLAN ON THE ESTABLISHMENT OF TOFU GLAZED IN
SARANAY ROAD, BARANGAY 171, CALOOCAN CITY**

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Ronaldyn Robenacio, Juliet Daker, Leizel Hontiveros, Jenie Anne Kaye Portillo,
Ciara Lyn Plaza, Ma Andrea Latap, Lester Punzalan, Reynold Bangalisan

Abstract

Tofu Glazed is a plant-based food business located on Saranay Road, Barangay 171, Caloocan City, offering affordable and flavorful tofu dishes tailored to students, professionals, and health-conscious individuals. In response to the growing demand for healthier food options, the business aims to redefine tofu as a delicious everyday choice through its unique glazes, including Salted Egg, Garlic Parmesan, and Spiced Honey. Guided by its mission to promote nutritious yet affordable meals, Tofu Glazed envisions becoming a top-tier brand in the plant-based food industry. The business plan was developed through a comprehensive approach that included a feasibility study, financial forecasting, product development, and market analysis. Demographic, geographic, and psychographic segmentation were applied to clearly define the target audience. A competitive analysis was conducted to assess both direct and indirect competitors. Financial statements, including cost analysis, a cost-plus pricing strategy, and return on investment calculations, were created to evaluate business viability. Promotional strategies include social media campaigns, grand opening events, and a customer loyalty program. Operational planning covers staffing roles, workflow procedures, and layout design to ensure efficiency in daily operations. With an initial capital of ₱50,000 contributed by eleven co-owners, Tofu Glazed developed a structured organizational plan and a targeted marketing strategy to position itself as a niche plant-based food brand. The menu features three tofu dish variants priced at ₱55 each, complemented by flavored sodas and optional rice add-ons. Financial projections indicate a 75% return on investment within six months, supported by sustainable daily operations from 10:00 AM to 7:00 PM. A location analysis confirmed the business's strategic placement near SM Caloocan and the University of Caloocan City, ensuring high foot traffic and strong visibility. Tofu Glazed fills a market gap by offering flavorful, affordable, and healthy meals tailored especially for plant-based consumers. Its strategic pricing, unique menu, and strong social media presence provide a competitive edge over traditional meat-based and snack-oriented food businesses. With accessible offerings, sustainable practices, and a commitment to community engagement, the business is well-positioned for steady growth in the fast-evolving food industry.

Keywords: plant-based food, tofu dishes, healthy food, tofu glazed, sustainable food practices

**A BUSINESS PLAN ON THE ESTABLISHMENT OF TUYO ESSICATO IN
1274 RIVERSIDE ST. BRGY. COMMONWEALTH QUEZON CITY**

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Fatima Merdegia, Mark Palaroan, Christine Mae Pasagui, Karl Jeffrey Patungan,
Nicson Torres, Vinalyn Sarzata

Abstract

Tuyo Essicato is a healthy and delicious gourmet tuyo product that serves as the flagship offering of the business. Developed in 2024, it is crafted to meet the evolving preferences of the Filipino market, renowned for its adventurous palate and openness to innovative cuisine. With a shelf life of up to two years, the product offers both exceptional flavor and long-term storage. Its distinctiveness and originality enable Tuyo Essicato to stand out in the local food industry, paving the way for clear business direction and strategic growth. Tuyo Essicato operates at 1274 Riverside Street, Barangay Commonwealth, Quezon City, and is structured as a general partnership, with co-owners equally sharing responsibilities, profits, and liabilities. One of its featured offerings is Penne Con Pesce, a flavorful pasta dish priced affordably at ₱77.00. The initial capital of ₱50,000 was strategically allocated to key areas such as procuring raw ingredients, purchasing cooking equipment, acquiring packaging supplies, and executing marketing efforts. The pricing model was designed to strike a balance between customer affordability and sustainable profit margins. To ensure product freshness and consistent supply, raw materials are replenished every three days. According to financial projections, Tuyo Essicato is expected to generate monthly revenue of ₱137,157. With an estimated cost of goods sold (COGS) of ₱61,009, this results in a monthly gross profit of ₱76,148. After accounting for operating expenses, the projected monthly net income is ₱42,234, translating to an annual net profit of ₱506,807. By the end of its first year, the business anticipates reaching an owners' equity of ₱404,765, yielding an impressive Return on Investment (ROI) of 1,014%. These results indicate strong financial performance and underscore the business's potential for rapid growth and long-term sustainability. The high ROI reflects effective management of initial capital and operational efficiency. The unique concept of gourmet tuyo paired with affordable pasta options resonates with the local market, enabling the business to attract and retain customers. Additionally, the general partnership structure fosters shared accountability and collaborative decision-making among the owners.

Keywords: healthy tuyo, innovative food, gourmet tuyo, long shelf life, tuyo essicato

**A BUSINESS PLAN ON THE ESTABLISHMENT OF ULUMPIA
IN 170 SUSANO ROAD, CALOOCAN CITY**

John Lloyd Amador, Geomel Dalire, James Kerck Balanquit, Aldrene Amante,
Micheal Franz Villanueva, Evangeline Dasig, Charme Laine Benavente,
Angelene Adan, Jerome Lagana

Abstract

ULumpia is a Filipino dish featuring savory fillings wrapped in thin dough and fried to a crisp. While often likened to spring rolls or egg rolls, it boasts a unique flavor profile and preparation method that set it apart. The business name, ULumpia, combines the words ulam (a Filipino term for main dish) and lumpia, highlighting its commitment to delivering a consistently delightful culinary experience. Conveniently located near Susano Road and Bestlink College of the Philippines, ULumpia is easily accessible by both bus and jeepney. ULumpia also offers catering services for events such as birthdays, corporate gatherings, and parties, providing large quantities of its signature dish. Daily operations are managed by a dedicated team that includes the General Manager, Production Leader, Cashier, Assembler, Dispatcher, Delivery Personnel, Stockman, and Cook. The Production Leader plays a key role in ensuring smooth workflow and adjusting staffing as needed. Each team member handles their responsibilities efficiently within the store. One staff member is assigned to cooking, two focus on serving orders, and the remaining two manage the materials used to prepare lumpia. Customers can place orders directly at the store, through mobile apps, or via Facebook. Free delivery is available for customers located near the store. ULumpia is a general partnership composed of nine members, each contributing ₱6,000, for a total capital of ₱54,000. Financial projections indicate that ULumpia incurs a monthly cost of goods sold (COGS) amounting to ₱28,170.48, with monthly sales reaching ₱52,344. This results in a gross profit of ₱24,173.52 per month.

Keywords: filipino dish, lumpia, filipino spring rolls, ulumpia

**A BUSINESS PLAN PREPARATION ON ESTABLISHMENT OF LETTUCE GO
SNACK AT DUMALAY STREET, BRGY. NOVALICHES, QUEZON CITY**

Khem Verly Barioga, Marie Shine Bacares, Angela Elisaga, Jenny Maquiling, Bebylyn Robenacio,
Chelsea Rea Andrade, Juliana Mharie Cruz, Niña Gernale, Joyce Pandero,
Franz Christian Serrano, Vinalyn Sarzata

Abstract

Lettuce Go Snacks introduces an innovative snack concept that reimagines the way people enjoy vegetables. By using lettuce as the primary ingredient, the brand offers a unique alternative to traditional chips, delivering bold flavor and satisfying crunch without compromise. Available in exciting flavors such as Cheese, Sour Cream, Garlic Parmesan, Chili Barbecue, and Smoky Barbecue, the product caters to a wide range of taste preferences. Packaged in resealable zip-lock pouches, Lettuce Go Snacks is designed for convenience and enjoyment, whether at home or on the go. The business is located on Dumalay Street in Barangay Novaliches, Quezon City, and is structured as a general partnership formed by ten student entrepreneurs. The production process at Lettuce Go Snacks prioritizes quality and consistency. Fresh lettuce is thoroughly cleaned, seasoned with carefully selected spices, and deep-fried to achieve a crispy texture. The team adheres strictly to cleanliness standards and ensures consistent flavor in every batch. The operations team oversees all aspects of the business, from ingredient sourcing and logistics to customer service. Products are sold through pop-up booths, direct orders, and online platforms. The business was launched with an initial capital of ₱55,000, which covered product development, marketing, packaging, and distribution. Team members rotate between two shifts and are assigned specific roles across marketing, production, finance, and daily operations. Lettuce Go Snacks has received a positive response from customers, who praised its innovative concept, addictive quality, and wide range of flavors. Priced at ₱75.00 per pouch, the product remains accessible to students, professionals, and families alike. Financial projections indicate a promising 2,083% return on investment within the first ten months, reflecting strong market potential and profitability. The team effectively allocated their initial capital to cover essential startup costs and successfully implement marketing campaigns. Lettuce Go Snacks has successfully carved out a niche in the local market by combining a health-conscious concept with great taste and affordability. With continued product development, strategic marketing, and efficient operations, the business demonstrates strong potential for expansion and sustained success.

Keywords: innovative snacks, healthy focused snacks, alternative snacks, lettuce go snacks

**ACCEPTABILITY OF CAULIFLOWER FRIED BALLS WITH SHRIMP FLAVOR AMONG
HOME ECONOMICS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jericson Andino, Aaron Franz Faustino, Ricka De Rianne Gomez,
Joshua Gregorio, Prince Jael Norado, Analyn Brosas

Abstract

Cauliflower, a member of the cabbage family originating in the Mediterranean region, offers a nutrient-dense, low-calorie alternative for grain-based dishes and is valued for its high vitamin C and fiber content. This study examines the acceptability of a novel snack, cauliflower fried balls with shrimp flavor, among Grade 11 and 12 Home Economics students at Bestlink College of the Philippines. Ingredients such as potatoes and carrots enhance nutritional value and flavor diversity, with carrots contributing beta-carotene, fiber, and antioxidants. Assessing taste, texture, and appearance preferences helps determine the product's potential for wider adoption. A descriptive correlational design is employed to evaluate sensory acceptability of the cauliflower shrimp balls. Seventy-one Grade 11 and 12 Home Economics students are selected through simple random sampling to complete a structured questionnaire rating sweetness, bitterness, and saltiness under taste; softness, crunchiness, and chewiness under texture; and freshness, uniqueness, and shape under appearance. Quantitative analysis of the survey responses determines overall acceptability levels. Most respondents were aged 17 to 18 (63 percent) and male (37 percent), with the largest representation from section HECF1201 (27 percent). Taste ratings were acceptable for sweetness, bitterness, and saltiness. Texture attributes like softness, crunchiness, and chewiness also received acceptable ratings. Appearance metrics freshness, uniqueness, and circularity were rated very acceptable. Suggestions for product improvement included reducing hardness, increasing crunchiness and sweetness, adding more cauliflower, and adjusting saltiness for balanced flavor. The findings indicated that cauliflower fried balls with shrimp flavor achieved high acceptability across sensory attributes, supporting their viability as a nutritious snack for Home Economics students. Feedback on texture and flavor balance guided formulation refinements to enhance customer satisfaction. These results demonstrated the importance of iterative sensory testing in product development and suggested that similar vegetable-based snacks could be successfully introduced into school food programs.

Keywords: cauliflower fried balls, shrimp flavor, sensory acceptability, home economics students, product development

**ACCEPTABILITY OF KALABASA BROWNIES AMONG HOME ECONOMICS
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Ronald Ryan Maputi, Rolan Jabez Martos, Emanuel Cacayuran, Francis Dave Bangga,
Ma Joana Rose Quipe, Analyn Brosas

Abstract

Increasing health concerns have led consumers to seek desserts that combine indulgence with nutritional benefits. Kalabasa, a nutrient-rich squash high in vitamins and fiber, offers a wholesome alternative to traditional brownie ingredients. This study examines the acceptability of kalabasa brownies among Grade 11 and 12 Home Economics students at Bestlink College of the Philippines by evaluating sensory attributes such as taste, texture, and appearance and gauging overall preference. A quantitative descriptive design is employed, using a structured questionnaire to collect data from 71 Home Economics students selected through simple random sampling. Participants rate taste attributes (sweetness, bitterness, bittersweet), texture attributes (softness, fudginess, chewiness) and appearance attributes (uniqueness, appeal, freshness) on a four-point Likert scale. Weighted mean scores are calculated for each attribute to determine levels of acceptability. Respondents were predominantly 17 to 18 years old and female, with most drawn from sections HECF 1203 and HEHO 1201. The brownies' sweetness received the highest weighted mean, while bitterness and bittersweet notes were deemed acceptable. Texture ratings indicated that softness was most acceptable, followed by fudginess, with chewiness rated lowest. In terms of appearance, uniqueness scored highest, and both appeal and freshness were rated "very much acceptable." The findings indicated that kalabasa brownies achieved strong acceptability across sensory dimensions. High ratings for sweetness, softness and unique appearance demonstrated the product's viability as a healthier dessert alternative. Respondents recommended increasing the kalabasa content and enhancing sweetness to further improve the brownies. These insights can guide formulation adjustments and support the development of nutrient-enhanced baked goods in academic and commercial settings.

Keywords: kalabasa brownies, sensory acceptability, health-forward desserts, home economics students, descriptive study

**ACCEPTANCE OF BANANA-OATS COATED IN WHITE CHOCOLATE BASED AMONG
(H.E.) HOME ECONOMICS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Maria Nicole Roque, Kyla Marie Barajan, Irish Nicole Mapa,
Joshua Laranang, Raven Cianne Pato, Analyn Brosas

Abstract

Balanced nutritional health has driven demand for convenient, nutrient-dense snacks. The banana-oats bite coated in white chocolate merges fruit, whole grains, and indulgence to meet this need. By combining banana's natural sweetness and oats' fiber content with a white chocolate coating, the product aims to satisfy busy consumers seeking health-aware alternatives. This study evaluates the acceptability of this snack among Grade 11 and 12 Home Economics students at Bestlink College of the Philippines to inform future product development. A descriptive quantitative design is employed to assess sensory acceptability. Seventy-one Grade 11 and 12 Home Economics students are selected via simple random sampling. Participants complete a structured questionnaire rating taste attributes (sweetness, saltiness, bitterness), texture attributes (softness, crunchiness, chewiness), and appearance attributes (freshness, uniqueness, cleanliness) on a four-point Likert scale. Mean scores determine levels of agreement and overall acceptance. Respondents were predominantly 17 to 18 years old, and 58 percent were male, with most from Section HECF 1201. Taste evaluations were positive, with agreement on sweetness, saltiness, and bitterness. Texture ratings were strong, with high scores for softness, crunchiness, and chewiness. Appearance attributes, freshness, uniqueness, and cleanliness, also received strong agreement. Recommended improvements included adjusting sweetness, increasing banana and oats content, and enhancing creaminess. The findings indicated strong acceptability of the banana-oats bites coated in white chocolate across sensory dimensions. High ratings for texture and appearance suggested the product's potential as a satisfying, health-oriented snack. Recommendations for sweetness and ingredient adjustments will guide iterative formulation. These results support further exploration of fruit-grain combinations in snack development and suggest that similar products could gain traction among health-conscious youth.

Keywords: banana-oats bites, white chocolate coating, sensory acceptability, nutrient-dense snacks, home economics students

**ACCEPTANCE OF CARROT POLVORON AMONG HOME ECONOMICS STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Ryza Lorrain Canillo, Justine Cristobal, Athina Irish Manuel, Arabella Grace Bucu,
Jenyrose Espinola, Analyn Brosas

Abstract

Carrot polvoron combines the nutrient-rich qualities of carrots originally cultivated in Central Asia with the traditional Spanish-influenced shortbread known as polvoron. Carrots provide beta-carotene, which the body converts to vitamin A for vision, immunity, and skin health, making this dessert a health-aware alternative. This study examines the acceptability of carrot polvoron among Grade 11 and 12 Home Economics students at Bestlink College of the Philippines by evaluating sensory attributes, including taste, texture, and appearance. A descriptive quantitative design is employed to measure acceptance levels via a structured questionnaire. Seventy-one Home Economics students in Grades 11 and 12 are selected through simple random sampling. Participants rate taste attributes (sweetness, saltiness, bitterness), texture attributes (softness, chewiness, crunchiness), and appearance attributes (uniqueness, appeal, overall attractiveness) on a four-point scale. Weighted mean scores are calculated to determine acceptability across sensory dimensions. Respondents, predominantly 17 to 18 years old and male, with most from sections HECF 1201, HEHO 1201 and HRS 1201, rated carrot polvoron highest for sweetness, while saltiness and bitterness were only partially acceptable. Texture ratings showed softness as the most acceptable attribute, followed by chewiness and then crunchiness. Appearance evaluations indicated strong agreement that the polvoron looked unique, appealing, and “very much acceptable.” Suggestions for improvement included increasing powdered milk content and enhancing the carrot flavor. The findings indicated that carrot polvoron achieved high acceptability for taste, texture, and appearance among Home Economics students. Strong ratings for sweetness, softness, and unique appearance supported its potential as a nutritious dessert alternative. Recommendations to adjust the formulation, adding more milk powder and accentuating carrot flavor, will guide product refinement. These results support the development of health-forward snacks that align with student preferences and nutritional goals.

Keywords: carrot polvoron, sensory acceptability, home economics students, nutrient-rich dessert, descriptive study

ACCEPTANCE OF INNOVATING SUSHI INTO SWEET SUSHI ROLLS AMONG GRADE 11 AND 12 HE STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

Gabriel Delfin, Jhon Cedrick Dolom, Ryan James Bloron, Mirasol Destor,
Cristal Jane Camacho, Analyn Brosas

Abstract

Sushi, a staple of Japanese cuisine, features vinegared rice paired with vegetables, egg, or seafood and is traditionally served cold (Britannica, 2025). Desserts, by contrast, emphasize sweetness. Innovating sushi into a dessert format requires blending the familiar textures of sushi rice with sweet elements. This study explores the acceptability of sweet sushi rolls, fruit-filled rice rolls, among Grade 11 and 12 Home Economics students at Bestlink College of the Philippines, aiming to evaluate whether the fusion of sushi textures and dessert flavors appeals to this demographic. A descriptive quantitative design is employed to assess sensory acceptability through a structured questionnaire. Seventy-one Grade 11 and 12 Home Economics students are selected via simple random sampling. Participants rate taste attributes (sweetness, blandness, sourness), texture attributes (softness, stickiness, chewiness), and appearance attributes (presentability, appeal, vibrancy) on a four-point Likert scale. Weighted mean scores are calculated to determine levels of acceptability. Respondents, predominantly 16 to 17 years old and female, with most from sections HECF 1201, HECF 1202 and HECF 1203, rated sweetness the highest, while blandness and sourness were only partially acceptable. Texture evaluations showed softness as the most favorable attribute, followed by moderate stickiness, with chewiness rated lowest. Appearance ratings indicated that the sweet sushi rolls were perceived as highly presentable, appealing, and vibrant, all achieving “very much acceptable” interpretations. Recommendations included increasing fruit fillings and balancing sweetness. The findings indicated strong acceptability of sweet sushi rolls, driven by sweetness, softness, and striking presentation. High sensory scores supported the product’s potential as an innovative dessert option. Recommendations to enhance fruit content and adjust sweetness will guide future formulation. These insights demonstrate that sushi-inspired desserts can resonate with young consumers and inform the development of novel fusion snacks in culinary education and industry settings.

Keywords: sweet sushi rolls, sensory acceptability, fusion dessert, home economics students, descriptive study

**AI POWERED TOOLS FOR EFFICIENT DOCUMENT PROCESSING
ON SELECTED OFFICES: AN ASSESSMENT**

Mica Ponteres, Jessica Arquero, Gladness Bacos, Lucky Maria Fabros, Joshua Tuan, Bryan Tubao

Abstract

Office administration has been transformed by the rapid advancement of artificial intelligence. This study assesses the impact of AI-powered tools on the efficiency of document processing in selected offices. It examines how these technologies influence workflow speed, automation of repetitive tasks, search and retrieval accuracy, and content modification capabilities. A quantitative correlational design is employed, surveying personnel from Zectra Enterprise and Brahms Global Tech Inc. Twenty respondents are selected through purposive sampling. A structured questionnaire uses a Likert scale to measure perceptions of AI tool effectiveness. Data are analyzed using frequency distributions and weighted mean calculations to determine overall impact on document processing efficiency. Respondents reported that AI-powered tools significantly enhanced document processing efficiency. Automation of repetitive tasks received the highest effectiveness ratings, followed by improvements in search and retrieval accuracy and faster workflow procedures. However, some challenges emerged, including occasional retrieval failures and difficulties integrating AI tools with existing systems. The findings indicated that AI-powered tools have strong potential to improve operational efficiency in document management, but successful adoption depended on addressing integration issues and providing comprehensive user training. As a result, organizations were advised to implement structured training programs and ensure seamless system integration to fully leverage AI benefits.

Keywords: ai tools, document processing, workflow efficiency, automation, search and retrieval

ANALYSIS ON CUSTOMER COMPLAINTS RESOLUTION SYSTEM IN CASUAL DINING BUSINESS TOWARDS SERVICE IMPROVEMENT

Jan Alex Paringit, Rina Flor, Klein Inna Yulo, Micky Albina, Dr. Dana France Ignacio

Abstract

This study evaluates the effectiveness of the customer complaint resolution system employed by Chowking, a well-known casual dining restaurant. It investigates the existing procedures for addressing customer concerns, with a focus on response time, communication channels, and resolution strategies. Data was collected through customer surveys, staff interviews, and a review of company feedback records. Results show that while Chowking generally upholds a responsive and customer-focused approach, improvements are needed, particularly in reducing response time and enhancing staff training to manage complaints with empathy and professionalism. The findings suggest that refining the complaint management process and implementing proactive strategies could significantly enhance customer satisfaction and promote long-term loyalty. This research offers meaningful insights for casual dining establishments seeking to improve their customer service systems and strengthen customer relationships. This study examines the effectiveness of customer complaint resolution systems in the casual dining industry, focusing on their impact on service improvement. A mixed-methods approach was utilized, combining quantitative and qualitative analyses. Descriptive statistics identified common complaint types, while correlation and regression analyses explored the relationship between complaints and service enhancements, as well as key factors affecting customer satisfaction. Qualitative methods, including thematic and content analysis, revealed recurring issues and insights from customer feedback, supported by case studies of specific complaint scenarios. Service improvement tools such as root cause analysis, service blueprinting, employee training, and customer feedback loops were integrated into the evaluation. Data was collected through surveys, complaint log reviews, social media monitoring, and interviews with customers and staff. The findings offer a comprehensive view of how effective complaint management contributes to service quality and highlight strategic areas for improvement in the casual dining sector. The evaluation of Chowking's customer complaints resolution system revealed meaningful insights into its operational strengths and areas requiring improvement. Overall, the findings suggest that Chowking maintains a customer-centric approach, showing a clear dedication to resolving concerns promptly and professionally. This study found that Chowking's customer complaint resolution system reflects a generally proactive and customer-centered approach. Most respondents reported satisfactory experiences, citing timely responses and courteous staff as notable strengths. These findings underscore Chowking's commitment to service quality and customer satisfaction. However, challenges remain, particularly in reducing response times and improving staff training in empathy and conflict resolution. Despite having multiple reporting channels such as feedback forms, hotlines, and social media, delays and inconsistencies in complaint handling across branches were frequently reported. These issues highlight the need for standardized procedures and continuous staff development. Quantitative analysis revealed a moderate positive correlation between effective complaint resolution and overall customer satisfaction, emphasizing the value of swift and empathetic responses. Qualitative feedback further indicated that customers value transparency, sincerity, and follow-up actions beyond mere problem resolution. The study also points to the potential of integrating technology, such as AI-driven feedback tracking and automated responses, to improve efficiency and consistency while preserving a human touch.

In conclusion, while Chowking's current system provides a strong foundation, ongoing improvements in responsiveness, staff training, and technological integration are essential to strengthen customer trust

and loyalty. These insights may also benefit other casual dining establishments aiming to enhance complaint management practices.

Keywords: customer complaints, complaint resolution system, chowking, service improvement, customer satisfaction, casual dining, response time, employee training, feedback mechanisms, customer loyalty

**ASSESSING OF CONTROL SECURITY POLICIES ON DATA PROTECTION IN
ACCOUNTING INFORMATION SYSTEM IN QUEZON CITY**

Angel Angot, Lorenz Lacdang, Kyla Nicole Ladera, Christine Fernandez,
Angelica Mae Macarandang, Analyn Magalso

Abstract

This study evaluates the effectiveness of control security policies in protecting data within Accounting Information Systems (AIS) used by government institutions in Quezon City. As digital systems become integral to financial operations, the need to ensure data security, integrity, and confidentiality has become increasingly important. The research examines how security policies, system protection measures, technological tools, and data management practices contribute to safeguarding financial information. It also identifies key challenges in the implementation of these policies and offers recommendations to strengthen cybersecurity measures in AIS environments. This study adopted a quantitative research design to examine the effectiveness of control security policies in safeguarding data within Accounting Information Systems (AIS). A total of 50 participants from the Commission on Elections (COMELEC) in Quezon City, including accountants, IT staff, auditors, and treasurers, were selected through convenience sampling, given their direct involvement in AIS operations. Data collection was conducted using a validated survey questionnaire, which captured both demographic information and evaluations of cybersecurity practices. The organization maintains solid technical and procedural security measures, enhancing policy enforcement, strengthening access controls, improving staff training, and developing a more comprehensive incident response plan are essential to fully optimize data protection within the Accounting Information System (AIS). The study revealed that the majority of respondents, primarily young professionals aged 22–26, demonstrated a strong awareness of and positive attitudes toward control security policies, reflecting a solid baseline in digital literacy and cybersecurity practices. Survey findings showed that respondents generally agreed their organization had effective security controls, consistent system protection measures, secure technological infrastructure, and reliable data protection strategies. However, slightly lower ratings in areas such as policy enforcement, clearly defined user access rights, and incident response planning indicate the need for targeted improvements in these aspects.

Keywords: control security policies, accounting information systems (ais), data protection, cybersecurity, policy enforcement, access controls, incident response, digital literacy, government institutions, quezon city

**ASSESSING PATIENT SATISFACTION WITH DENTAL OPERATION AT BARANGAY
178 HEALTH CENTER: IMPLICATION FOR SERVICE IMPROVEMENT**

Mary Grace Danao, Enjell Betito, Erica Dela Marquez, Pamela Gapol,
Glydel Marie Casim, Bryan Tubao

Abstract

Patient satisfaction is essential to the success and continuous improvement of healthcare services. Satisfied patients are more likely to return for future care and recommend the facility to others. This study evaluates whether the dental services provided at Barangay 178 Health Center effectively meet the expectations and needs of the local community, highlighting areas for improvement and service enhancement. Patient satisfaction is crucial for the success and ongoing improvement of healthcare services. When patients are satisfied, they are more likely to seek future care and recommend the facility to others. This study assesses whether the dental services offered at Barangay 178 Health Center effectively meet the expectations and needs of the local community, focusing on areas for improvement and opportunities for enhancing services. The study used the Quantitative Descriptive Research Design to measure patient satisfaction with dental operation. A total of 40 respondents from Barangay 178 Health Center were selected through purposive sampling as they had direct experience with dental operation provided by the health center, making them highly relevant and suitable for the research. The data collection was done through survey questionnaires designed to gather specific details on patients' satisfaction administered through face-to-face interaction. The results indicated that the majority of respondents were aged 24 to 34, female, and single. Most individuals visited the dental clinic once a year, while fewer went every six months or every three months. Respondents strongly agreed on the effectiveness of infection control, although some aspects showed minor room for improvement. Accessibility and availability received high ratings, but certain areas had lower satisfaction levels. Financial management was generally considered effective, with a few recommendations aimed at enhancing patient comfort during treatment. Respondents also agreed on the speed and responsiveness of dental services. The attitude, professionalism, and work ethic of the dental personnel were rated positively, while productivity was viewed as satisfactory but could benefit from slight improvements. The primary challenge affecting patient satisfaction was related to service delivery issues, such as waiting times and limited resources. The researchers recommend that Barangay 178 Health Center continue to actively promote its free dental services, emphasizing the importance of dental health, especially among the elderly, men, and married couples. The center should implement targeted outreach programs to encourage these groups to take advantage of the services offered. Additionally, to attract first-time visitors, the center should create positive experiences that motivate patients to return. Establishing a comfortable environment and offering follow-up appointments or reminders will also help foster long-term relationships between patients and the health center's services.

Keywords: patient satisfaction, dental services, healthcare quality, community needs, barangay 178 health center

**ASSESSING THE CUSTOMER LIFETIME VALUES (CLV) OF THE
PERFUME BRAND BUSINESS**

Jennylyn Bandola, Kelly Michelle Alcantara, Precious Catherine Rosqueta,
Princess Ruiz, Kevin Galvez, Christine Calvo

Abstract

This study aims to determine the Customer Lifetime Value (CLV) of a perfume brand. This study adopted a descriptive research approach and used convenience sampling to gather data from 30 business owners based in Caloocan City and Quezon City. The primary goal was to examine how issues related to product effectiveness, quality, and customer loyalty impact overall consumer behavior and satisfaction. This study examined factors affecting product quality and customer loyalty based on survey responses. The results showed that maintaining hygiene and safety standards received a high mean score of 3.7, indicating its strong influence on customer satisfaction. Likewise, the practice of addressing customer concerns promptly, by offering solutions such as repairs, replacements, or refunds, also earned a mean score of 3.7, highlighting its role in building trust. Furthermore, the study explored Customer Lifetime Value (CLV) in the perfume brand industry, emphasizing the importance of product reliability, consistent quality, and effective customer service in fostering long-term loyalty and profitability. To boost consumer awareness and grow their market presence, respondents emphasized the importance of personalized customer service, consistent engagement with customer feedback, attractive discount offerings, and improved product durability. These strategies serve as practical recommendations for perfume brand owners, enabling them to refine their marketing approaches, enhance product quality, and build long-lasting customer relationships.

Keywords: customer lifetime value (clv), perfume brands, personalized customer service, product durability, customer feedback, consumer awareness, marketing strategies, customer loyalty

**ASSESSING THE EFFECT OF CREDIT BORROWING ON THE PROFITABILITY OF
SELECTED MICRO ENTERPRISE IN SUSANO ROAD
NOVALICHES QUEZON CITY: TOWARDS GUIDE**

Jiro Dañaguel, Arvin Anquilo, Carl Christian Jose, Charles Louie Agapito,
Limwel Mollejon, Cielo Ogao-ogao, Euigenio Bayani Jr.

Abstract

Micro enterprises significantly contribute to local economic growth in the Philippines, especially in communities such as Susano Road, Novaliches, Quezon City. However, many of these small businesses struggle with financial constraints, often relying on borrowed credit to support daily operations. While credit access can enhance business sustainability and expansion, poor credit management may negatively impact overall profitability. This study investigates the effect of credit borrowing on the profitability of selected micro enterprises and aims to develop practical strategies for sound financial decision-making. A quantitative-descriptive research design was utilized in this study. Data were gathered through structured questionnaires administered to 25 purposively selected micro-entrepreneurs. To assess business profiles, borrowing practices, and the perceived impact of credit on profitability, statistical tools such as frequency, percentage, and weighted mean were used for data analysis. The results indicate that most micro-enterprises depend on informal lenders and family networks due to easier access, despite the associated high interest rates and rigid repayment terms. Credit borrowing was assessed as “effective” in supporting capitalization, loan utilization, and repayment behavior. Responsible borrowing practices contributed positively to increased sales and liquidity, thereby enhancing overall profitability. However, the study also highlights concerns regarding the long-term financial sustainability of these enterprises, primarily due to inadequate financial literacy and heavy reliance on high-interest credit sources. The study concludes that, when used strategically, credit borrowing can be an effective financial tool for micro-enterprises. To enhance overall profitability, the study recommends implementing targeted financial literacy programs, adopting flexible and inclusive lending policies, and encouraging the reinvestment of business profits. A financial literacy guide has also been developed to assist micro-entrepreneurs in making informed and responsible borrowing decisions. These insights are intended to support policymakers, financial institutions, and future researchers in strengthening the resilience and sustainability of the micro-enterprise sector.

Keywords: micro-enterprises, credit borrowing, financial literacy, profitability, informal lenders, flexible lending policies, financial sustainability, susano road, quezon city, loan utilization

**ASSESSING THE EFFECT OF E-WALLET USAGE ON LEAD TIME IN INVENTORY
PROCUREMENT AMONG MICRO ENTERPRISES IN BARANGAY
NOVALICHES PROPER, QUEZON CITY**

Abigail Remontal, Princess Alojado, Micah Jasmine Bailon, Ruth Ann Furtuz,
Rozwel Amie Pahignalo, Analyn Magalso

Abstract

In Barangay Novaliches Proper, Quezon City, micro enterprises (MEs) contribute significantly to the local economy but often face difficulties in managing inventory procurement due to outdated manual methods, resulting in delayed restocking. As the use of e-wallets gains traction in the Philippines, fueled by smartphone accessibility and a nationwide push toward digital payments, there emerges an opportunity to modernize procurement processes. Despite this shift, the role of e-wallets in reducing inventory lead time for micro enterprises remains largely unstudied, presenting a valuable area for further research. The research explores how the adoption of e-wallets affects the lead time in inventory procurement among micro enterprises (MEs). Utilizing a descriptive research approach and purposive sampling, the study collected data from 30 selected MEs through structured survey questionnaires. The responses were analyzed using weighted mean and t-test to determine the extent of the impact. Findings reveal that e-wallet usage is highly effective in reducing inventory procurement lead time, scoring 3.47 on the effectiveness scale. Factors such as perceived usefulness, ease of use, intention to adopt, and actual usage strongly influence micro enterprises' decisions to implement e-wallets. While challenges like limited supplier adoption and monthly transaction limits exist, their effects were minimal, and the solutions applied successfully mitigated these issues. Consequently, an action plan was developed to assist micro enterprises in leveraging e-wallet technology more efficiently to streamline their procurement operations. To sum up, e-wallets play a crucial role in boosting the efficiency of inventory procurement for micro enterprises, thereby helping to shorten lead times. Despite this, the study finds that many MEs primarily use e-wallets for convenience rather than leveraging them strategically to streamline procurement. It is recommended that micro enterprises adopt a more deliberate and strategic use of e-wallets to maximize operational efficiency. Moreover, improving collaboration with suppliers around e-wallet transactions can further enhance the smoothness and effectiveness of procurement processes.

Keywords: e-wallet, micro enterprises, inventory procurement, lead time, operational efficiency, digital payments, supplier coordination, strategic adoption, procurement process

**ASSESSING THE EFFECTIVENESS OF ENTERPRISE RESOURCES PLANNING IN
ACCOUNTING: BASIS IN PROPOSED IMPROVEMENT PLAN**

Lope Martin Gabua, Mark Jomari Aquino, Armie Casabuena, Zaldrien Paul Dela Cruz,
Jhastine Jhon Revilla, Analyn Magalso

Abstract

This study aimed to evaluate the effectiveness of Enterprise Resource Planning (ERP) systems within accounting operations, serving as a foundation for a proposed improvement plan. It investigated how ERP effectiveness influences accounting practices and implementation success. The research also explored common challenges encountered during ERP adoption and identified practical solutions to address these issues and enhance overall system performance. This study employed a descriptive-correlational research design to examine the relationship between ERP system effectiveness and its implementation in accounting processes. Fifteen (15) participants were purposively selected from Jetour Auto Philippines Inc. to serve as respondents. Data collection was conducted using a survey questionnaire, and the responses were analyzed using statistical techniques, including correlation analysis, to determine the degree of association between ERP effectiveness and its practical application in accounting. The study found a negative correlation ($r = -0.2222$) between the effectiveness of ERP systems and their implementation in accounting. This suggests that ERP effectiveness is more influenced by user adaptability than by the implementation process itself. The findings also indicate that challenges and proposed solutions can significantly impact users' attitudes toward accepting and using the ERP system in accounting practices. The study concludes that Enterprise Resource Planning (ERP) systems are valuable tools for enhancing performance, particularly in increasing efficiency and accuracy in accounting operations. However, the success of ERP implementation is not determined solely by the system itself, but largely depends on user adaptability, comprehensive training, and consistent IT support. The absence of a strong correlation between ERP effectiveness and implementation emphasizes the pivotal role of end-users in unlocking the system's full potential. To maximize the benefits of ERP in the accounting environment, it is essential to address challenges such as employee resistance, limited customization options, and inadequate training programs. These factors must be prioritized to ensure a smoother transition and sustained success in ERP adoption.

Keywords: enterprise resource planning (erp), accounting, system implementation, user adaptability, training, it support, efficiency, accuracy, employee resistance, erp challenges

ASSESSING THE EFFECTIVENESS OF MANAGERIAL DECISION AND ACCOUNTING INFORMATION SYSTEM SUPPORT SMALL BUSINESS IN NOVALICHES, QUEZON CITY.

Ryan Barrera, Jay Mica Badillo, Darren Bucio, Archie Rellama,
Jan Enrico Untal, Analyn Megalso

Abstract

This study evaluates the effectiveness of managerial decision-making and accounting information system support in small businesses in Novaliches, Quezon City. It examines how small enterprises leverage AIS tools, such as point-of-sale and inventory systems, to inform strategic decisions, enhance operational control, and foster business growth. The study aims to identify best practices and provide recommendations for maximizing AIS potential in daily operations. A quantitative descriptive design is employed using a structured survey questionnaire. Purposive sampling selects ten small business managers who actively use AIS tools in their operations. Participants possess expertise in financial management, inventory control, and decision-making. The questionnaire, grounded in a theoretical framework of managerial decision processes and AIS support functions, measures perceived effectiveness across key performance dimensions. Data are analyzed using weighted means to assess AIS impact. Respondents, predominantly operating in the food industry with one to fifteen years of business tenure and employing one to fifteen staff, rated AIS effectiveness as “very effective” across all measured dimensions. Financial management received the highest scores, followed by operational efficiency, business growth, budgeting and cost control, data accuracy, and transaction recording. These ratings indicate strong AIS support for informed decision-making and streamlined operations. The findings indicated that robust AIS implementation significantly enhanced decision quality and operational performance in small businesses. As a result, it was recommended that enterprises invest in comprehensive AIS training, integrate advanced analytics modules, and regularly update system functionalities. Such measures were expected to further optimize financial oversight, resource allocation, and strategic planning, thereby sustaining competitive advantage and growth in Novaliches’s small business sector.

Keywords: managerial decision making, accounting information system, small business, operational efficiency, financial management, novaliches

**ASSESSING THE IMPACT OF ACCOUNTING INFORMATION SYSTEMS ON DECISION-
MAKING AND ORGANIZATIONAL PERFORMANCE**

Carlo Gaon, Nonie Arcillas, Niña Mae Alayon, Patricia Escaleta,
Elmira Loureen Ann Garcio, Analyn Magalso

Abstract

This study examines how Accounting Information Systems (AIS) influence decision-making and organizational performance by providing timely financial data, identifying growth opportunities, controlling cash flows, and tracking expenditures. Emphasis is placed on the role of AIS in enabling strategic choices, mitigating risks, and enhancing overall business outcomes through improved information accuracy and accessibility. A descriptive quantitative research design is employed to assess the impact of AIS on organizational outcomes. Thirty employees directly involved with the AIS are selected using purposive sampling. A structured survey questionnaire gathers data on perceptions of AIS effectiveness across dimensions of financial management, communication, data handling, and decision-making support. Respondents strongly agreed that AIS positively affected decision-making and organizational performance, with a composite mean of 3.52 across financial status, management, communication, and data handling dimensions. Fifty percent of participants identified system integration challenges as the most significant obstacle. Spearman's correlation revealed a moderate positive relationship ($p = 0.361$) between AIS effectiveness and organizational performance metrics, indicating that higher perceived AIS quality corresponded with better performance outcomes. The findings confirmed that AIS enhancements reduced manual errors, improved data reliability, and accelerated financial reporting. As a result, organizations gained real-time insights that supported more informed strategic decisions. Challenges related to system integration and user training were addressed through targeted recommendations, including structured training programs and ongoing system updates. These measures were intended to further strengthen the link between AIS utilization and organizational growth.

Keywords: accounting information system, decision-making, organizational performance, financial management, data handling, business strategy

**ASSESSING THE IMPACT OF AI ADOPTION IN ACCOUNTING INFORMATION
SYSTEM AT WILMAR BENBY CORPORATION: BASIS FOR A PROPOSED EXTREME
IMPLEMENTATION PLAN**

Jhon Ray Villareal, Edrian Encarnacion, Alysa Hong, Angel Naxela Vargas,
Reziah Mae Zabay, Bryan Tubao

Abstract

This study assesses the impact of artificial intelligence adoption on minimizing errors in the accounting information system at Wilmar Benby Corporation. It examines employee perceptions of AI in terms of perceived usefulness, perceived ease of use, and actual system utilization. The research further explores how demographic factors relate to AI adoption and identifies challenges encountered in error reduction. Findings from this assessment inform the development of an Extreme Implementation Plan to enhance AI integration in accounting operations. A descriptive-correlational design is employed, with purposive sampling used to select thirty employees across finance, audit, and compliance departments. A structured questionnaire, validated by subject-matter experts, measures perceptions of AI usefulness, ease of use, system usage frequency, and encountered obstacles. Data are analyzed using frequency distributions, percentages, weighted means, and ANOVA to test for differences in perceptions across demographic groups. AI adoption improved reporting accuracy and processing efficiency while reducing manual errors. Respondents rated perceived usefulness at a weighted mean of 3.75 and ease of use at 3.60 on a four-point scale. Actual usage recorded a moderate mean of 2.90, reflecting constraints in familiarity and training. Key challenges included workflow disruptions, limited user training, and outdated system components. ANOVA results revealed no significant differences in AI perceptions by department, tenure, or role. AI demonstrated a clear potential to minimize errors within the accounting information system when supported by robust training, seamless integration, and ongoing user assistance. As a result, an Extreme Implementation Plan is proposed, comprising five phases: system needs assessment, technology selection, integration and customization, comprehensive user training, and continuous performance monitoring. Future studies are recommended to replicate this research in different industries and with larger samples to validate these findings and refine implementation strategies.

Keywords: artificial intelligence, accounting information system, error reduction, user perception, implementation plan

**ASSESSING THE INTERNSHIP PROGRAM IN RELATION TO OFFICE
ADMINISTRATION STUDENTS' CAREER READINESS AT HIGHER EDUCATIONAL
INSTITUTION
IN QUEZON CITY**

Jessiel Baguio, Rica Buhia, Lhea Marie Vigo, Angela Navarro, Leajen Quilantang, Bryan Tubao

Abstract

This study examines how internship programs foster career readiness among Office Administration students in higher educational institutions in Quezon City. Grounded in Kolb's Experiential Learning Theory, the research investigates how structured on-the-job training develops organizational skills, communication competencies, and technical expertise that are essential for employability. The study assesses the effect of formal internship experiences on students' preparedness for the workplace by evaluating demographic influences, student perceptions, and skill development outcomes. A descriptive quantitative research design was employed to evaluate internship impact on career readiness. A total of 155 fourth-year Office Administration students who completed third-year internships in 2024 were selected via convenience sampling, with sample size determined using the Slovin formula. A validated survey questionnaire measured perceptions of program implementation, skill acquisition, challenges encountered, and overall readiness. Data were analyzed using weighted means, frequency distributions, and correlation analyses. Internships enhanced students' career readiness, with the highest gains observed in critical thinking (mean = 3.72) and personal development (mean = 3.68). Networking opportunities and hands-on tasks were particularly beneficial (mean = 3.75). However, only 20.65 percent of students received retention offers from host companies. Communication barriers with supervisors (mean = 2.45) and logistical challenges such as scheduling conflicts (mean = 2.38) were identified as obstacles to optimal learning. The internship program was perceived as effective in strengthening professional competencies and clarifying career expectations. As a result, students endorsed its role in bridging academic learning and workplace demands. Recommendations included organizing preparatory workshops on workplace communication, offering short courses in emerging office technologies, and establishing stronger partnerships with industry to design structured internship curricula. Employers were encouraged to provide clear mentorship frameworks and consider extending retention pathways for high-performing interns.

Keywords: internship program, career readiness, office administration, experiential learning, skill development, higher education, quezon city

**ASSESSING THE OPERATIONAL ASPECT OF SELLING MICRO ENTERPRISE IN
NOVALICHES BAYAN, QUEZON CITY**

Marieson Grace Buaya, Jhon Michael Bello, Jasmine Marie Caballero, Era Rollaine Cebu,
Melvi Jane Talamayan, Christine Calvo

Abstract

This study examines the operational aspects of micro enterprises engaged in selling within Novaliches Bayan, Quezon City. As small businesses continue to adapt to a rapidly changing market environment, the research explores the challenges, opportunities, and strategies that contribute to their sustainability and growth. A quantitative research design was employed using a survey questionnaire administered to 50 small business owners across various sectors in Novaliches. The instrument focused on operational strategies, workforce management, and market adaptation. Respondents represented a balanced gender distribution and varied business tenures, ranging from less than a year to over five years. The analysis showed that while gender representation among respondents was equal, their experiences varied notably based on business tenure. The main operational challenges identified were workforce management and market competition. Time management was also cited as a concern but considered less critical. Findings further revealed that business owners are adopting strategic measures to manage human resources and address competitive pressures effectively. The results suggest that micro enterprises in Quezon City actively assess and refine their operations to remain competitive. Workforce management and competitor analysis are central to their success, while time management issues appear secondary. Moreover, the use of digital marketing tools and government support programs emerged as key drivers of adaptability and growth. These findings highlight the importance of continuous strategic planning and supportive policies to strengthen the resilience of small businesses in an evolving market.

Keywords: competitive pressures, opportunities and challenges, sustainable growth, adaptation strategies, digital marketing tools

ASSESSING THE ROLE OF COMPLAINT MANAGEMENT IN SELECTED FAST-FOOD CHAIN: ADDRESSING FEEDBACK TO IMPROVE BRAND LOYALTY

Laye Jandra Alamin, Ma. Arabella Abasula, Jasmine Canales, Trixie Mhay Mercado,
Cynthia Rizaldo, Bryan Tubao

Abstract

This study assesses the role of complaint management in selected fast-food chains, Jollibee, Mang Inasal, and McDonald's, in improving brand loyalty. Guided by the Complaint Management Model, it examines how customer responsiveness, communication quality, resolution timeliness, and satisfaction vary across demographic groups such as age and gender. The study further explores how these complaint-handling dimensions influence customer perceptions of brand loyalty. A comparative descriptive design is employed with purposive sampling to select 75 employees (25 per chain) from Jollibee, Mang Inasal, and McDonald's. A structured survey questionnaire measures four complaint-management dimensions: responsiveness, communication, resolution timeliness, and customer satisfaction, and five brand-loyalty indicators, customer retention, repeat purchase intention, positive word-of-mouth, emotional attachment, and preference over competitors. Data are analyzed using means for each dimension and Pearson's correlation to test the relationship between complaint management and brand loyalty. Respondents were predominantly aged 18 to 20 (68 percent) and male (68 percent). Mean ratings for complaint management were 3.31 for responsiveness, 3.24 for communication, 3.07 for resolution timeliness, and 3.28 for customer satisfaction. Brand loyalty means there is a 3.13 for customer retention, 3.24 for repeat purchases, 3.04 for positive word-of-mouth, 2.99 for emotional attachment, and 3.13 for preference over competitors. Pearson's correlation analysis revealed no statistically significant relationship between overall complaint-management effectiveness and brand loyalty. The findings indicated that while responsiveness, clear communication, prompt resolutions, and customer satisfaction scored moderately high, these alone did not translate into stronger brand loyalty within the sample. As a result, it was concluded that complaint management must be integrated with broader loyalty strategies, such as personalized rewards, customer engagement programs, and consistent service quality, to have a measurable impact on customer retention and advocacy.

Keywords: complaint management, brand loyalty, fast-food chains, customer satisfaction, service recovery

**ASSESSING THE USABILITY OF VENDING MACHINES AND
SELECTED CAR WASH SERVICES**

Cindy Olleta, Rich Arique, Joramie Colongan, Mariel Ramos, Vince Kim Rey, Christine Calvo

Abstract

Automation in car wash services and vending machines offers an opportunity to reduce operational costs and enhance customer satisfaction through on-demand, eco-friendly methods. Usability plays a crucial role in determining customer acceptance and market viability of these technologies. This study assesses the usability of vending machines and selected car wash services to identify factors that influence user experience and long-term adoption. A quantitative descriptive design is employed, with purposive sampling used to recruit customers of car wash vending machines. Data are gathered via a structured questionnaire addressing key usability dimensions, accessibility, efficiency, functionality, and customization options. Convenience sampling ensures a diverse range of respondents, and results are analyzed using weighted means to evaluate levels of agreement with each usability criterion. Respondents were predominantly male (92 percent), and overall satisfaction with vending machine functionality was positive. Accessibility received an average rating of 3.19 (“Agree”), while efficiency was rated 3.28 (“Strongly Agree”). However, 28 percent of users identified limited-service customization as a major drawback, highlighting a gap between automated convenience and individual preferences. Findings suggested that car wash vending machines succeeded in delivering convenient and efficient service but fell short in offering personalized options. As a result, future development should focus on enhancing customization features, such as adjustable wash cycles or add-on services, to improve user satisfaction and expand market appeal. Further research could examine the balance between automation and personalization to optimize the usability and adoption of self-service car wash technologies.

Keywords: usability, vending machines, car wash services, automation, customer satisfaction, customization

**ASSESSING THE VALUE PROPOSITION AS PERCEIVED BY OWNER OF
FOOTWEAR IN NOVALICHES, QUEZON CITY**

Hazel Fabillo, Hazel Fabillo, Hazel Fabillo, Hazel Bernadeth Bautista, Maria Louisse Oraño,
Meryl Divine Jane Paraggua, Maria Christine Ramos, John-Johnrey Tuazon, Christine Calvo

Abstract

This study examines the value proposition as perceived by owners of footwear service businesses in Novaliches, Quezon City. It explores how service quality and operational efficiency influence owners' assessment of their offerings. By understanding these perceptions, key performance indicators can be identified, market dynamics clarified, and strategic decisions formulated to enhance sustainability and profitability. A quantitative survey was conducted among proprietors of footwear service establishments offering repair, cleaning, and customization services. Data were gathered using a structured questionnaire that measured perceptions of service quality such as technician competence and material quality, as well as operational factors, including turnaround time, pricing, customer service, and location convenience. Responses were analyzed using descriptive statistics to determine the relative impact of each factor on perceived value. Owners reported that service quality and operational efficiency were the primary drivers of perceived value. Technician competence received the highest mean score among quality criteria, while turnaround time and pricing were rated as the most influential operational factors. Customer service and convenient location also ranked highly but contributed less strongly to overall value ratings. Findings indicated that enhancing technician training and ensuring the use of high-quality materials significantly elevated perceived value. Improvements in turnaround efficiency and transparent pricing further reinforced owners' confidence in their service offerings. These insights suggest that targeted investments in workforce skill development and process optimization can boost both customer satisfaction and business viability. Actionable recommendations include establishing standardized training programs, implementing real-time job tracking systems, and adopting tiered pricing models to strengthen value propositions and support long-term growth.

Keywords: value proposition, service quality, operational efficiency, footwear services, customer perception

**ASSESSMENT OF PROCEDURES IN REQUIREMENT SUBMISSION FOR MEDICAL
ASSISTANCE AND SATISFACTION OF PERSONS WITH DISABILITIES
AT DSWD – CENTRAL OFFICE**

Andrea Balingasa, Janelle Abad, Hazel Ann Gipanao, Jesamie Gozo,
Alyssa Mae Tindan, Bryan Tubao

Abstract

This study assesses how the DSWD Central Office handles requirement submission for medical assistance and evaluates the satisfaction of people with disabilities. It examines variables such as document clarity and completeness, administrative procedure, staff competency, communication, and follow-up processes to determine their influence on client satisfaction and service efficiency. This study employs quantitative descriptive research design. Purposive sampling is used to select twenty people with disabilities who have applied for medical assistance at the DSWD Central Office. Data is collected via a structured survey questionnaire that evaluates each stage of the requirement submission procedure, including document preparation, administrative steps, staff interactions, communication channels, and follow-up practices. Respondents reported high satisfaction with document clarity, administrative procedures, staff competency, and overall communication and follow-up processes. As a result, the medical assistance submission process was perceived as reliable and professionally managed. However, a significant communication gap was identified, with many applicants citing insufficient guidelines and unclear instructions that led to confusion and processing delays. The findings highlighted the need for enhanced communication and clearer procedural guidelines to streamline requirement submission. It was found that middle-aged applicants with disabilities were more likely to seek assistance, and that staff competency and facility professionalism were generally praised. As a result, standardizing minor procedural inconsistencies and enhancing staff training in empathy and active listening could further strengthen trust and user experience. Recommendations include developing accessible document templates, shortening submission timelines, implementing a dedicated hotline, introducing a digital document management and tracking system, and establishing a feedback mechanism to continuously improve service delivery for persons with disabilities.

Keywords: document clarity, administrative procedure, staff competency, communication, follow-up

**ASSESSMENT OF QUEUING MANAGEMENT SYSTEM OF RELEASING LICENSE
CARDS IN GOVERNMENT AGENCY**

Alvic Simbajon, Joel Jay Esparza, Arsenio Goc-ong, Eugene Maulit,
Shiela Ann Hayahay, Bryan Tubao

Abstract

This study examines the queuing management system at the Land Transportation Office–Novaliches District, focusing on the efficiency of the driver’s license issuance process. LTO–Novaliches provides essential public services such as license renewals and traffic law enforcement. However, the office faces challenges including long wait times, overcrowding, and service delays due to manual procedures. This study aims to assess the effectiveness of queuing strategies, such as electronic queue displays and online appointment scheduling, reducing wait times and improving overall service efficiency. This study employs a descriptive research design to gather detailed data on the queuing process at LTO–Novaliches. Purposive sampling is used to select twenty clients who have experienced the license issuance process. A structured survey questionnaire collects demographic information and client evaluations of the queuing system. Collected data are analyzed using percentage distributions and weighted means to identify patterns, relationships, and areas for improvement. Findings showed that the introduction of the Land Transportation Management System (LTMS) achieved some improvements in the license renewal process. Clients indicated that certain procedures were streamlined and transaction times were reduced. However, reported problems included system outages, slow processing speeds, and difficulties navigating the online platform, all of which contributed to continued service delays. The study found that, despite the positive impact of digital tools like LTMS, significant challenges remained. Technical malfunctions, system downtimes, and inefficiencies in queuing continued to hinder service quality and client satisfaction. As a result, a more robust digital infrastructure is required to ensure reliable operations. The study recommended the adoption of advanced queuing solutions, including online appointment systems and automated ticketing, to further enhance service efficiency and client experience at the LTO–Novaliches District Office.

Keywords: queue management, service efficiency, electronic queue system, online scheduling, ltms

**ASSESSMENT ON THE FACTORS THAT INFLUENCE MOBILE TECHNOLOGY
ADAPTATION IN SYSTEM CORPORATION: BASIS FOR PROPOSED GUIDELINES**

Cristan Dave Bundalian, Ivette Marie Ajesta, Hazel Anne Liao,
Cielo Magbanua, Kiana Christina Vicente, Analyn Magalso

Abstract

This research investigates the factors that impact the adoption of mobile technologies in corporate environments, grounded in the Diffusion of Innovation Theory. It focuses on five critical attributes, relative advantage, compatibility, complexity, trialability, and observability, to better understand how organizations can effectively implement mobile solutions. The study aims to provide strategic recommendations that support successful digital transformation initiatives. This research utilized quantitative design, employing a structured survey questionnaire as the primary tool for data collection. The study involved 20 professionals from System Corporation who frequently use mobile technologies in their daily work. Purposive sampling was used to select participants with relevant experience in mobile systems and accounting information systems. Statistical analyses, including weighted mean, percentage distribution, ranking, and the Kruskal-Wallis test, were conducted to examine the relationships between respondents' demographic characteristics and factors affecting mobile technology adoption. The questionnaire was validated through expert review and pilot testing to ensure its reliability and validity prior to the main study. The majority of respondents aged 18 to 25 use laptops and smartphones to access data. Mobile technology improves work productivity and efficiency, is compatible with current software, and is user-friendly. However, challenges include inadequate internet connections and slow adoption rates among workers. Additionally, no correlation was found between demographic factors and the determinants of adoption. The findings confirm that the Diffusion of Innovation Theory effectively explains the adoption of mobile technology. The key factors driving this adoption were perceived relative advantage and simplicity. Testing technologies before their complete implementation provided helpful reassurance, while observing the benefits contributed to greater acceptance. However, significant challenges arose from infrastructure issues, such as slow internet speeds and inadequate training, which hindered full adoption. The study highlights that for mobile technologies to be successfully integrated, organizations must address technical constraints and provide ongoing support to users.

Keywords: mobile technology adaptation, technology adoption factors, mobile device usage, system corporation, user acceptance, technology acceptance model (tam), mobile technology implementation, workplace technology, digital transformation, technology integra

**ASSESSMENT ON THE PENSION PROCESS OF THE SOCIAL SECURITY SYSTEM
BASIS FOR ENHANCEMENT**

Reyna Joy Lucañas, Patricia Angeline Cayago, Nicole Anne Eraya, Stephanie Florino,
Mary Grace Peñaranda, Bryan Tubao

Abstract

The Social Security System (SSS) serves as a cornerstone for providing financial security to retirees across the Philippines. However, persistent challenges, including procedural delays, systemic inefficiencies, and limited digital accessibility, have increasingly raised concerns among its members and pensioners. This study seeks to critically assess the current pension process within the SSS, pinpoint key areas requiring enhancement, and offer strategic recommendations aimed at improving the system's efficiency, responsiveness, and accessibility. This study employed a descriptive research design incorporating both qualitative and quantitative methods. Primary data were gathered through surveys administered to pensioners and in-depth interviews with selected SSS personnel. To enrich the analysis, secondary data from official reports and relevant documentation were also systematically reviewed. The findings identified several significant challenges in the pension process, such as lengthy processing times, limited transparency in the calculation of benefits, dependence on outdated manual procedures, and inadequate support services for elderly beneficiaries. Moreover, respondents emphasized the urgent need for more user-friendly digital platforms and improved, clearer communication from the agency to better serve its members. The study recommends several key improvements, including the automation of pension processes, the development of intuitive and user-friendly online platforms, the simplification of application requirements, and the enhancement of client support services. These measures are intended to establish a more efficient, transparent, and accessible pension system that better serves both current and future SSS beneficiaries.

Keywords: social security system, sss, pension process, financial security, automation, digital platforms, client support, transparency, benefit computation, process efficiency, philippines

**ATTAINING THE ACCEPTABILITY OF COCONUT MEAT AS A FLAVOR OF TAPIOCA
PEARLS AMONG GRADE 11 AND 12 HOME ECONOMICS (HE)
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Eryl Achiveda, Gian Eric Pula, Andrei Mamalumpong, Ashley Mae Regacho,
Jemie Rose Mollejon, Analyn Brosas

Abstract

Coconut has been deeply rooted in the Philippines' agricultural legacy for centuries, serving not only as a staple crop but also as a symbol of the Filipino farming lifestyle. What sets this tropical fruit apart is its unique endosperm, which contains a nutrient-rich, translucent liquid commonly known as coconut water. Celebrated for its wide range of health benefits, the coconut continues to thrive as one of the most economically viable and sustainable agribusiness commodities in the country. As one of the world's leading producers and exporters of coconut and coconut-based products, the Philippines presents endless possibilities for innovation. In this study, we sought to elevate the culinary potential of coconut by infusing its flavorful meat into tapioca pearls, locally known as sago, a beloved ingredient in traditional Filipino beverages and desserts. This fusion aims to enhance both the nutritional value and the cultural richness of local delicacies. A quantitative research design was utilized in this study to systematically gather and analyze numerical data through a structured survey questionnaire. This method was chosen to objectively measure the level of acceptability of buko (coconut) meat as a flavoring for tapioca pearls. The data collected served as the basis for concluding the respondents' preferences and perceptions. The study involved seventy-one (71) Grade 11 and 12 students from Bestlink College of the Philippines, who were selected using simple random sampling to ensure that every individual in the population had an equal chance of being chosen, thereby enhancing the reliability and generalizability of the findings. The demographic profile of the respondents revealed that the majority were between 15 and 17 years old, and most were female. A significant number of participants came from the following sections: HECF 1201, HECF 1203/HEHO 1201, and HECF 1101/HETEM 110/HEHRS 1101. In terms of taste, the respondents rated the sweetness of the buko-infused pearls as the most acceptable, receiving the highest weighted mean. Conversely, bitter and sour flavors were rated as only partially acceptable, indicating lower preference. For texture, the soft consistency of the buko pearls was the most favored, also achieving the highest weighted mean, followed by the smooth texture, while the hard texture was the least preferred. Regarding appearance, the respondents strongly agreed that the buko pearls looked fresh, which received the highest rating. The attribute presentable followed in acceptability, while the edible appearance was rated lowest among the three visual aspects evaluated. The findings indicate that the majority of respondents perceived the buko-infused tapioca pearls as sweet, with this attribute receiving the highest weighted mean in the category of taste, reflecting strong acceptability. In terms of texture, most respondents described the pearls as soft, which also earned the highest weighted mean, suggesting it was the most preferred among the texture options. Regarding appearance, the buko pearls were widely regarded as fresh, supported by the highest weighted mean and a verbal interpretation of "very much acceptable. "Based on the feedback, respondents recommended enhancing the sweetness and adding a more pronounced coconut flavor to further improve the overall sensory quality and consumer appeal of the buko tapioca pearls.

Keywords: buko pearls, coconut meat, tapioca pearls, sensory evaluation, taste preference, texture analysis, product acceptability, filipino desserts, quantitative research, consumer feedback, flavor enhancement, student respondents

BEAUTY TRENDS PRODUCTS: SIGNIFICANCE OF PURCHASING BEHAVIOR

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Princess Aya Ramil, Dave Espinosa

Abstract

This study aims to explore the key factors that influence the purchasing behavior of beauty products among senior high school students, with a particular emphasis on the impact of trending products. In the contemporary digital landscape, beauty standards are increasingly shaped by social media, which serves as a powerful tool in driving consumer interest and shaping individual preferences. The research focuses on Accountancy, Business, and Management (ABM) students at Bestlink College of the Philippines – Bulacan Campus, examining how social media exposure and peer pressure affect their buying decisions. Additionally, the study seeks to identify gaps in product literacy and assess the effectiveness of current consumer awareness. Ultimately, it aims to propose strategies that promote safer, more informed, and sustainable purchasing behaviors among the youth. This study utilized purposive sampling to select 30 senior high school students from the Accountancy, Business, and Management (ABM) strand as respondents. Data collection was conducted through a structured survey questionnaire, designed to obtain both demographic information and detailed insights into the students' consumer behavior, specifically related to the purchasing of beauty products. The questionnaire centered on four critical themes: the influence of counterfeit beauty products, the tendency toward panic purchasing, the impact of pricing on buying decisions, and the role of peer pressure and social exclusion in shaping consumer preferences. These focus areas were selected to comprehensively assess the various social and psychological factors that drive beauty product consumption among students. The findings reveal that ABM learners generally agree on several key factors influencing their purchasing behavior of beauty products. A weighted mean of 3.67 indicates that students believe social media platforms should play a more proactive role in regulating and preventing the sale of counterfeit products. An even higher weighted mean of 3.90 underscores the perception that a lack of consumer knowledge significantly contributes to the purchase of fake products, often leaving students vulnerable to misleading marketing tactics. Moreover, a weighted mean of 3.43 reflects the students' agreement on the importance of developing budgeting skills to support more sustainable and responsible consumer behavior. In light of these results, the study recommends enhancing awareness campaigns about counterfeit products, introducing purchase limits to discourage impulsive buying, and promoting financial literacy education. These strategies aim to improve product safety, reduce instances of panic buying, strengthen financial decision-making, and foster a more informed and socially responsible youth consumer culture. This study seeks to explore the impact of social media influence and peer pressure on the purchasing decisions of students, particularly in the context of beauty product consumption. The evidence indicates that ABM learners are often driven to make purchases not out of necessity, but as a response to prevailing digital beauty trends and peer expectations. This consumer behavior places students at risk of purchasing counterfeit or unsafe products, often without fully understanding the long-term health, financial, or social implications of their decisions. A lack of product awareness and critical evaluation contributes to impulsive buying driven by image conformity. To mitigate these risks, the study emphasizes the importance of educational interventions aimed at improving product literacy, developing budgeting and financial management skills, and fostering critical thinking in evaluating online content. Such strategies can significantly enhance students' ability to make informed, safe, and sustainable purchasing choices in an increasingly digital consumer landscape.

Keywords: social media influence, peer pressure, purchasing behavior, beauty products, abm learners, counterfeit products, product literacy, financial management, critical thinking, sustainable consumer behavior

**BRIDGING THE COMMUNICATION GAP: EMPLOYEE - CUSTOMER INTERACTION
AT FYM SEAFOOD RESTAURANT IN VALENZUELA CITY**

Jhoana Gelyn Yanila, Rhea Lucenisio, Vera Cabana, Gil Jeremy Lander Del Rosario,
Caroline Nicolas, Rolando Rambo Jayoma

Abstract

Effective communication between employees and customers is fundamental to delivering outstanding service in the increasingly competitive food service industry. Despite continuous efforts to improve service quality, numerous small to medium-sized restaurants still grapple with communication breakdowns that undermine customer satisfaction and loyalty. This study centers on FYM Seafood Restaurant in Valenzuela City, where persistent communication issues, such as inaccurate order taking and service delays, have detrimentally affected patrons' dining experiences. The research seeks to comprehensively examine these communication barriers, assess their impact on service delivery, and evaluate their implications for customer retention and overall business success. This study employed a quantitative descriptive research design to investigate communication gaps between employees and customers at FYM Seafood Restaurant in Valenzuela City. The sample consisted of 50 purposively selected respondents, including 35 employees and 15 customers. Data collection was conducted using a structured, researcher-developed questionnaire divided into three sections: demographic profile, nature of communication gaps, and their impact on service quality. The instrument was rigorously validated by subject matter experts and pre-tested to ensure clarity and reliability. Questionnaires were distributed both personally and electronically, achieving a 100% response rate. Data was analyzed using frequency counts, percentage distributions, rankings, and weighted means to provide a detailed understanding of the communication challenges and their influence on service delivery. The results indicate that the majority of both employees and customers are young, single, and primarily Tagalog-speaking. The employee sample was evenly distributed across genders, whereas most customers were female and engaged in office-based occupations. While employees generally perceived their communication skills and service responsiveness favorably, customers reported only moderate satisfaction. Customers particularly noted deficiencies in professionalism, empathy, and aspects of the physical environment, as reflected in responses to items 1, 4, and 7 of the survey. These findings reveal a significant disparity between employees' self-assessments and customer expectations, underscoring the need for improved alignment to enhance overall service quality. The findings highlight a critical need for focused employee training programs, greater consistency in service delivery, and the development of tailored communication strategies. Prioritizing emotional intelligence, professionalism, and culturally sensitive communication, specifically designed for the restaurant's largely young, Tagalog-speaking clientele, can effectively address these gaps. This study ultimately offers practical, evidence-based recommendations that can empower FYM Seafood Restaurant to enhance service quality, elevate customer satisfaction, and build stronger, long-lasting customer relationships.

Keywords: employee training, service consistency, communication strategies, emotional intelligence, professionalism, cultural sensitivity, customer satisfaction, food service industry, fym seafood restaurant, customer loyalty.

**BUSINESS SIMULATION: EVALUATION OF PERCEIVED ACCEPTABILITY OF
LEMON BALM LEAF FOR COOLING PROPERTIES IN PERFUME WITH VANILLA
SCENT**

Yzza Estorninos, Jessy Rosales, Leanne Joy Bayola, Shaira Mae Lucero, Leila Nunag,
Maria Teresa Nolasco, Christine Calvo

Abstract

This study focuses on the development and evaluation of a fragrance formulation that harnesses the refreshing, cooling qualities of lemon balm extract, complemented by the warm, comforting essence of vanilla. Reflecting the rising consumer preference for natural and functional ingredients, the research aims to create a harmonious scent profile that delivers both sensory refreshment and soothing familiarity, catering to the growing market for innovative perfumery and personal care products. This study employed a descriptive-experimental research design utilizing questionnaires to gather relevant data. A purposive sampling technique was used to select respondents, which included five skincare experts and ten 4th-year BS Entrepreneurship students. The combination of an experimental approach and survey questionnaires enabled the researchers to collect targeted insights from both industry professionals and students. The study evaluated the assessments of two respondent groups on the influence of the lemon balm leaf perfume across three dimensions: effectiveness, benefits, and market trends. Effectiveness: Both groups described the fragrance as having a pleasant vanilla note paired with a light, refreshing scent and a cooling effect that enhances the user experience. Benefits: The perfume was recognized for being gentle on fabrics, delivering a long-lasting scent, and possessing a subtle, non-overpowering aroma. Market Trends: The product aligns with contemporary consumer preferences by emphasizing natural ingredients, sustainability, and a distinctive blend of lemon balm and vanilla. Quantitative analysis showed that skincare experts gave an overall weighted mean of 3.35, while 4th-year BS Entrepreneurship students rated it slightly higher at 3.51. A t-test yielded a computed t-value of 0.397 with 13 degrees of freedom and a significance level of 0.05, against a critical t-value of 2.160. Since the critical value is greater than the computed value, there is no statistically significant difference between the two groups' assessments across all measured variables. The findings strongly indicate that the lemon balm leaf perfume, enriched with the warm vanilla scent, resonates well with consumers, highlighting its promising market potential. Based on these insights, the researchers recommend focusing marketing efforts on commuters, who are likely to value a fragrance that is both refreshing and long-lasting. The distinctive combination of natural lemon balm extract and comforting vanilla not only enhances user experience but also provides a unique selling proposition that can effectively differentiate the product in a competitive personal care market.

Keywords: lemon balm perfume, vanilla fragrance, natural ingredients, cooling effect, long-lasting scent, fragrance formulation, market appeal, commuter fragrance, personal care products, sensory experience, product differentiation, sustainable perfumery, natu

**BUSINESS STIMULATION: THE PERCEIVED EFFICACY OF HAIR OIL
INFUSED WITH ONION PEELS**

Rhian Rein Garcia, Janel Espenida, Trixie Tillo, Ashton Hongria,
Mary Concept Olayan, Christine Calvo

Abstract

This study examines the perceived efficacy of a hair oil infused with onion peels in the context of business stimulation. It aims to determine how effective the infused hair oil product is with respect to quality, texture, and consumer preference. This study employs purposive sampling to select respondents who possess specific characteristics, namely dermatologists and fourth-year Bachelor of Science in Entrepreneurship students. A descriptive-experimental design is used to gather the necessary information and to evaluate cause-and-effect relationships. Data are collected via a structured survey questionnaire that assesses respondents' perceptions of the hair oil's efficacy. The results showed that respondents perceived the hair oil as having a non-greasy, fast-absorbing consistency that prevented a heavy or sticky feel on the scalp. Participants also indicated that the product had a mild and pleasant scent. Furthermore, the hair oil was reported to provide long-lasting nourishment, ensuring continuous protection and improvement of hair quality. The findings indicated that there was no significant difference between the two respondent groups in their ratings of the product. Fourth-year entrepreneurship students gave a mean rating of 3.567 with a variance of 0.120, while dermatologists gave a mean rating of 3.307 with a variance of 0.177. Statistical testing of the difference between these means revealed that it was below the threshold for significance. This suggests that both groups hold similar opinions regarding the product's quality, texture, and consumer preference.

Keywords: hair oil, onion peel infusion, perceived efficacy, texture, quality, consumer preference, business stimulation

**CHALLENGES IN TECHNOLOGY ADVANCEMENT IN SUSTAINING ONLINE
BUSINESS THROUGH DATA PRIVACY IN THE DIGITAL AGE.**

Mica Espeña, Shanaia Lee Fabon, Jayvee Loriyo, Jessianne Patrice Morcilla,
Charles David Serrano, Christine Calvo

Abstract

This study examines the effects of technological advancement on the sustainability of online businesses through the lens of data privacy. Online enterprises operate primarily via internet channels, leveraging digital marketing and social media platforms to engage customers. This study focuses on how secure data management practices and evolving technologies contribute to customer trust and long-term business viability in the digital age. This study adopts a descriptive quantitative design to explore relationships among technological advancement, data management practices, and business sustainability. A structured survey questionnaire was administered to 30 online business owners active on social media platforms. Respondents were predominantly female (80 percent), and most (63.33 percent) had more than one year of experience in online commerce. Data analysis utilized composite weighted means to assess perceptions of technological impact and data handling effectiveness. Participants rated the impact of technological advancement as highly significant, with a composite weighted mean of 3.49, indicating strong agreement on its positive role in business sustainability. Data management practices also received strong endorsement, with a composite weighted mean of 3.23, reflecting respondents' concerns about secure, accurate handling of customer information. Data management emerged as the second most critical challenge after technological capability. The results highlighted that continuous technological innovation and robust data management were essential for maintaining customer trust and competitive advantage. Emphasis on accurate and reliable data handling supported higher levels of customer satisfaction and loyalty. Strategies that prioritized data privacy protocols and differentiated product or service offerings were found to bolster business resilience. The establishment of responsive customer service systems further enhanced operational effectiveness and sustained growth.

Keywords: technological advancement, online business sustainability, data privacy, data management, digital marketing, social media platforms

CONSUMER PREFERENCES OF SELECTING PET GROOMING INDUSTRY

John Mark Salazar, Ivan Dante, Rhea Marie Gardoce, Prince Albern Are, Christine De Guia Galvo

Abstract

This study examines how shifting consumer behavior and growing pet ownership influence the pet grooming industry. It focuses on factors that guide pet owners' choices, such as product type, service format, and environmental impact, and reflects the strong emotional bond between pets and their owners. Insights from this analysis aim to help grooming providers tailor offerings to evolving customer expectations. This study employs a descriptive research design with purposive sampling to select 30 pet owners. A structured questionnaire assessed preferences for grooming products (organic vs. conventional), service modalities (in-salon vs. mobile grooming), pricing, and hygiene standards. Collected data were analyzed using weighted means to rank the relative importance of each preference factor. Based on the results of the above-mentioned variables, the pet owners obtained an overall weighted mean of 3.30. In light of these findings, the researchers recommend the use of organic and eco-friendly grooming products, as well as the adoption of mobile grooming services. Findings indicated that high-quality, safe products and stringent hygiene practices were primary drivers of customer satisfaction. The strong preference for organic and eco-friendly products highlighted environmental and health concerns among pet owners. Convenience factors, particularly mobile grooming, were valued for saving time and reducing pet stress. It was recommended that grooming businesses prioritize premium, eco-friendly product lines, maintain rigorous cleanliness standards, and expand mobile service offerings to align with consumer preferences.

Keywords: consumer preferences, pet grooming, eco-friendly products, mobile grooming, product quality, hygiene standards

**CONSUMER SATISFACTION OF SELECTED HAIRMASK BUSINESS AROUND
NOVALICHES BAYAN, QUEZON CITY**

Chris Rey Labisig, Rose Ann Losaura, Vince Jun Lustan, Christine Mae Militante,
Anthony Policarpio, Christine Calvo

Abstract

This study examines consumer preferences and satisfaction with hair mask products offered by businesses around Novaliches Bayan, Quezon City. It investigates how product formulation, particularly the use of natural and chemical-free ingredients, affects perceived benefits such as nourishment, repair, and overall hair health. Insights from this analysis aim to guide local sellers in optimizing product attributes to meet customer expectations. This study employs a quantitative descriptive design with purposive sampling to select 20 hair mask sellers and 40 consumers from Novaliches Bayan. Participants completed a structured questionnaire that assessed satisfaction with product formulation, perceived benefits, efficacy, and factors influencing purchase decisions. Data were analyzed using weighted means and percentage distributions to rank satisfaction levels and purchase drivers. Consumers reported high satisfaction with natural, chemical-free formulations, citing improved nourishment, repair, and hair health. Key benefits identified included increased hydration, softness, and smoothness. Efficacy ratings confirmed that hair masks delivered superior results and value. Analysis of purchase factors showed that product quality and effectiveness ranked highest at 11.28 percent, followed by scent and texture and brand reputation at 10.85 percent each. Word-of-mouth feedback (10.64 percent) and packaging (10.21 percent) were also influential, while price, expert recommendations, and promotions each contributed 9.79 percent. Natural ingredients (8.72 percent) and dermatologist testing (8.09 percent) were rated lowest. The findings indicated that formulation and tangible performance drove consumer satisfaction and loyalty. Consumers favored products that combined natural ingredients with proven efficacy. Recommendations included enhancing product scent and application ease, developing specialized formulas for different hair types, eliminating harsh chemicals to extend benefits, and leveraging natural components to improve overall quality. Implementing these improvements was expected to strengthen market positioning and consumer trust.

Keywords: consumer satisfaction, hair mask products, natural ingredients, product efficacy, purchase drivers

**DIGITAL MARKETING STRATEGY: EFFICIENCY OF INFLUENCER IN PROMOTING
COSMETICS PRODUCTS AMONG GRADE 12 ABM-A STUDENTS IN BESTLINK
COLLEGE OF THE PHILIPPINES-BULACAN CAMPUS**

Jhamila Kate Ilustrisimo, Ashley Nicole Panao, Alfrech Gamali, Lorraine Tajan,
Jasmine Ajero, Dave Espinosa

Abstract

Digital marketing strategies allow businesses to leverage online platforms to achieve objectives such as brand awareness, lead generation, and increased sales. One effective method is influencer marketing, where brands collaborate with social media personalities to influence consumer purchasing behavior. Unlike many brands, Ellana Minerals, a cosmetics company known for high-quality, natural, and hypoallergenic mineral makeup suitable for various skin types, has established a strong market presence without heavily depending on influencers. While it highlights the use of ethically sourced and skin-friendly ingredients, it does not make explicit claims about FDA approval. As noted by Puthuserry (2020), digital marketing blends traditional and modern techniques to promote products across both online and offline platforms, with social media tools like Facebook, TikTok, Twitter, and Instagram playing a vital role in driving consumer engagement. This study utilizes a mixed-method research design to assess the effectiveness of influencer marketing in promoting beauty products. A purposive sampling technique was used to select 30 Grade 12 Accountancy, Business, and Management (ABM) students from Bestlink College of the Philippines-Bulacan Campus who had experience purchasing cosmetics through online platforms. Data were gathered through a structured Google Form questionnaire containing 36 items. The responses were reviewed, tallied, and analyzed to determine patterns and insights regarding digital marketing and influencer efficiency. Findings showed a generally positive response to the influence of digital marketing strategies on consumer behavior. Respondents agreed that technology-based consumer education is engaging and easy to understand, yielding a weighted mean of 3.73. Additionally, learners agreed that online resources serve as accessible tools for consumer education (3.60) and that technology has improved access to such education (3.53). These results reflect favorable perceptions of how digital platforms support informed purchasing decisions. The study highlights the growing influence of digital marketing and social media influencers on consumer choices among students. It raises awareness among Grade 12 ABM-A learners about the purchasing of cosmetic products and the role of influencers in shaping perceptions. The research underscores how influencers enhance product visibility and consumer education, especially regarding skin sensitivity and diversity, such as products suitable for morena skin tones. The findings affirm the relevance of influencer marketing as an efficient tool in the digital promotion of cosmetics to young consumers.

Keywords: digital marketing, influencer marketing, consumer behavior, cosmetics promotion, abm students, online shopping, social media platforms, product awareness, technology-based education, skin type consideration

**EFFECTIVENESS OF TIME MANAGEMENT TOOLS IN PROJECT MANAGEMENT AT A
MICRO FINANCE COMPANY IN QUEZON CITY**

Meludy Mendez, Carmela Cornito, Shamae Hagosojos, Jerald Lucion, Jovita Francia Moralda,
Jhenny Babes Orbiso, Kimberly Joyce Embile

Abstract

This study evaluates the effectiveness of time management tools in enhancing project management within a microfinance company located in Quezon City. Specifically, it focuses on three commonly used tools, Google Calendar, Microsoft Outlook, and Google Workspace, and explores their contributions to task prioritization, performance measurement, and team collaboration. The study aims to assess how the proper application of these tools can support project success and operational efficiency in a business setting. A quantitative descriptive research design is employed to examine the influence of time management tools on project management. A total of 124 respondents are selected using purposive sampling. Data are gathered through a structured survey questionnaire and analyzed using descriptive statistics, including percentage, frequency, weighted mean, ranking, and the Likert scale. Pearson r is also used to determine the correlation between time management tool usage and project performance indicators. The findings show that time management tools significantly enhance project management effectiveness by improving task prioritization, monitoring performance, and fostering collaboration among team members. Google Calendar is effective in managing schedules and timelines, while Microsoft Outlook facilitates task prioritization and professional communication. Google Workspace proves essential for real-time collaboration and document sharing. However, the study also reveals that without proper training, employees may misuse these tools, resulting in inefficiencies and missed deadlines. The study concludes that time management tools are crucial to the success of project management within the organization. Although tools like Google Calendar, Microsoft Outlook, and Google Workspace provide measurable benefits, their impact is maximized only when users are adequately trained. The researchers recommend that the microfinance company implement structured training programs to ensure the proper use of these tools. Enhancing awareness of tool features and promoting user proficiency are essential steps toward improving task prioritization, communication, and team collaboration in future projects.

Keywords: time management tools, project management, google calendar, microsoft outlook, google workspace, task prioritization, team collaboration, performance measurement, business efficiency, microfinance company

**EFFECTS OF JOLLIBOTS TO THE CUSTOMER DINING EXPERIENCE IN
JOLLIBEE GLORIETA 4 AYALA, MAKATI CITY**

Reinzai Nicole Lau, Jelly Joyce Diaz, Johnpaul Maduro, James Saballa,
Jhunzen Salatan, Jennylene Abalos

Abstract

The integration of robotic servers, known as Jollibots, at Jollibee Glorietta 4 has enhanced operational efficiency and attracted customer attention. However, this technological innovation also presents challenges. These include possible technical malfunctions that may result in service delays or order errors, which necessitate routine maintenance and reliable technical support. Additionally, the absence of human interaction may affect customer satisfaction, highlighting the need to balance automation with personalized service. The rise of automation also raises concerns about job displacement. Nevertheless, these can be addressed through employee retraining and upskilling programs. A hybrid service model, where Jollibots operate alongside human staff, is proposed to maximize efficiency while maintaining service quality and protecting employment. This study adopts a descriptive-correlational research design to assess the impact of Jollibots on the customer dining experience at Jollibee Glorietta 4. Data will be gathered using a structured questionnaire distributed to customers who have interacted with the Jollibot system. Convenience sampling will be used to select participants from various demographic groups, including age, gender, and visit frequency. The objective is to evaluate customer perceptions of service quality, efficiency, and satisfaction in relation to robotic-assisted dining. The findings revealed that most of the customers at Jollibee Glorietta 4 were aged 18 to 21, with a higher brand preference observed among female respondents. A majority of participants were familiar with the company's corporate social responsibility (CSR) programs and reported visiting the branch twice a month. Despite the technological advancements, customer satisfaction remained variable. Product and service quality were found to have a limited direct impact on satisfaction, while factors such as friendly staff, prompt service, and cleanliness played more significant roles. Variable cost was also identified as a key determinant of overall dining satisfaction. Additionally, the study noted specific limitations at the Glorietta 4 branch, such as difficulties navigating the ordering system and limited food selections. This study assessed the impact of Jollibots on customer dining experiences and found that robotic service contributes positively to operational efficiency but requires enhancements to meet customer expectations fully. The results suggest that while robotic servers can streamline processes, the absence of human interaction may hinder the overall dining experience. A balanced approach involving both robotic and human service is recommended to address these concerns. Future strategies should focus on improving Jollibot functionality, maintaining service quality, and implementing a hybrid model that prioritizes both technological innovation and human engagement.

Keywords: jollibots, customer dining experience, robotic service, technology acceptance, service quality, human-robot interaction, automation in fast food

ENVIRONMENTAL EFFICIENCY OF HYDROPONICS (SOIL-LESS) BUSINESS

May Pimentel, Regine De Vera, Brian De Jesus, Meekaella Mora,
Ryan Louise Rodriguez, Christine Calvo

Abstract

This study examines the feasibility and profit potential of hydroponic farming, an innovative agricultural technique that replaces soil with nutrient-rich water solutions. By removing the need for arable land, hydroponics addresses key challenges faced by traditional farming, such as limited land availability, unpredictable climate conditions, and water scarcity. The research seeks to evaluate hydroponic cultivation not only as a sustainable alternative to conventional agriculture but also as a scalable, economically viable business model capable of meeting the demands of modern food production. This study employed a descriptive research design, collecting data through a combination of interviews and structured surveys administered to 30 hydroponic farmers in Quezon City, Caloocan, and Bulacan. This approach allowed the researchers to gather comprehensive insights into the participants' practices, experiences, and perceptions regarding the viability of hydroponic farming. The findings indicate that hydroponic farming offers substantial economic potential, especially in urban areas where land is scarce. Long-term profitability, however, depends on key factors such as high initial capital investment, fluctuating market demand, and spatial limitations. Despite these challenges, hydroponic farmers highlight its environmental benefits, including efficient resource utilization, reduced water consumption, and enhanced food security. Consequently, hydroponics stands out as both a viable income-generating enterprise and a sustainable agricultural alternative well-suited to the demands of modern urban development. This concludes that hydroponic farming presents a practical and sustainable alternative to traditional agriculture, offering cost-effectiveness, resource efficiency, and a minimal environmental footprint. Its adaptability to urban and land-constrained settings further highlights its potential in addressing contemporary agricultural challenges. To promote wider adoption and ensure long-term sustainability, the study recommends further research aimed at lowering capital and operational costs, exploring untapped market opportunities, and integrating advanced technologies such as smart farming systems. These innovations are vital for enhancing profitability, scalability, and the resilience of hydroponic farming in the face of evolving environmental and economic conditions.

Keywords: hydroponic farming, urban agriculture, sustainability, profitability, resource efficiency, smart farming, market opportunities, capital investment, environmental benefits, food security

**EVALUATING CLIENT-CENTERED QUALITY MANAGEMENT BASIS
FOR IMPROVEMENT PLAN**

Jella Eliana Janda, Jacobo Dela Cruz, Lorievell Elequin, Alibai Gayao,
Abegail Jean Torres, Rica Joyce Viaña, Kimberly Joyce Embile

Abstract

This study evaluates client-centered quality management as a foundation for developing an improvement plan in compliance with ISO 9001 standards. It offers insights across key dimensions of the Quality Management System, including customer focus, continuous improvement, evidence-based decision-making, and leadership commitment. A descriptive quantitative research design was adopted, involving fifty (50) randomly selected clients of the Philippine Statistics Authority. Data were primarily gathered using structured survey questionnaires. This study evaluated the client-centered Quality Management System (QMS) of the Philippine Statistics Authority (PSA), focusing on four key dimensions: Customer Focus, Continuous Improvement, Evidence-Based Decision-Making, and Leadership Commitment. Findings revealed that while respondents generally acknowledged the presence of these QMS principles, several areas still require significant enhancement. Customer Focus received the lowest weighted mean of 10.48, indicating a critical need for improved responsiveness and client engagement. In contrast, Continuous Improvement earned a score of 12.74, reflecting satisfaction with ongoing enhancements in service delivery. Evidence-Based Decision-Making was rated highly, with a mean of 3.28, suggesting effective use of data in operational decisions. Leadership Commitment garnered a score of 12.56, showing moderate agreement but signaling the need for stronger visible support from leadership. While gender did not significantly influence perceptions, both age and service type showed notable variations in client satisfaction, with older respondents and users of specific services reporting different experiences. The study recommends prioritizing service efficiency, strengthening leadership visibility and accountability, and enhancing digital communication and feedback systems to promote continuous client engagement and alignment with ISO 9001 standards. In conclusion, while competitive digital and automated self-service information systems are widely adopted, some clients remain dissatisfied with their use. Age plays a pivotal role in shaping client satisfaction: younger and middle-aged clients generally exhibit greater ease and confidence in navigating Quality Management Systems, leveraging technological tools effectively. In contrast, older clients tend to prefer traditional, manual processes and often encounter difficulties in fully recognizing and benefiting from the innovations introduced by modern technological advancements within the QMS. This generational divide highlights the need for tailored approaches that accommodate diverse user capabilities and preferences to ensure inclusive and effective quality management.

Keywords: quality management system, client satisfaction, digital self-service, automated systems, age differences, technological adoption, user experience, traditional processes, philippine statistics authority, generational gap, service improvement

**EVALUATING PRODUCTION MANAGEMENT PRACTICES OF HORAIOS:
BASIS FOR IMPROVEMENT PLAN**

Kristine Ulanday, Abigail Dalida, Abegail Delos Santos, Cyd Laguerta,
Crizel Mae Riveral, Vinalyn Sarzata

Abstract

Production management serves as a cornerstone for ensuring efficiency, quality assurance, and employee well-being in manufacturing industries. Despite holding a competitive edge in the market since 2018, Horaios Corporation, renowned for its household and skincare products, faces persistent challenges that hinder its operational effectiveness. Problems related to inventory control, workplace safety, employee compensation, and overall engagement have contributed to a noticeable decline in productivity and staff morale. This study aims to assess the current state of production management within the company, identify key areas of concern, and develop actionable strategies to streamline operations, enhance workforce satisfaction, and support long-term organizational growth. The study followed a quantitative-descriptive approach, focusing on numerical data to examine patterns and relationships. A total of 30 production employees from Horaios Corporation were selected through purposive sampling based on their direct involvement in the company's operational processes. Data collection was conducted using structured survey questionnaires designed to capture employee satisfaction and perceptions of production management practices. The responses were analyzed using frequency percentages, weighted means, and Pearson's correlation coefficient to identify trends and determine the relationship between management strategies and employee productivity. The study revealed that employees reported the highest satisfaction in areas related to meeting production quotas (weighted mean = 3.30) and receiving compensation for target achievements (weighted mean = 3.13). Conversely, the lowest levels of satisfaction were associated with work-life balance and the adequacy of feedback from management, both of which scored a weighted mean of 2.70. Correlation analysis revealed a statistically significant negative relationship between ineffective production management and employee satisfaction ($r = -0.5222$, $p = 0.0032$), suggesting that deficiencies in management practices are strongly linked to decreased employee morale. These findings highlight the critical need for enhancing workplace policies, particularly in managerial communication and employee support systems, to foster a more productive and satisfying work environment. The study concludes that optimizing production management through the adoption of automation technologies, real-time inventory tracking, and well-structured employee feedback systems holds significant potential to enhance both operational efficiency and workforce satisfaction. To address the identified gaps, it is strongly recommended that Horaios Corporation implement robust safety protocols, reevaluate and modernize its compensation schemes, and actively invest in employee engagement and development initiatives. These strategic improvements are not only vital for improving current performance but also instrumental in fostering a sustainable, high-performing, and future-ready organizational culture.

Keywords: production management, operational efficiency, employee satisfaction, automation, real-time inventory monitoring, feedback systems, workplace safety, compensation structure, employee engagement, organizational development

**EVALUATING THE IMPACT OF INVENTORY MANAGEMENT ON BIGBREW
BRANCHES IN NOVALICHES, QUEZON CITY: A STRATEGIC FRAMEWORK
FOR FINANCIAL OPTIMIZATION**

Dudes Vincent Vinluan, Nicanor Labadan, Ericka Nepomuceno, Mary Grace Montalba, Leshan Robles, Lerick Alfred Tejol, Eugenio Bayani

Abstract

Effective inventory management is crucial to the success of food and beverage businesses, as it ensures adequate stock levels, prevents losses, and supports smooth business operations. Poor inventory control can result in stockouts, overstocking, and increased operational costs. This study focuses on the inventory management practices of BigBrew in Novaliches, examining how stock monitoring, tracking systems, shortage management, supplier coordination, and cost-efficiency contribute to business performance. It also aims to identify the common challenges faced by employees and proposes strategies to improve inventory processes and overall operational efficiency. This study utilizes descriptive statistical methods, namely frequency, percentage, mean, and standard deviation, to evaluate the inventory management practices of BigBrew branches in Novaliches, Quezon City. As the research primarily aims to describe existing procedures and identify recurring issues, the use of inferential statistical techniques such as t-tests or correlation analysis is deemed unnecessary. The application of descriptive analysis ensures a comprehensive and systematic understanding of the data, offering meaningful insights that can guide improvements in inventory efficiency, cost control, and overall business performance. The study highlights significant inconsistencies in BigBrew's inventory management due to varying staff experience levels across branches. Although basic inventory checks and employee training are implemented, the absence of standardized schedules and uniform protocols leads to operational inefficiencies. Diverse tracking methods contribute to frequent stock discrepancies, while persistent stock shortages occur despite established replenishment procedures and supplier communication. Cost control efforts are uneven, with some branches incurring losses from product spoilage and expiration. Supplier coordination exists but is often undermined by delivery delays and the lack of alternative vendors, disrupting overall workflow. These issues, ranging from stockouts and overstocking to inefficiencies and inflated costs, emphasize the urgent need for a more integrated inventory system, improved forecasting accuracy, streamlined supply chain processes, and strengthened supplier reliability to enhance operational performance and profitability. The findings indicate that although inventory management systems are implemented across BigBrew branches, inconsistent execution undermines their effectiveness, resulting in recurring issues such as stock shortages, overstocking, and elevated operational costs. These outcomes reinforce existing literature that links inadequate inventory control to diminished business performance. Nonetheless, the study's limited scope, characterized by a small sample size and the exclusive use of descriptive statistical tools, constrains the depth and applicability of its conclusions. To strengthen future investigations, broader sampling and the integration of inferential statistical methods are recommended to examine correlations between inventory practices and key performance indicators. Ultimately, the study highlights the pressing need for standardized digital tracking systems, improved supplier reliability, and continuous staff training to streamline inventory operations and enhance overall organizational efficiency.

Keywords: inventory management, stock shortages, overstocking, operational costs, business efficiency, supplier coordination, digital tracking, staff training, descriptive analysis, bigbrew novaliches

**EVALUATING THE INFLUENCE OF ACCOUNTING INFORMATION SYSTEM ON
FINANCIAL PERFORMANCE OF SELECTED SMALL ENTERPRISES:
BASIS FOR PROPOSED IMPROVEMENT PLAN**

Arelle Joy Riva, Tiffany Kinkito, Rose Fallado, Marian Joy Ordiales, Arvin Miralpes, Analyn Magalso

Abstract

Technological advancements have revolutionized Accounting Information Systems (AIS), transforming them into powerful tools that drive operational efficiency and support strategic decision-making. What once relied on manual bookkeeping has now transitioned to sophisticated computerized and cloud-based platforms, significantly reducing the risk of data loss and enhancing real-time access to financial information. Modern AIS seamlessly integrate key business processes, such as inventory management, billing, financial accounting, and order processing, into a centralized system. This integration not only improves accuracy and workflow coordination but also mitigates issues like inventory mismanagement and potential revenue loss, ultimately contributing to better financial control and organizational performance. This study adopts a descriptive quantitative research design, involving ten (10) employees selected through simple random sampling to ensure unbiased representation. Data collection is conducted using a carefully developed and validated survey questionnaire, which serves as the primary instrument. This approach facilitates the systematic and objective measurement of variables relevant to the study's aims, enabling reliable and generalizable insights. The survey findings reveal that a substantial portion of respondents are aged 25 and above, comprising 48% of the sample, with most falling within the 25–34 age bracket. Age is identified as a significant demographic variable influencing customer behavior and usage patterns. In examining the challenges faced by medium-sized enterprises in implementing Accounting Information Systems (AIS), several critical factors emerged: the absence of reliable vendors, concerns regarding data security and privacy, inadequate training and professional development programs, the considerable cost associated with AIS software acquisition and deployment, and a general lack of technical expertise among employees. Among these barriers, the predominant issue is the pressing need for enhanced employee training and competency development in AIS-related technologies. Although the high cost of AIS software and implementation remains a notable obstacle, it was reported as the least influential factor compared to others. Table 3.2 presents data on factors affecting AIS adoption through the lens of Perceived Ease of Use. Respondents predominantly perceive AIS as facilitating task completion with minimal effort, attributing this to the system's user-friendly interface. This underscores the importance of rigorous usability testing to ensure intuitive system design. Moreover, elements such as system usability, data accuracy, comprehensive training, and strong organizational support play pivotal roles in fostering user satisfaction and optimizing individual performance. The role of Accounting Information Systems (AIS) in shaping the financial performance of small enterprises has become increasingly pivotal within today's dynamic and competitive business landscape. Small businesses, often constrained by limited financial and human resources, rely heavily on efficient financial management practices to sustain operations and foster growth. An effective AIS not only streamlines core accounting and operational workflows but also enhances the accuracy and reliability of financial reporting. Furthermore, it provides timely access to critical financial data, empowering business owners and managers to make informed, strategic decisions that can improve profitability, optimize resource allocation, and ensure long-term viability.

Keywords: accounting information systems (ais), financial performance, small enterprises, financial management, decision-making, operational efficiency, financial reporting, business sustainability

**EVALUATING THE LEADERSHIP STYLE OF OFFICERS IN A GOVERNMENT
AGENCY: BASIS FOR IMPROVEMENT PLAN**

Natasha Nabaunag, Juliana Dino, Trecia Muñoz, Jan Arth Adrian Novejas,
Glodane Quiruz, Kimberly Joyce Embile

Abstract

This study aims to evaluate the leadership styles exhibited by officers within a government agency, serving as the foundation for a targeted improvement plan. Drawing on Kurt Lewin's Leadership Framework, the research focuses on three primary leadership styles: autocratic, democratic, and laissez-faire. The study's central objective is to investigate the impact of these distinct leadership approaches on employee productivity, thereby providing insights to enhance organizational effectiveness. This study utilized a quantitative descriptive research design to investigate the relationship between leadership styles and employee productivity. A total of sixty (60) respondents were selected through a random sampling method to ensure unbiased representation. Data were collected via a carefully structured survey questionnaire designed to capture relevant variables effectively. Descriptive statistical techniques, including percentages, frequencies, weighted means, and rankings, were employed to summarize the data. Additionally, respondents' perceptions were measured using a Likert scale. To assess the strength and significance of the association between leadership styles and employee productivity, Pearson's correlation coefficient (Pearson r) was applied. This comprehensive analytical approach allowed for a nuanced understanding of the impact of different leadership styles on workforce performance. The findings of this study substantiate the significant influence of leadership styles on employee productivity. Democratic leadership was identified as the most effective approach, as it fosters employee participation, facilitates transparent communication, and encourages constructive feedback, thereby enhancing motivation and performance. In contrast, autocratic and laissez-faire leadership styles were found to detrimentally affect employee engagement and productivity, largely due to their restrictive involvement and lack of consistent direction. The study underscores the importance of comprehensive leadership development programs, including coaching and mentorship, as pivotal strategies to cultivate leadership competencies, support employee growth, and ultimately improve organizational productivity. The findings indicate that embracing a democratic leadership style can substantially improve organizational outcomes by fostering inclusive decision-making, effective mentorship, and transparent communication, which collectively contribute to heightened employee productivity. Conversely, autocratic and laissez-faire leadership approaches were shown to undermine productivity by limiting employee involvement and failing to provide consistent guidance. In light of these insights, the study strongly recommends that government agencies adopt democratic leadership frameworks that prioritize open dialogue and mentorship programs to boost employee engagement and performance. Ultimately, this research underscores the pivotal influence of leadership styles on employee productivity and advocates for the strategic adoption of democratic leadership to enhance overall organizational effectiveness and resilience.

Keywords: democratic leadership, autocratic leadership, laissez-faire leadership, employee productivity, leadership development, government agencies, mentorship, communication, organizational effectiveness, employee engagement

**EVALUATING THE ONLINE ENROLLMENT ON STUDENT SATISFACTION AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Shaiina Mantiza, Sarah Lalangan, Lyca Mae Morales, Karen Hazel Ponilas,
Kristine Mae Ubag, Kimberly Joyce Embile

Abstract

The transition from traditional paper-based to online enrollment systems has significantly influenced student experiences in higher education institutions. At Bestlink College of the Philippines, the online enrollment system was introduced to streamline administrative tasks and enhance accessibility for students. However, the extent to which this system satisfies students' needs and expectations remains uncertain. This study aims to evaluate the effectiveness of the online enrollment system in terms of accessibility, usability, technical support, efficiency, and overall student satisfaction. This study uses a quantitative research approach employing a descriptive-correlational design. A structured survey questionnaire was administered to fifty (50) randomly selected students from Bestlink College who have utilized the online enrollment system. The instrument was designed to measure perceived system performance and corresponding satisfaction levels. Statistical tools such as frequency distribution, weighted mean, and Pearson correlation coefficient were applied for data analysis and interpretation. The findings indicated that while the online enrollment system offers convenience and supports administrative efficiency, technical issues and limited user assistance affect its overall effectiveness. The correlation analysis revealed a weak relationship between enrollment system efficiency and student satisfaction. This suggests that student satisfaction may be influenced more by administrative support and communication practices than by the technical performance of the system alone. The study concludes that although the online enrollment system performs adequately across various functional areas, its influence on student satisfaction is limited. The results emphasize that institutions must not only focus on system functionality but also strengthen user assistance and administrative responsiveness. It is recommended that Bestlink College address the existing technical challenges and enhance user support to ensure a more satisfying enrollment experience for students.

Keywords: online enrollment, student satisfaction, system accessibility, technical support, administrative services, descriptive-correlational study, bestlink college of the philippines

**EVALUATION IN OFFICE DESIGN AND ITS IMPACT ON EMPLOYEES'
PRODUCTIVITY AT XY COMPANY IN MANDALUYONG CITY**

Geracel Sumalinog, Khryisia Camille Leonardo, Sherlyn Joy Raval, Shaina Tabinas,
Dharlene Uy, Kimberly Joyce Embile

Abstract

Office environments play a critical role in shaping employee behavior, influencing productivity, engagement, and job satisfaction. The design of office spaces affects how individuals perform their tasks, maintain focus, and interact with their surroundings. This study aims to evaluate the extent to which office design impacts employee productivity at XY Company in Mandaluyong City. Specifically, the research examines how office layout, furniture, and technology contribute to employee performance. The hypothesis is that a well-organized and ergonomically supportive workspace promotes greater motivation and efficiency among employees. The study utilizes a descriptive and quantitative research design to gather numerical data from twenty-five employees through survey questionnaires. A nonprobability purposive sampling method was applied to select participants with relevant experience and familiarity with the work environment. The researchers used the Pearson correlation coefficient to determine the statistical relationship between elements of office design and employee productivity. The findings revealed that most of the respondents were female, aged 25 to 34, and held administrative positions. The office layout at XY Company was perceived as supportive of collaboration but presented challenges in terms of accessibility. Employees reported that organized workspaces and ergonomic furniture contributed positively to their comfort, though improvements were suggested in the areas of workspace personalization, technological efficiency, and minimizing distractions. Statistical analysis showed a weak correlation ($r = 0.1937$) and a p-value of 0.231072, indicating no significant relationship between office design and employee productivity. Despite the lack of a statistically significant correlation, the findings suggest that office design still plays an important role in employee satisfaction and workplace efficiency. Recommendations include revising the current layout to improve accessibility, enhance movement flow, and reduce workplace distractions. An improvement plan is proposed to support a more conducive work environment that may lead to better overall employee performance and morale.

Keywords: office design, employee productivity, workplace ergonomics, office layout, organizational efficiency, technology integration, employee satisfaction

**EXAMINING THE IMPACT OF KEYBOARDING SKILLS TO THE PERFORMANCE OF
OFFICE ADMINISTRATION INTERNS IN QUEZON CITY:
HIGHER EDUCATION INSTITUTION**

Mark Joseph Pabaya, Justine Clair Emotin, Jasmine Fulo, Desiree Hisarza,
Alessandra Juliet Reyes, Bryan Tubao

Abstract

In the digital era, keyboarding has become a fundamental skill, particularly for students pursuing a Bachelor of Science in Office Administration (BSOA). This skill plays a vital role in completing various academic and professional tasks, including email correspondence and digital documentation. Mastery of keyboarding enhances computer efficiency and overall performance in the workplace. However, many students continue to struggle with proper techniques, such as hand positioning and accurate typing methods. This study aims to examine the impact of keyboarding skills on the performance of fourth-year BSOA interns and highlight its significance in preparing students for the demands of modern office environments. This study employs a quantitative research design. Data were gathered using a validated survey questionnaire that included items relevant to assessing the keyboarding proficiency of the respondents. A total of 155 participants, primarily female and aged between 18 to 25 years old, were selected through non-probability convenience sampling. The data were analyzed using statistical tools such as percentage, weighted mean, and Likert scale to determine trends and measure the respondents' typing proficiency and perceived performance outcomes. The findings indicated that students with higher keyboarding proficiency demonstrated improved efficiency, accuracy, and adaptability when using digital tools. These students also exhibited greater self-confidence, motivation, and readiness for real-world office tasks. Furthermore, the study found that access to quality training programs and alignment with employer expectations influenced interns' performance evaluations, job placement, and potential for career advancement. The results underscore the importance of keyboarding skills as a critical competency in today's fast-paced office environments. Interns with strong keyboarding abilities adapt more effectively to technological systems, contribute more efficiently to organizational tasks, and meet professional standards with greater ease. These skills are especially valuable in roles requiring precision in documentation, data management, and digital communication. In response to these findings, the study recommends integrating advanced keyboarding instruction and digital performance assessments into higher education curricula to better prepare students for workforce demands.

Keywords: keyboarding skills, office administration, digital proficiency, internship performance, workplace readiness, higher education, typing accuracy, digital communication

**EXAMINING THE RELATIONSHIP BETWEEN OFFICE SPACE DESIGN AND
EMPLOYEES PRODUCTIVITY AT BRGY. PAYATAS B**

Romelyn Segun, Aldrin Asoy, Ma Andrealyn Basista, Manuela Rose Bataanon,
Mac Jocel Lactao, Bryan Tubao

Abstract

The purpose of this study is to examine the relationship between office space design and employees' productivity at Brgy. Payatas B. This study determines the demographic profile of the respondents and the factors that affect employees' productivity in terms of ergonomics and comfort, lighting and ventilation, acoustic design, and aesthetic appeal. Many organizations invest heavily in office spaces to keep up with a fast-paced environment but fail to measure or create plans that fully address the factors that influence employees' satisfaction. Office spaces in local government units such as barangay offices face similar issues. This is particularly significant in areas with limited resources, such as Brgy. Payatas B, where improvements in office space design can greatly enhance employee productivity and overall community service delivery. This study utilized a correlational quantitative research method and purposive sampling. The researchers conducted the study with 30 Brgy. Payatas B employees using a survey questionnaire. The collected data were analyzed using statistical methods such as frequency and percentage, ranking, weighted mean, and ANOVA. The results indicate that 22 out of 30 employees were female, mostly aged 48–53 years and above, and employed on a contractual or co-term basis. The three most encountered challenges in terms of office design were uncomfortable seating that caused back pain, poor ventilation that made the air stuffy and uncomfortable, and inconsistent temperature, often too hot or too cold for comfort. It was also found that office space design and employees' productivity had no significant relationship. The researchers respectfully recommend the following: Brgy. Payatas B may provide age-friendly measures such as ergonomic work arrangements. Since the employees are mostly women, the barangay office may also pursue wellness activities, flexible arrangements, and leadership development to create an inclusive work environment. Additionally, enhancing chairs and tables may help prevent fatigue from prolonged working hours. Although the study did not find a significant relationship between office space design and employees' productivity, this does not lessen the necessity of ensuring that the office environment remains well-planned, comfortable, and conducive to productivity.

Keywords: acoustic design, aesthetic appeals, employees productivity, ergonomics and comfort, correlational quantitative, office space design, lighting and ventilation, purposive sampling

**EXAMINING THE ROLE OF COMMUNITY PARTICIPATION IN BARANGAY POLICIES
IN CALOOCAN CITY: BASIS FOR PROPOSED INTERVENTION STRATEGY**

Ma Julian Culpa, Juliana Gwenyth Alcisto, Janice Dionisio,
Rinoah Appleen Opilac, Junela Rogas, Bryan Tubao

Abstract

This study examines community participation in barangay policies in Caloocan City as a basis for a proposed intervention strategy. It focuses on residents' engagement in policies on pet ownership, curfew, and parking. Demographic factors such as age, gender, and monthly income were considered in analyzing awareness and participation levels. The goal is to identify gaps in policy awareness and enforcement and propose strategies to strengthen community involvement in barangay governance. A descriptive research design was used, employing survey questionnaires as the main data-gathering tool. The survey involved thirty (30) residents of Barangay 167, Llano, selected based on availability and willingness to participate. The questionnaire collected demographic data and assessed awareness, participation, and perceived challenges related to barangay policies. Most respondents were female, aged 18–25, with a monthly income below ₱10,000. They showed high awareness of pet ownership and curfew policies but only moderate awareness of parking regulations. Although respondents were generally willing to comply, several issues hindered participation, including unclear communication, limited involvement opportunities, inconsistent enforcement, difficulty understanding certain policies, and lack of updates from barangay officials. The study reveals a gap between community awareness and participation in barangay policies. To address this, it proposes interventions such as educational seminars, informational materials, and community events like free pet vaccinations and health drives. For curfew policy awareness, posters, social media campaigns, and barangay meetings are recommended. To address illegal parking, improved signage, designated parking maps, and greater involvement of barangay officials are suggested. These strategies aim to build a more informed, participative, and cooperative community supporting barangay governance.

Keywords: community participation, barangay policies, caloocan city

**EXPLORING THE HEALTH BENEFIT OF MALUNGGAY AS HEALTHY ALTERNATIVE
MALUNGGAY CHIPS FOR THE COMMUNITY IN SAN JOSE DEL MONTE**

Shyrille Brigatay, Rovie Bulanadi, Justyne Dela Cruz, Trinity Alysa Magtanong, MJ Eufriel Santiago,
Feliz Marie Tolentino, Romeoul Karl Flores

Abstract

Malunggay, or *Moringa oleifera*, is a widely known vegetable in the Philippines, often found growing in backyards. It is recognized for its high nutritional value and has traditionally been used to reduce inflammation and pain. It is also known to provide benefits in managing conditions such as asthma and diabetes and is especially popular among mothers for its ability to support breastfeeding. Given its medicinal and nutritional properties, this study explores the potential of malunggay as a primary ingredient in the development of a healthy snack alternative in the form of malunggay chips for the community of San Jose del Monte. This study employs an experimental research design to investigate the relationship between independent and dependent variables, specifically to determine the cause-and-effect benefits of malunggay chips as an alternative snack. The research evaluates the product's sensory qualities and consumer acceptability, with a focus on its appeal to children and adults. Data were collected through surveys that measured appearance, taste, texture, satisfaction, and challenges in consumption. The findings revealed that malunggay chips were perceived as a healthy and appealing snack alternative with high acceptability across various age groups. Respondents strongly agreed that the chips resembled traditional chips in appearance, texture, and taste. Most respondents expressed high levels of satisfaction, noting the malunggay chips' unique yet familiar flavor profile. The chips were particularly favored for their crispiness and balanced taste, which contributed to their positive reception. The results suggest that the malunggay chips have strong potential as both a nutritious snack and a viable business product. This study highlights the potential of malunggay chips as a healthy snack alternative that is well-accepted by children, teenagers, and adults. The high satisfaction ratings among respondents indicate that malunggay chips can meet consumer expectations in terms of taste, texture, and nutritional value. The product is especially beneficial for children and seniors, who require nutrient-rich food options. Despite minor challenges, such as acceptability among picky eaters, the overall reception was positive. The malunggay chips were recognized not only for their health benefits but also for their market potential, making them a promising innovation in the healthy snack industry.

Keywords: malunggay chips, healthy snack, *moringa oleifera*, nutritional benefits, consumer satisfaction, experimental research, san jose del monte, food innovation, alternative chips, business potential

**EXPLORING THE POTENTIAL OF COCONUT HUSK AS AN ALTERNATIVE
MATERIAL FOR AESTHETIC BAG BUSINESS**

Jay Jasareno, Chynna Alonzo, Riamin Jane Cas, Chen Tauli, Jennilyn Salva,
Glenn Rusiana, Christine Calvo

Abstract

This study investigates the potential of coconut husk, an abundant and underutilized agricultural waste product, as a sustainable and aesthetically appealing alternative material for the bag manufacturing industry. The research is driven by increasing environmental concerns over the continued use of synthetic and non-biodegradable materials in fashion and retail. The aim is to assess the practicality, visual appeal, and market feasibility of using coconut husk in producing eco-friendly bags. The researchers adopted a descriptive-experimental research design, utilizing both qualitative and quantitative data collection methods. A structured questionnaire was distributed to a purposive sample of fifteen respondents, ten fourth-year BS Entrepreneurship students and five local craftsmen, chosen for their background in business innovation and bag craftsmanship. Data were analyzed using statistical tools such as frequency distribution, weighted mean, and t-tests to determine any significant differences in perception between the two respondent groups regarding the material's feasibility and marketability. The results revealed that coconut husk presents a feasible and practical option for bag production, particularly when enhanced for visual appeal and structural durability. Both respondent groups acknowledged the potential of coconut husk as a sustainable material. The study also identified a growing market interest in eco-conscious fashion products and emphasized the importance of product innovation and design in boosting the material's commercial appeal. The study underscores the viability of coconut husk as an alternative raw material in the fashion industry. It highlights the need for further development in terms of improving the durability, design flexibility, and aesthetic features of coconut husk-based bags. The findings encourage entrepreneurs and product developers to pursue sustainable practices and contribute to eco-friendly fashion innovations. The proposed use of coconut husk offers a promising direction for small-scale enterprises aiming to align business with environmental advocacy.

Keywords: coconut husk, sustainable material, aesthetic bags, eco-friendly fashion, market feasibility, green innovation

**FACTORS AFFECTING THE SALES PERFORMANCE OF KRISTAL-G RISTORANTE:
PROPOSED IMPROVEMENT PLAN**

Maria Cristina Rodulfo, Patricia Lynesse Cabading, John Lemon Rome Encinas,
Anthony James Francisco, Mark Anthony Somido, Vinalyn Sarzata

Abstract

This study explores the challenges affecting the sales performance of Kristal-G Ristorante. It aims to identify key factors such as service or product quality, pricing, location, promotion, customer service, competition from new establishments, more affordable alternatives, and the growing popularity of food delivery services. Kristal-G Ristorante was founded by Chef Girlie D. Queddeng in December 2011 in Rodriguez, Rizal, offering Filipino and Italian cuisines. After relocating twice, the restaurant settled at Daang Bakal Balite in 2019. In response to competition and the COVID-19 pandemic, the restaurant expanded its offerings to include pastries and milk teas, improved its online presence through Facebook, and provided delivery options via platforms like Grab and FoodPanda. It also upgraded its interior to enhance customer experience and hosted private events such as birthdays, weddings, and corporate functions. This study utilizes a quantitative-descriptive research design with simple random sampling to gather data from 78 customers in Rodriguez, Rizal. It is anchored on Hilal Cokeli's (2023) theory, which emphasizes the importance of the 5Ps of marketing, product, price, place, promotion, and people, as foundational strategies for improving business sales performance. A researcher-made and validated survey questionnaire was used to assess customer perceptions of these factors. The analysis revealed that customers rated the restaurant's marketing elements favorably. Among the 5Ps, staff and service (people) received the highest overall mean of 3.59, while the lowest observed mean was 3.45. Pricing had a mean score of 3.54, indicating customer satisfaction with value for money. The restaurant's location (place) was rated moderately, with an overall mean of 3.50. Promotional efforts received a highest mean of 3.56, suggesting some effectiveness, although visibility and reach remain areas for enhancement. The study recommends several strategies to improve Kristal-G Ristorante's sales performance. These include developing promotional campaigns targeting middle-aged and female customers, enhancing the ambiance and food quality, offering fair and competitive pricing, improving accessibility and parking, and ensuring a safe, comfortable environment. Staff training should focus on product knowledge and efficient service. Operational improvements such as ingredient preparation and kitchen workflow optimization are advised to reduce wait times. Increasing social media presence and launching limited-time menu offerings are also suggested to attract and retain customers.

Keywords: sales performance, marketing strategies, 5ps, restaurant management, customer satisfaction, business improvement, food industry

**FACTORS OF SELLING FLOWER TO FLORAL INDUSTRY IN
NOVALICHES QUEZON CITY**

Jade Balbuena, Lhyza Keith Ansotigue, Saipoding Boga, Shamebert Gutang,
Rosanna Raagas, Don Solomon Santander, Christine Calvo

Abstract

This study aims to assess the sustainability of the floral industry by examining consumer perceptions and purchasing practices in Novaliches, Quezon City. It seeks to analyze how varying pricing strategies influence consumer decisions in choosing among different types and qualities of flowers. The study also explores how affordability, customization, and sustainable practices impact customer satisfaction and the overall viability of flower businesses in the area. A descriptive research design was employed, utilizing convenience cluster sampling to gather data from 30 flower shop owners in Novaliches, Quezon City. The data collection instrument was a structured questionnaire designed to evaluate consumer preferences, satisfaction, and the shop owners' sustainable practices. The findings revealed that transparency in pricing and offering affordable options, such as smaller yet visually appealing flower arrangements, received the highest mean score (3.9). This was followed by the preference for bouquet personalization, including the ability to select specific flower types, colors, and vase styles, with a mean score of 3.8. Sustainable practices, such as transitioning to organic farming and using natural pest control methods, also received a mean score of 3.8. Based on the results, shop owners observed that customers preferred cost-effective yet high-quality products. Many owners responded to this preference by offering discounts and promoting personalized arrangements. The data suggests that a successful pricing strategy in the floral industry combines cost management, competitive pricing, and quality customer service. Based on the results, it is recommended that flower shop owners lower material costs to make prices more accessible to customers. Offering promotional discounts can enhance pricing strategies and attract more buyers. Moreover, engaging with customer feedback provides valuable insight into improving products and strengthening customer relationships. Finally, educating new customers on proper product use may further enhance their perception and satisfaction, contributing to the sustainability and growth of floral businesses in Novaliches, Quezon City.

Keywords: floral industry, consumer perception, pricing strategy, customer satisfaction, sustainability, organic practices, personalization, flower shop, novaliches, quezon city

**FACTORS OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION OF
QUICKIE LAUNDRY SHOP IN MALIGAYA, CALOOCAN CITY**

Joaquin Jay Pee, James Dave Garcia, Angela Juab, Niño Mar Macasojot,
Jeanina Erika Tañgalin, Cheryl Tupaz, Vinalyn Sarzata

Abstract

Quickie Laundry Shop, located in Maligaya, Caloocan City, aims to deliver high-quality, affordable, and efficient laundry services. With the tagline “Finish your laundry within 75 minutes,” the shop promotes both speed and excellence in service. However, as customer demand increases, various service issues have emerged, including inconsistent quality, insufficient manpower, and prolonged waiting times. These challenges suggest a deviation from the shop’s core mission of providing reliable service. Factors such as equipment efficiency, staffing, and operational systems may contribute to the declining service quality. This study aims to identify the service quality factors that influence customer satisfaction at Quickie Laundry Shop and to develop a targeted action plan to address these issues and improve overall service delivery. This study uses a correlational-quantitative research design to examine the relationship between service quality and customer satisfaction. A purposive sampling technique was applied, involving 20 regular customers of Quickie Laundry Shop as respondents. Data were collected through survey questionnaires and analyzed using statistical tools including the Likert Scale, frequency and percentage, weighted mean, and Pearson Correlation Coefficient. The findings revealed that the majority of respondents were female, aged 23 to 30 years old, and visited the laundry shop on a weekly basis. Within the reliability dimension of service quality, long waiting times and limited operating hours emerged as the most frequently cited issues. Statistical analysis showed a weak positive correlation between service quality and customer satisfaction, indicating that while service quality does influence satisfaction, other factors may also play a role. To address the issues identified, the researchers proposed an action plan centered on the 4M’s: Machine, Manpower, Method, and Materials. Recommendations include increasing the number of machines, hiring additional staff, providing standardized training and uniforms for employees, scheduling monthly machine maintenance, and extending the shop’s operating hours. These strategies aim to improve service efficiency, enhance customer satisfaction, and realign the laundry shop with its original promise of quality and speed.

Keywords: service quality, customer satisfaction, laundry business, quick service, 4m analysis, operational efficiency, correlational study, caloocan city

**FACTORS THAT INFLUENCE NON-BOARD GRADUATES IN PURSUING
PROFESSIONAL CERTIFICATION: FOR CAREER ADVANCEMENT**

Angelica Labro, Crizza Mae Bation, Darrell Gamboa, Joana Pascua, Aine Key Salonga,
Jenelyn Sosa, Bryan Tubao

Abstract

Professional certification plays a vital role in shaping career trajectories, particularly for non-board graduates, those whose academic programs do not require a licensure examination. In the absence of such credentials, professional certifications often serve as key indicators of competence and employability. Gaining a deeper understanding of how these certifications influence employment prospects can aid in developing a comprehensive framework to guide future graduates of business programs. However, existing research on the relationship between the factors that drive the pursuit of professional certification and its impact on employability remains limited. This study aims to explore the key factors that influence non-board graduates from higher education institutions (HEIs) in Quezon City to pursue professional certifications. Ultimately, the research seeks to contribute valuable insights toward supporting career advancement and improving job readiness among entry-level graduates. This study will employ a quantitative-descriptive research design to assess the role of professional certifications in enhancing career opportunities for graduates of non-board programs. To obtain relevant data, the researchers will use convenience sampling to select 20 alumni from business-related programs who have acquired professional certifications. These respondents will provide valuable insights into how certification has influenced their employability and career progression. The findings will serve as a foundation for understanding the practical value of professional certification as a career advancement tool for non-board graduates. The analysis of the gathered data revealed a significant relationship between the factors influencing the pursuit of professional certification and its impact on the current employment status of non-board graduates from Bestlink College of the Philippines. The findings indicate that respondents overwhelmingly agreed that accessibility to training programs and certification resources has played a critical role in equipping them with the necessary skills and competencies for their current roles. These results underscore the importance of professional certification in bridging the gap between academic qualifications and industry demands, ultimately enhancing the employability and career readiness of non-board program graduates. To empower non-board graduates in navigating the competitive job market, strategic and practical recommendations have been identified. First, non-board students are encouraged to obtain professional certifications while still in college, as doing so allows them to take advantage of recently learned concepts and increases their chances of passing. Second, students should select certifications that align with their intended career paths. This ensures relevance, prevents wasted time and expenses, and maximizes the long-term value of the credential. Lastly, non-board graduates should follow a well-structured career roadmap specifically designed for entry-level professionals. This guide will provide clear, step-by-step directions for entering their chosen fields. By implementing these strategies, non-board graduates can overcome the challenges of pursuing professional certifications and position themselves more competitively in the workforce.

Keywords: non-board graduates, professional certification, employability, career planning, job market, entry-level guide, skill development, strategic recommendations, assessment preparation, competitive advantage.

**FROM WASTE TO WONDER: EVALUATING THE PERCEIVED EFFICACY OF
DRAGON FRUIT PEELS IN HIGHLIGHTER PRODUCTION**

Jasmine Saturay, Dionilo Pino, Sharlyn Paderna, Patrice Dominique Vargas,
Rimpy Kumar, Jasmine Azul, Christine Calvo

Abstract

This study investigates the viability of utilizing dragon fruit peels, an often discarded agricultural byproduct, as a sustainable and eco-friendly alternative to traditional highlighter ink. Through purposive sampling, feedback was collected from teachers and fourth-year BS Entrepreneurship students. The findings revealed a significant difference in the evaluations of the two groups, particularly in terms of the ink's perceived effectiveness, environmental sustainability, and texture. These results highlight the potential of repurposing agricultural waste while also emphasizing the need for further refinement based on user feedback. The researchers adopted a descriptive-experimental research design and employed a survey questionnaire alongside purposive sampling to collect relevant data. The study involved a total of twenty respondents, comprising ten teachers and ten fourth-year BS Entrepreneurship students, all of whom were selected based on their direct relevance and contribution to the objectives of the research. The results of the study reflect the assessments of two respondent groups, teachers and fourth-year BS Entrepreneurship students, regarding the perceived efficacy of dragon fruit peels as a component in highlighter production, evaluated in terms of effectiveness, sustainability, and texture. In terms of effectiveness, the highlighter was noted to produce a vibrant and noticeable color on paper. For sustainability, respondents recognized that the ink formulation does not contain harmful chemicals, making it environmentally friendly. Regarding texture, the ink was observed to adhere smoothly across different types of paper. The overall weighted mean score from the teachers was 3.453, while the students reported a slightly higher mean of 3.767. A t-computed value of 2.207 was obtained, with 29 degrees of freedom, and a significance level (α) of 0.05. Given that the t-computed value exceeded the t-critical value of 2.045, the null hypothesis was rejected. This indicates a statistically significant difference in the evaluations of the two groups concerning the highlighter's effectiveness, sustainability, and texture. It is also noted that while the respondents were equally distributed by occupation (50% teachers and 50% students), there was an unequal distribution in terms of sex. Based on the findings, the researchers recommend the potential commercialization of highlighter pens formulated with dragon fruit peel extracts. A significant majority of the respondents expressed strong agreement regarding the highlighter's efficacy, particularly in terms of effectiveness, producing vibrant and visible markings, sustainability, being free from harmful chemicals and environmentally friendly, and texture, offering smooth application across various paper types. To further improve the product's quality and user experience, future research and development efforts are encouraged, specifically focusing on enhancing the consistency, formulation stability, and overall composition of the ink.

Keywords: dragon fruit peel extract, highlighter ink, effectiveness, sustainability, texture, ink consistency, eco-friendly product, commercialization, natural dye, product development.

**IMPACT OF AI-POWERED DECISION-MAKING ON BUSINESS INDUSTRY
EFFICIENCY: BASIS FOR PROPOSED AI-ASSISTED STRATEGIC PLANNING**

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Ferlyn Mae Quilang, Analyn Magalso

Abstract

This chapter presents a study conducted at Teleperformance that explores the enhancement of AI-assisted strategic planning. The research underscores the growing role of artificial intelligence in business decision-making, while also acknowledging key challenges such as data bias and limited transparency in AI processes. One significant issue identified is the absence of a unified dashboard to effectively consolidate and present AI-generated insights. To address this gap, the study proposes the development of a predictive analytics dashboard designed to align AI outcomes with organizational goals, streamline decision-making, and drive operational growth and efficiency. This chapter details the research methodology utilized to examine the role of artificial intelligence in strategic business planning. A quantitative-descriptive research design was employed to gather empirical data. The study involved 133 respondents, primarily composed of corporate professionals and key decision-makers who actively implement AI in strategic processes. Using purposive sampling, participants were selected based on their expertise and direct involvement with AI integration. Data were collected through a structured survey consisting of three key sections: factors influencing AI-driven planning, the impact of AI on decision-making, and challenges in AI adoption. This approach ensured the acquisition of precise and relevant insights into how AI shapes modern strategic planning in the corporate sector. The study found that most of the 133 respondents from Teleperformance are young professionals aged 18 to 34, predominantly employed in customer service roles, and with relatively short tenure in the company. While participants acknowledged that artificial intelligence significantly enhances decision-making accuracy and operational efficiency, they also highlighted several key challenges to its integration in strategic planning. These challenges include concerns over data privacy, resistance to change within the organization, and a lack of sufficient knowledge or training in AI applications. The study concludes that although most Teleperformance employees are young professionals at the early stages of their careers, the effective integration of AI into strategic planning demands targeted training and inclusive mentorship programs. Perceptions of AI-driven decision-making are significantly shaped by concerns about data privacy, safety, fairness, and trust, with varying degrees of influence depending on employees' roles and experience levels. To ensure successful AI adoption, it is essential to address organizational challenges such as readiness, knowledge gaps, and data security. Moreover, cultivating a culture that values transparency, innovation, and inclusivity will be crucial in maximizing AI's strategic potential within the organization.

Keywords: ai integration, strategic planning, teleperformance, young professionals, data privacy, employee perception, organizational readiness, mentorship, innovation, inclusivity, trust, training.

**IMPACT OF CONTINUING EDUCATION IN THE EMPLOYABILITY AND
CAREER ADVANCEMENT OF BSOA GRADUATES**

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Ara Mae Larga, Kimberly Joyce Embile

Abstract

In today's highly competitive professional landscape, it is essential for individuals to continuously sharpen their skills to remain relevant and advance in their careers. This study investigates the relationship between continuing education and career development among graduates of the Bachelor of Science in Office Administration (BSOA) program. It emphasizes the importance of lifelong learning as a key factor in achieving career growth. The research focuses on evaluating how skill enhancement through further education influences employability, salary progression, and opportunities for promotion. This study utilized a quantitative research design to collect data from graduates of the Bachelor of Science in Office Administration (BSOA) program through survey questionnaires. The data were statistically analyzed to identify the relationship between continuing education and career development. The study examined various factors, including demographic profiles, forms of continuing education undertaken, skills acquired, work-life balance, and opportunities for professional networking. The findings indicate that BSOA graduates participating in continuing education are predominantly young professionals in the early stages of their careers. Corporate training and professional development programs were identified as the most frequently pursued educational avenues. Respondents emphasized the importance of enhancing communication, leadership, and technical skills as primary motivations. Additionally, they reported that continuing education contributed to improved job opportunities, higher salary prospects, and greater career satisfaction. Networking opportunities also played a crucial role in supporting their professional development. This study underscores the positive effects of continuing education on career advancement, emphasizing the importance of integrating industry-relevant training with flexible learning within BSOA programs. It recommends revising the curriculum to incorporate greater alumni engagement and establishing professional development initiatives that support graduates in their lifelong learning journey. Cultivating this supportive environment provides BSOA graduates with a competitive advantage, fostering both continuous growth and resilience in an ever-evolving labor market.

Keywords: continuing education, career development, bachelor of science in office administration (bsoa), lifelong learning, employability, skill enhancement, professional development, networking, curriculum development, labor market resilience

**IMPACT OF FLEXIBLE WORK ARRANGEMENTS ON EMPLOYEE PERFORMANCE IN
A CORPORATE OFFICE IN QUEZON CITY**

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Paula Mae Ruetas, Bryan Tubao

Abstract

The evolving workplace culture has prompted many organizations to implement flexible work arrangements (FWAs) such as telecommuting, flextime, blended models, and compressed workweeks. These shifts raise important questions about their impact on employee performance, particularly in vibrant urban centers like Quezon City. This research explores how FWAs affect employee output, productivity, and the ability to meet deadlines within a corporate environment. This study utilized a descriptive quantitative research design and purposive sampling to gather data from 40 employees at Sagility Philippines, a corporate office located in Quezon City. Data were collected through a validated survey questionnaire comprising demographic information and performance-related items. Statistical analyses, including frequency, percentage, weighted mean, and one-way ANOVA, were conducted to determine significant differences in employee performance across demographic and job-related variables. The findings indicate that flexible work arrangements (FWAs) positively affect employee performance, particularly in task completion and quality of output. Flextime emerged as the preferred schedule, followed by the hybrid work model. Employees consistently reported higher efficiency and greater autonomy under these arrangements. However, common challenges included poor internet connectivity, delayed communication, and insufficient feedback. Statistical analysis revealed significant variations in performance based on age, years of service, department, performance rating, and job function. Employees with higher performance ratings and those in administrative roles exhibited notably better results in output, efficiency, and deadline adherence. The findings indicate that flexible work arrangements (FWAs) can improve employee performance when effectively managed. However, their impact varies based on demographic factors and job roles. To sustain performance, organizations should implement formal FWA policies, provide continuous technological support, and establish robust communication channels. Tailoring flexible work plans to employee needs enables organizations to maximize benefits and achieve their strategic objectives.

Keywords: flexible work arrangements, employee performance, telecommuting, flextime, hybrid work, productivity, task completion, urban workplace, quezon city, organizational policy

**IMPACT OF HYBRID WORK SET UP ON EMPLOYEES PRODUCTIVITY IN A
GOVERNMENT AGENCY: A CASE STUDY**

Chian Jasper Asias, Kathlean Mae Domingo, Diana Dugcol, Kaye Paglinawan,
Juylene Aira Uy, Bryan Tubao

Abstract

Hybrid work arrangements, which blend remote and on-site work, have become increasingly common across various sectors, including government agencies. While offering greater flexibility, this model can also present challenges to employee productivity, job satisfaction, and overall performance. This study seeks to assess the impact of hybrid work setups on employee productivity and to identify the challenges encountered within government organizations, aiming to develop policies that improve the effectiveness of this work model. This study adopts a quantitative descriptive approach to effectively collect and analyze data on employee experiences within hybrid work structures. Through purposive sampling, twenty Human Resource employees engaged in a hybrid work setup were selected as respondents. The research examines the relationship between employee satisfaction, work hours and output, performance metrics, and their overall impact on employee productivity. The results of the study indicate that a hybrid work setup enhances employee flexibility and supports productivity by allowing better management of work-life balance and maintaining effective communication with colleagues. However, employees also reported difficulties in completing tasks efficiently due to factors such as commuting stress, technical issues, and workplace environment challenges. While statistical analysis shows a very strong positive correlation between hybrid work and employee productivity, the relationship was found to be statistically insignificant based on the t-statistic and p-value, leading to the acceptance of the null hypothesis. To enhance the effectiveness of the hybrid work setup, it is recommended that agencies implement structured work schedules, provide appropriate productivity tools and training, promote the creation of distraction-free workspaces, and support employee well-being through regular breaks and a healthy work environment. These measures aim to foster a more efficient and balanced hybrid work arrangement. Additionally, based on the study's findings, the development of a formal compliance policy is advised to address existing challenges. This proposed policy can serve as a foundation for improving current guidelines in government agencies, to boost employee productivity, performance, satisfaction, and overall well-being.

Keywords: hybrid work setup, structured schedules, productivity tools, employee training, distraction-free workspace, employee well-being, compliance policy, government agency, employee productivity, performance, satisfaction

**IMPACT OF WORKPLACE COMMUNICATION CHANNELS ON TASK EFFICIENCY AT
HYTEC POWER INC., NOVALICHES, QUEZON CITY**

Ferdinand Simacon, Ferdinand Simacon, Shiela Mae Erecilla, Bryan Gravoso,
Alexandra Roda, Sheila Villar, Bryan Tubao

Abstract

In the modern workplace, effective communication channels are fundamental to achieving organizational success. Tools such as face-to-face meetings, email, instant messaging, and video conferencing play a vital role in coordinating tasks and meeting operational goals. At Hytec Power Incorporated, employees frequently face information overload, emphasizing the need for streamlined and efficient communication practices. This study seeks to explore the impact of various communication channels on task efficiency, assessing how different modes such as email, messaging apps, video calls, and in-person interactions, affect productivity and workflow within the company. This study utilized a quantitative research design. A total of 20 employees from the Administrative, Human Resources Management, and Bidding Departments of Hytec Power Inc.–Quezon City were selected as respondents through purposive sampling. This non-probability sampling technique allowed the researchers to choose participants based on their relevance to the objectives of the study. The collected data were analyzed using frequency, percentage, and weighted mean to interpret the responses. Furthermore, a t-test was applied to determine the correlation coefficient (r), assessing the relationship between communication channels and task efficiency. The study indicates that most employees are young and primarily work in the Administrative Department. Their high-performance ratings suggest effective workplace communication. However, many lack familiarity with project management tools, which may hinder task coordination. Face-to-face communication is associated with improved work quality, while chat applications sometimes lead to miscommunication. Instant messaging and video conferencing are the most commonly used platforms, though they can affect efficiency depending on usage. Age and familiarity with communication tools significantly influence task completion, whereas department, job role, and performance ratings do not. The study highlights the need for employee training on communication technologies. Common challenges identified include technical issues, miscommunication, delayed responses, and slow internet connectivity. To enhance communication efficiency in the workplace, organizations should implement targeted training on project management tools and encourage their regular use. Evaluating and optimizing underused communication channels can help streamline workflows. Guiding effective email and platform usage can minimize delays. Workshops and mentoring programs will assist older employees in adapting to modern tools. Furthermore, investing in reliable communication systems, offering strong technical support, ensuring regular updates, and establishing clear protocols for managing multiple platforms can significantly improve productivity. Enhancing internet connectivity and minimizing technical disruptions will further support seamless and effective communication.

Keywords: workplace communication, project management tools, communication efficiency, training, technical support, internet connectivity, digital platforms, employee productivity, communication channels, hytec power inc.

INFLUENCE ON ANTIQUE VALUATION IN ONLINE MARKET

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James Kent Jordan, Christine Calvo

Abstract

This study seeks to examine the various factors that influence antique valuation within the context of an emerging online market. It focuses on antique business owners' perceptions of different valuation methods, the key determinants of customer preferences, and the impact of digital accessibility on how value is interpreted and assigned in the online space. The study employed a descriptive research design to capture diverse perspectives and experiences. Data collection was conducted through surveys administered to 25 antique shop owners involved in online trading, aiming to gain insights into their valuation practices and the dynamics of the digital antique market. The findings reveal that antique business owners commonly regard perceived value, customer preferences, and accessibility as key factors influencing antique valuation in the online market. However, variations were observed in the degree of influence attributed to each factor. Notably, accessibility, while found to be highly influential, was also the least understood. This suggests that elements such as website design, user experience, and digital reach play a critical yet often overlooked role in shaping pricing strategies in the online antique trade. This study examines the demographics of respondents, primarily women aged 18 to 30, to contextualize participation in the online antique trade. It explores how these demographic trends inform marketing strategies and provides recommendations for enhancing online valuation practices, sales performance, and customer engagement. Adopting a descriptive research design, the study investigates key factors influencing antique pricing in the digital marketplace. Data were collected through a structured survey covering demographics, valuation determinants, and suggestions for improving online appraisal methods. Analytical tools such as frequency distribution, percentages, mean, weighted mean, and Likert scale interpretation were used. By capturing the perspectives of antique shop owners, the study contributes to a broader understanding of the antique business in the digital era, emphasizing the need for refined valuation methods, stronger digital marketing strategies, and a more engaging customer experience.

Keywords: antique valuation, online marketplace, user demographics, digital marketing, customer engagement, descriptive research, pricing factors, survey analysis, user experience, and women entrepreneurs

**LEVEL OF SATISFACTION IN TOYOTA FAIRVIEW INC.:
BASIS FOR A PROPOSED ACTION PLAN**

Jamaica Kaye Inso, Yolanda Aldave, Abegail Bordios, Geraldine Ibeas,
Cristina Palarion, Maam Analyn Magalso

Abstract

This study investigates customer satisfaction in the automotive sector, focusing on Toyota Fairview Inc., a prominent dealership in Quezon City. As a trusted representative of the Toyota brand, known worldwide for its durability, quality, and customer service excellence, Toyota Fairview provides vehicle sales, maintenance, and after-sales services. The research evaluates the dealership's effectiveness in fulfilling customer expectations and aims to provide actionable insights to enhance service quality and strengthen customer loyalty. This study employed a quantitative research design utilizing a structured survey distributed to customers who had availed services at Toyota Fairview Inc. within the last three years. The questionnaire evaluated satisfaction across various aspects, including product quality, service efficiency, staff professionalism, pricing, convenience, and after-sales support, using a five-point Likert scale. A total of 60 responses were gathered and analyzed through descriptive statistics and correlation analysis to determine the significant factors affecting overall customer satisfaction. The survey assessed satisfaction with different payment methods. Monthly amortization plans received moderate satisfaction (2.98), while installment plans scored slightly lower (2.71). Bank and car loan approvals were rated highest (3.73), indicating strong satisfaction. In contrast, cash payments received the lowest rating (1.92), showing low satisfaction. Overall, customers favored flexible financing options over cash payments. This study used convenience sampling to select customers of Toyota Fairview Inc. to assess their satisfaction levels and guide the development of a proposed action plan. This sampling method ensured that respondents had sufficient experience with the dealership's services, providing meaningful and relevant insights for the study.

Keywords: customer satisfaction, automotive industry, toyota fairview inc., service quality, payment options, customer experience, dealership evaluation, financing satisfaction

**LOYALTY PROGRAMS AND CUSTOMER SATISFACTION IN CONVENIENCE STORES
IN BARANGAY COMMONWEALTH QUEZON CITY**

Gilbert Peñaverde, Mark Clarence Tamang, Reignecharlotte Reyno, Dinri Pacaanas,
Jesster Canoy, EJ Boy Caldoza, Jennylene Abalos

Abstract

This study examines the relationship between loyalty programs and customer satisfaction in convenience stores located in Barangay Commonwealth, Quezon City. As businesses increasingly utilize loyalty programs to improve customer retention, this research investigates how reward structures, customer engagement, and program consistency influence satisfaction levels. The study also identifies existing gaps in customer interaction and proposes strategies to enhance loyalty programs by improving communication, offering more relevant rewards, and ensuring consistent program execution. Addressing these areas may lead to greater customer loyalty and overall satisfaction. A correlational research design was used to assess the relationship between loyalty program features and customer satisfaction. Data were collected from 50 respondents using a structured questionnaire distributed via Google Forms. The questionnaire measured variables such as reward structure, tier systems, and perceived benefits using a 4-point Likert scale. Descriptive statistics, including the weighted mean, were applied, along with a Pearson correlation analysis and a p-test to determine the statistical significance of the relationships. The results showed an overall weighted mean of 3.42 for customer satisfaction, indicating that respondents generally agreed on the effectiveness of loyalty programs. The highest rated factor was the perceived value of rewards (3.50), while the lowest was the variety of rewards (3.30). A strong negative correlation ($r = -0.769$) was found between loyalty program quality and customer satisfaction, implying that improvements in program features significantly increased satisfaction levels. The p-test result ($p = 0.001$) confirmed that the correlation was statistically significant at the 0.05 level. The study concludes that enhancing loyalty programs, especially by expanding reward options and refining tiered benefits, can significantly improve customer satisfaction in convenience stores. These findings underscore the importance of strategic loyalty program design in fostering long-term customer engagement and retention.

Keywords: customer satisfaction, loyalty programs, convenience stores, reward structure, tier system, customer engagement, barangay commonwealth, business strategy, correlational research, consumer retention

MEASURING THE IMPACT OF RETURN AND REFUND POLICIES ON CONSUMER SATISFACTION AND LOYALTY IN B2C E-COMMERCE: A CASE STUDY ON ONLINE SHOPPING EXPERIENCE IN SPX EXPRESS NOVALICHES HUB

Edmar Jay Gebertas, Danica Catungal, Razel Aubry Nicole Molines,
Rizza Mai Semaña, Dianne Urbina, Eugene Bayani

Abstract

In the rapidly evolving e-commerce landscape, return and refund policies play a crucial role in shaping consumer behavior, satisfaction, and loyalty. As online shopping continues to grow, businesses must implement policies that protect their operations while also meeting customer expectations. Well-structured return and refund policies can foster trust, encourage repeat purchases, and increase overall consumer satisfaction. In contrast, unclear or restrictive policies may lead to dissatisfaction and diminished loyalty. This study aims to assess the impact of return and refund policies on consumer satisfaction and loyalty in business-to-consumer (B2C) e-commerce, focusing on the online shopping experiences associated with SPX Express Novaliches Hub. This study employs quantitative research design. Data were collected through structured online and offline surveys, utilizing standardized questionnaires that assessed consumer attitudes and perceptions regarding return and refund policies. Rating scales were used to quantify satisfaction and loyalty levels. Statistical analyses were conducted to examine the relationship between the effectiveness of return and refund policies and consumer satisfaction and loyalty in the context of B2C e-commerce. Survey responses from participating consumers revealed valuable insights into their experiences with return and refund processes in e-commerce transactions. Respondents emphasized the importance of policy flexibility, transparent communication, and hassle-free return procedures. The data showed that consumers who experienced straightforward and timely return processes were more likely to report higher satisfaction and expressed increased loyalty to the platform. Feedback also highlighted areas for improvement, such as better tracking of returns and quicker refund processing times. The findings confirm that return and refund policies significantly influence consumer satisfaction and loyalty in B2C e-commerce. Key factors such as flexible return periods, transparent guidelines, and seamless processing contribute to positive customer experiences. The study recommends that e-commerce platforms, including SPX Express Novaliches Hub, enhance their policies by prioritizing ease of use, timely communication, and consumer-centric procedures to foster long-term customer relationships and trust.

Keywords: return policy, refund policy, consumer satisfaction, customer loyalty, b2c e-commerce, online shopping, spx express, customer trust

**MEMES AS BRAND PROMOTION; IT'S INFLUENCE ON CONSUMER PURCHASING
BEHAVIOR IN MI PANDA PHILIPPINES SMDC**

Rysa Lumada, Enna Mae Siso, Yocel Balcos, Ryan James Labiste,
Leonard Kobe Serafica, Randy Villaseñor

Abstract

Memes are humorous digital content widely shared across social media platforms, often used to engage audiences and influence perception. Brand promotion, on the other hand, refers to strategic efforts to increase a brand's visibility, appeal, and customer connection. This study aims to determine the influence of memes as a form of brand promotion on consumer purchasing behavior, with a specific focus on Mi Panda Philippines located in SMDC. The researchers employed a descriptive research design to explore patterns and relationships associated with meme-based brand promotion. A sample of 200 respondents was selected through simple random sampling, calculated using the Z-test formula. Data was collected via Google Forms by scanning QR codes provided at the store location. Statistical tools such as frequency distribution, percentage, ranking, and weighted mean were applied to analyze the responses and derive meaningful insights. Findings showed that Mi Panda Philippines primarily appeals to consumers aged 20 to 30, with a balanced distribution across genders. Buying frequency varied, indicating a mix of regular and occasional shoppers. The use of memes in marketing significantly increased social media engagement, helped build a relatable brand image, and enhanced visibility among younger audiences. This cost-effective promotional strategy fostered higher levels of audience interaction. However, while meme marketing offers substantial benefits, it also presents risks related to misinterpretation or negative audience reaction. Meme-based promotion effectively encourages consumer interaction through likes, shares, and comments, creating a dynamic online presence. This strategy allows Mi Panda Philippines to cultivate a youth-oriented brand identity and develop stronger consumer relationships. The study concludes that memes, when used strategically, can positively influence consumer behavior by increasing brand awareness and driving purchase decisions. Careful management is essential to ensure message clarity and cultural relevance.

Keywords: meme marketing, brand promotion, consumer purchasing behavior, mi panda philippines, social media engagement, youth marketing, digital branding

**OPERATIONAL EFFICIENCY OF SELECTED MICRO-ENTERPRISES IN
NOVALICHES, BAYAN, QUEZON CITY**

Jhove Ashley Fornoles, Myla Esparagosa, Angela Lanon, Jonalyn Lanon,
Meryl Ronquillo, Christine Calvo

Abstract

This study investigates the relationship between operational efficiency and quality management practices (QMP) in selected micro-enterprises in Novaliches Bayan, Quezon City. It aims to assess how QMP influences business success, focusing on factors such as customer satisfaction, resource utilization, and internal processes. Given the vital role of micro-enterprises in local economic development, understanding the impact of quality management on their operational performance is essential for sustainability and growth. The study utilized a quantitative-descriptive research design and surveyed 50 micro-enterprise owners. Data collection focused on the implementation of quality management practices and their perceived impact on operational performance. Key areas examined included customer trust, employee awareness, resource optimization, and scheduling. Areas identified for further development included cost control, innovation, and increased staff involvement. Findings revealed that quality management practices significantly contribute to improving operational efficiency, customer satisfaction, and business operations. Respondents demonstrated increased awareness of quality standards and their role in enhancing service delivery and internal productivity. These results suggest that effective implementation of QMP can elevate business performance among micro-enterprises. The study highlights the value of adopting structured quality management frameworks to promote long-term operational efficiency. The insights gained may inform the development of practical tools and models tailored for micro-enterprises. Moreover, the findings serve as a foundation for future research into the long-term effects of QMP on small business sustainability and competitive advantage.

Keywords: operational efficiency, quality management practices, micro-enterprises, business performance, customer satisfaction, resource optimization, novaliches bayan, quezon city, business sustainability, process improvement

**OPERATIONAL EFFICIENCY TREND OF COMMERCIAL PRINTING INDUSTRY
IN NOVALICHES, QUEZON CITY**

Ma Denise Matubis, Bleszy Czaira Badua, Jesmark Fausto, Jerick Fedirizo,
John Patrick Torio, Justine Badillo, Christine Calvo

Abstract

This study aims to determine the operational efficiency trend in the commercial printing industry within Novaliches, Quezon City. As technological advancements raise customer expectations for high-quality, cost-effective printed materials, maintaining consistent print quality and efficient operations has become essential for businesses to remain competitive. The research highlights the importance of operational excellence in meeting customer demands and sustaining profitability in the printing sector. A quantitative-descriptive research approach was employed, using convenient cluster sampling to survey 50 business owners in the commercial printing industry. Data were gathered through a structured questionnaire focusing on customer service practices and operational processes. The study examined how quality, responsiveness, and pricing influence customer satisfaction and operational efficiency, particularly in addressing service errors and utilizing customer feedback. Findings revealed that proactive error resolution is highly valued by customers. The statement, “When mistakes might happen, proactively address them and make things right for the customer,” received a high mean score of 4.00. This indicates that customers prioritize transparency and accountability in service recovery. The data also suggested that customer feedback, when used constructively, contributes significantly to improving operational practices and service quality. The study underscores the role of customer service in driving operational efficiency and customer loyalty in the printing industry. Business owners are encouraged to offer personalized printing services, enhance customer engagement, and implement support systems that maintain high service standards. Strategies such as providing discounts, actively engaging with customers, and fostering a professional and approachable atmosphere contribute to improved customer satisfaction and business growth. These insights can guide future efforts in strengthening operational frameworks across the sector.

Keywords: operational efficiency, commercial printing, customer service, error resolution, customer satisfaction, printing industry, novaliches quezon city, business strategy, quality management, client retention

**OPERATIONAL ISSUES AT PAINT CENTER BUSINESSES AT
CALOOCAN CITY, DISTRICT 1**

Irish Implica, Noraima Dumacil, Mariane Gorobat, Trisha Lane Mercado,
Jillian Rose Mesa, Jude Eilis Reolo, Christine Calvo

Abstract

This study aims to assess the operational issues affecting paint center businesses in Caloocan City, District 1. It seeks to support not only small paint businesses but also the broader industry by identifying critical concerns related to workplace safety, financial management, and resource materials. Operational issues in these areas are shown to impact employee safety and business profitability, particularly due to low-quality materials that lead to costly defects and inefficiencies. A qualitative research design was employed using survey questionnaires and purposive sampling to gather data from 20 small business owners in the paint industry. Participants were selected based on their relevance to the study's objectives, including both male and female owners with varying lengths of business operation. The focus was to assess the root causes of operational challenges within these enterprises. The findings indicated that operational issues significantly affected three key areas. First, workplace safety was compromised due to insufficient employee training and lack of enforced safety protocols. Second, the financial aspect of operations was hindered by the absence of proper inventory management, leading to reduced profitability. Lastly, the quality of resource materials was jeopardized by inadequate machinery inspection and the lack of consistent quality control, increasing the risk of defective products. Among the three operational areas assessed, resource materials received the highest overall weighted mean (3.25), followed by financial aspect (3.22) and workplace safety (3.20), all rated as "strongly agree" by respondents. These results highlight the urgent need for improvements in employee training, inventory systems, and equipment maintenance. The study recommends implementing targeted interventions such as regular safety training, inventory control mechanisms, and routine inspection of machinery to ensure consistent product quality and operational efficiency.

Keywords: operational issues, paint industry, workplace safety, inventory management, quality control, small business, resource materials, financial performance, caloocan city, business efficiency

**OPTIMIZE OFFICE PRODUCTIVITY; AN EVALUATION OF DIGITAL TOOLS
EFFECTIVENESS AT NORTH CALOOCAN CITY HALL**

Merylle Bisnar, Diana Isabel Bainto, Jesslie Felizarta, Jheah Loberas,
Maria May Punay, Cristine Joy Ramirez Kimberly Joyce Embile

Abstract

This study aims to evaluate the effectiveness of digital tools in optimizing office productivity at North Caloocan City Hall. The increasing demand for efficiency in public service has led to the adoption of digital technologies. The research focuses on understanding current practices in digital tool adoption, identifying the factors influencing their implementation, and assessing both the benefits and challenges experienced by employees in their use. A descriptive quantitative research design was utilized, engaging fifteen (15) purposively selected employees from North Caloocan City Hall. Data were collected using structured survey questionnaires, which served as the primary research instrument to measure the respondents' experiences and perceptions of digital tool effectiveness. The findings showed that most respondents were female, aged 36 to 45, and had at least five years of employment. The results indicated that employees were generally proficient in using digital tools. Document management tools were particularly effective, with 46.67% of respondents reporting a reduction in errors and rework, 40% citing increased work volume, 33.33% noting time saved on routine tasks, and 13.33% stating improvements in data sharing and collaboration. Overall, respondents found the integration of digital tools beneficial to their workflow. The study concluded that digital tools significantly enhanced employee productivity and collaboration. However, several challenges were identified, including communication delays, system crashes, poor video and audio quality during virtual meetings, and connectivity issues. Additional problems such as delayed document access, file corruption, and data loss also impacted productivity. These findings suggest the need for improved infrastructure, training, and support systems to maximize the effectiveness of digital tools in government operations.

Keywords: digital tools, office productivity, document management, public sector efficiency, north caloocan city hall, employee collaboration, technology adoption, workplace challenges, government services, digital transformation

**PERCEIVED ACCEPTABILITY OF PERFUME INFUSED WITH GREEN TEA LEAVES
AMONG COLLEGE STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES**

Jell Maika Dela Cruz, Mary Devine Belicena, Sheila Mae Binaya,
Jeramie Delos Santos, Jasper Clark Tundag, Christine Calvo

Abstract

This study examines the distinctive qualities and potential applications of green tea leaves in perfumery. Although green tea is commonly consumed as a beverage, its unique aroma and beneficial properties have not yet been fully utilized in the fragrance industry. The study employed a quantitative-descriptive approach using product testing and survey questionnaires, with purposive sampling to select respondents. Participants included five skincare experts and ten fourth-year BS Entrepreneurship students, chosen for their relevance to the study. Their feedback provided insights into the perception of offering a perfume product infused with green tea leaves. The results of the study, both skincare experts and fourth-year BS Entrepreneurship students evaluated the potential of green tea-infused perfume in terms of aroma effects, consumer preference, and calming effects. The aromatic profile was found to significantly enhance the product's appeal. Respondents noted that the natural benefits of green tea could influence consumer perceptions and preferences, and that the product has the potential to promote relaxation and calmness. The skincare experts gave an overall weighted mean of 3.39, while the BS Entrepreneurship students gave a mean of 2.83. The t-computed value was 1.378 with 41 degrees of freedom, compared to a t-critical value of 2.020 at a 0.05 significance level. Since the t-computed value is less than the t-critical value, the null hypothesis is accepted, indicating no significant difference between the two groups' assessments across the three variables. The findings revealed positive reviews regarding the product's quality and potential, particularly emphasizing the distinctive aroma of green tea as a valuable component in perfume formulation. The researchers recommend using premium-grade green tea leaves to enhance the fragrance's potency and ensure superior product performance.

Keywords: green tea, perfume-making, product quality, aroma, premium ingredients, fragrance potential, skincare experts, consumer perception, calmness effects, t-test, statistical analysis, no significant difference

**PRICING STRATEGIES OF EYEWEAR BUSINESSES ON CONSUMER
PURCHASING BEHAVIOR IN NOVALICHES, QUEZON CITY**

Kate Cathlene Red, Oran Jr. Sanchez, Danica Mae Vila, Jack Tabanquerao,
Jovel Degracia, John Kiel Rejuso, Christine Calvo

Abstract

The study aims to explore consumers' perceptions of pricing, assess the effectiveness of different pricing strategies in attracting and retaining customers, and analyze how online presence and competitive pricing influence consumer purchasing decisions. The study applied a descriptive analysis method and purposive sampling to gather data from 30 participants, including eyewear owners, employees, and staff, via a survey questionnaire. It examined consumer purchasing behavior in the eyewear services industry. Pricing strategies significantly influence purchasing decisions in eyewear services, as indicated by a high satisfaction mean score of 3.8. The statement, “The customer’s eyewear is designed for durability, with proper care ensuring long-lasting use,” received a mean score of 3.6. This indicates that eyewear providers in Novaliches, Quezon City, tend to focus on offering affordable products while maintaining quality and durability. Most respondents highlighted the importance of product effectiveness in improving vision. Additionally, the majority preferred using discounts as a strategy to reduce prices and attract customers. As a result, offering personalized eyewear options was favored by many respondents. An effective pricing strategy for eyewear services combines cost management, competitive pricing, and outstanding customer service. This approach boosts profitability and efficiency by lowering operating costs, encouraging fair competition, and strengthening customer loyalty. Therefore, eyewear businesses should emphasize affordability while maintaining high-quality materials.

Keywords: eyewear services, pricing strategy, cost management, competitive pricing, customer service, profitability, operational efficiency, affordability, product quality, customer loyalty.

**PROMOTIONAL STRATEGIES: BRAND AWARENESS IN APPAREL RETAIL AMONG
ABM LEARNERS IN BESTLINK COLLEGE OF THE PHILIPPINES - BULACAN INC.**

Donnalyn Pontillas, Myca Baucan, Jenny Guevara, Ren-cel Mahusay,
Janamae Martires, Dave Espinosa

Abstract

The apparel retail industry is rapidly evolving due to changing consumer preferences, technological progress, and intense market competition. In this environment, strategic marketing has become essential for retailers to strengthen brand visibility and drive sales. Brand awareness is a key factor in achieving business success; however, retailers often face challenges in building and maintaining it. Among the common obstacles in promoting apparel brands are the implementation of effective discounts and promotional campaigns, the use of appropriate online marketing techniques, selecting the right influencers, and managing public perception of the brand. This study utilized a descriptive research design to explore effective promotional strategies that Accountancy, Business, and Management (ABM) students can apply in the apparel retail industry. The research also aims to guide consumers in making well-informed decisions when choosing clothing brands. Using purposive sampling, the researchers selected 30 ABM students as participants. Data collection was conducted through survey questionnaires administered to the chosen respondents. The findings indicate that promotional offers, particularly discounts such as “Buy 1, Get 1 Free,” have a strong influence on customer purchasing behavior, receiving a weighted mean of 3.73. However, in the area of online marketing, trust remains a major concern. Many customers are hesitant due to their inability to meet sellers in person, making it difficult to verify product authenticity: this concern garnered a weighted mean of 3.2. These results highlight the need for apparel brands to capitalize on their strengths, address weaknesses like trust in e-commerce, embrace opportunities such as digital trends and influencer marketing, and navigate competitive threats in the market. This study underscores the importance of identifying and understanding the target audience to develop effective promotional strategies. By gaining insights into customer needs and preferences, businesses can craft marketing efforts that align with their audience’s expectations. This targeted approach enhances engagement, boosts brand visibility, and increases the likelihood of customer retention and sales.

Keywords: promotional strategy, brand awareness, apparel retail, consumer behavior, target audience, marketing strategy, digital marketing, influencer marketing, discounts and promotions, online shopping trust

**REFORMULATING ORGANIC WASTE: INNOVATION USING
ONION PEEL IN A SUSTAINABLE ECO-FRIENDLY LAMP**

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Jhamerica Ashley Sarile, Christine Calvo

Abstract

This study explores the potential of converting leftover onion peels into a sustainable and eco-friendly product. It highlights how common kitchen waste can be innovatively repurposed into practical, environmentally conscious designs. Purposive sampling was used to select participating households and 4th-year BS Entrepreneurship students. The study adopted a descriptive-experimental research design and utilized survey questionnaires as the primary data-gathering tool. The results of the study show that both groups of respondents positively assessed the onion peel lamp in terms of durability, sustainability, and quality. These findings suggest that onion peels can be effectively innovated into a viable and eco-friendly material for lamp production. Additionally, the results provided insights that contributed to developing improved methods for transforming onion peels into suitable material for lamp production, supported by the proposed recommendations. A qualitative approach was used in the study, employing survey questionnaires and purposive sampling to collect data from 10 households and 10 fourth-year BS Entrepreneurship students.

Keywords: onion peels, eco-friendly lamp, sustainable design, qualitative research, purposive sampling, innovation, waste utilization, household feedback, bs entrepreneurship students

**RESOURCE OPTIMIZATION OF HELMET CLEANING MACHINE:
BASIS FOR MARKET DEMAND AND BUSINESS GROWTH**

Lei Adriatico, Jay Ann Bolival, Ron Angelo Cuysona, Ferdinand Enrique Faustino,
Ivan Jhon Lequin, Cilifford Jay Valino, Christine Calvo

Abstract

Helmets are essential for safety in activities such as motorcycling, sports, and construction. However, frequent use leads to the buildup of dirt, sweat, and bacteria, which can compromise hygiene and reduce user comfort. Traditional cleaning methods are often inefficient and time-consuming, creating a growing need for innovative helmet cleaning solutions. This study focuses on optimizing resources, analyzing market demand, and informing effective marketing strategies to support the development and growth of helmet cleaning machine businesses. This study adopted a qualitative descriptive approach and employed purposive sampling to gather relevant data from 30 helmet cleaning machine business owners in Quezon City. Data collection was conducted through a structured survey questionnaire designed to evaluate how resources are optimized, assess the current market demand, and analyze marketing strategies that contribute to business expansion and sustainability in the helmet cleaning industry. The study explored respondents' views on optimizing resources for helmet cleaning machines amid rising demand for satisfaction, effectiveness, and efficiency. Findings underscored the importance of excellent customer service, with a satisfaction mean of 3.80 related to prompt responses. Effectiveness received a weighted mean of 3.73, highlighting the need to increase market visibility to attract more customers. For efficiency, both improving maintenance routines and adopting energy- and water-saving measures earned a weighted mean of 3.67, indicating these strategies can enhance performance and reduce costs. The study recommends creating a straightforward guide to troubleshoot common machine problems, placing machines in visible locations to draw clients, and using social media as a key marketing platform. It also suggests conducting competitive analysis to identify growth opportunities. Most of the respondents were males aged 30–39, indicating that helmet cleaning machine owners should focus on improving customer satisfaction, increasing visibility, and enhancing operational efficiency. Key recommendations include assigning dedicated staff to customer inquiries, enforcing quality control, and standardizing procedures. Market demand is influenced by shifting customer preferences, particularly the use of social media for promotion sharing. To address this, it is recommended to develop a troubleshooting guide, strategically place machines for maximum exposure, ensure cleaning effectiveness, analyze competitors, and leverage social media marketing.

Keywords: helmet cleaning machines, resource optimization, customer satisfaction, operational efficiency, market demand, social media marketing, quality control, troubleshooting guide, business growth

**SCHEDULING AND CALENDAR MANAGEMENT OF QUEZON CITY
PAROLE AND PROBATION OFFICE: AN ASSESSMENT**

Diane Nicole Soriao, Trisha Gail Felices, Ella Marie Lao, Jonalyn Palmes,
Nicole Rodolfo, Kimberly Joyce Embile

Abstract

This study investigates the use of both digital and manual scheduling practices among staff at the Quezon City Parole and Probation Office, examining their effects on productivity, goal attainment, employee satisfaction, and workload management. Findings reveal that only 12% of employees plan their tasks in advance, indicating a predominantly reactive work approach. The study seeks to identify scheduling inefficiencies and offer strategies to enhance time management and overall organizational effectiveness. This study adopted a quantitative-descriptive design and involved 24 staff members selected through purposive sampling. Data collection was conducted using a researcher-designed survey questionnaire, which was validated by experts to ensure its clarity, accuracy, and relevance. The instrument captured information on respondents' demographic profiles and scheduling practices. The study found that the predominantly young operational workforce relies heavily on digital scheduling tools, particularly Google Calendar and Microsoft Outlook. While these tools are generally effective, they lack seamless integration and automation. Employees expressed moderate satisfaction with the current scheduling system, but challenges such as scheduling conflicts, difficulty handling urgent tasks, and managing multiple calendars continue to impede flexibility and overall efficiency. To overcome the identified challenges, it is recommended that regular training sessions be conducted to enhance staff competence in utilizing scheduling tools effectively. Improved integration between platforms such as Google Calendar and Microsoft Outlook is essential to streamline scheduling processes and minimize overlaps. Introducing flexible features for managing urgent tasks, along with automated systems to prevent conflicts, can significantly improve operational efficiency. Furthermore, enhancing notification and reminder functionalities will help ensure timely task execution and reduce the likelihood of missed appointments.

Keywords: scheduling practices, digital tools, time management, organizational efficiency, google calendar, microsoft outlook, employee satisfaction, workload balance, automation, scheduling conflicts

**SHOPLINK: BESTLINK COLLEGE OF THE PHILIPPINES
ONLINE SHOPPING WEBSITE**

Mark Lawrence Agocoy, Elmark Billedo, Christian James Jumawid,
Rex Angelo Luna, Prince Chayld Mabalatan, Roldan Bamondi

Abstract

Shoplink is an online shopping website developed exclusively for the students of Bestlink College of the Philippines. The concept of online shopping primarily focuses on addressing the needs and wants of customers through digital platforms. This study aims to develop a dedicated online shopping platform that provides convenience and accessibility tailored specifically for BCP students. This study utilizes a quantitative-descriptive research method with purposive sampling. A survey questionnaire served as the primary research instrument to measure the level of acceptability of the proposed system in terms of convenience, quality of service, security, website interface, and presentation. Data was analyzed using frequency and percentage, rating scale, weighted mean, and t-test to determine whether there were significant differences between the assessments of the two respondent groups. Findings revealed that the proposed Shoplink model was rated as “Highly Acceptable” across all measured criteria: convenience, quality of service, security, website interface, and presentation. The Information Technology specialists gave an overall weighted mean of 3.51 with a variance of 0.066, a t-computed value of 0.070, and a degree of freedom of 64, with a t-critical value of 1.998 at a 0.05 level of significance. Similarly, the accountants provided a weighted mean of 3.53 with a variance of 0.198 and a t-computed value of 0.079. The results indicated no significant difference between the two groups’ assessments, thereby confirming the acceptability of the proposed system. The study recommends seeking assistance from experienced individuals or professionals to improve the system's success rate. Feedback from respondents emphasized the need for enhancements in display features and the implementation of a login password for improved security. These refinements aim to further optimize the website’s usability and functionality for BCP students.

Keywords: online shopping, website development, user acceptability, convenience, website interface, information security, business, bestlink college

**SIGNIFICANCE OF KIOSK UTILIZATION ON CUSTOMER TRUST AND
SATISFACTION IN MCDONALD'S FRISCO AT QUEZON CITY**

Jeninafer Mendoza, Jessalyn Porcadilla, Dannyca Piedad, Jamiah Abaya,
Bryan Herilla, Randy Villaseñor

Abstract

This study examines how kiosk utilization influences customer trust and satisfaction at McDonald's Frisco in Quezon City. As self-service kiosks become increasingly common in the fast-food industry, understanding their impact on customer experience is essential for business success. This research focuses on both the advantages and limitations of kiosk use, including improved productivity, reduced wait times, and potential technological difficulties. By evaluating factors such as usability, operational efficiency, and functionality, the study aims to determine how these elements affect customer satisfaction and trust, thereby providing insights for improving customer loyalty and service quality. A descriptive research design was used to investigate the relationship between kiosk functionality, user interface, operational efficiency, customer satisfaction, and trust. A total of 100 customers from McDonald's Frisco were randomly selected to participate in a survey. The questionnaire gathered feedback on aspects such as kiosk dependability, order accuracy, service speed, and ease of use. It also assessed the overall satisfaction and trust levels associated with kiosk usage. Descriptive statistics were applied to analyze the responses, while correlation analysis was conducted to examine relationships among the variables. Findings revealed a strong positive correlation between customer satisfaction and effective kiosk functionality. Respondents reported higher levels of satisfaction when kiosks were user-friendly, accurate, and provided timely service. However, some participants expressed dissatisfaction due to technical issues such as system malfunctions or unclear instructions. A lack of accessible human assistance during technical difficulties was also a concern. Many respondents suggested that clearer guidance and professional staff support could significantly improve the kiosk experience. Kiosk utilization was found to enhance order accuracy and reduce wait times, contributing positively to customer satisfaction. However, its effectiveness depends on an intuitive user interface and reliable performance. To improve the overall customer experience, McDonald's Frisco should enhance kiosk design for greater accessibility, especially for users with limited technological familiarity. Additionally, staff should receive proper training in kiosk operations and troubleshooting to assist customers during system failures or confusion.

Keywords: kiosk utilization, customer trust, customer satisfaction, fast-food industry, mcdonald's frisco, user interface, operational efficiency, self-service technology

**SIMULATING BUSINESS: EXPLORING THE PERCEIVED ACCEPTABILITY OF
VAPOR INHALER INFUSED WITH MELON SCENT**

Rancheska Yvonne Torres, Jazel Lanzon, Justine Miles Punzalan,
Neriza Mea Pable, Stephanie Mabanana, Christine Calvo

Abstract

This study focuses on the perceived acceptability and effectiveness of a vapor inhaler infused with melon scent, emphasizing its potential health benefits and practical applications. With the increasing preference for organic and naturally derived products, the study explores how such aromatherapy-based items may contribute to overall well-being. Specifically, it investigates how the product influences users' stress relief, mental clarity, and physical comfort. A quantitative experimental research design was employed, using a survey questionnaire as the primary data collection tool. Convenience sampling was applied to select participants from fourth-year BS Entrepreneurship students who were considered relevant to the study's focus. A total of 116 students participated, providing feedback on various aspects of the melon-scented vapor inhaler. The findings revealed that the melon-scented vapor inhaler received favorable evaluations across several dimensions. In terms of Aroma Effects, respondents indicated that the product emitted a pleasant scent that reduced stress and promoted relaxation. For Healing Effects, the vapor inhaler was perceived to enhance the ability to cope with stress and promote mental refreshment. Regarding Cooling Effects, respondents noted that it helped reduce fatigue and provided a refreshing sensation. The overall weighted mean score given by the respondents was 3.49, indicating a generally positive perception of the product's effectiveness. The results suggest that the melon-scented vapor inhaler is perceived as effective in promoting relaxation, mental clarity, and physical refreshment. The positive sentiment expressed by respondents supports the idea of offering such therapeutic products within student-led enterprises. These findings may encourage the development of more wellness-oriented innovations in student business simulations and small-scale entrepreneurial ventures.

Keywords: vapor inhaler, melon scent, aromatherapy, product acceptability, stress relief, cooling effects, healing effects, student enterprise, therapeutic products

**SNAKE PLANT (DRACENA TRIFASCIATA) FIBERS AS AN
ALTERNATIVE THREAD FOR CROCHET PRODUCTS**

Kathleen Quirante, Nicole Araña, Mariel Mae Gillego, Abegail Moldez, Elaiza Jane Ramirez,
John Micko Revillosa, Christine Calvo

Abstract

This study explores the viability, effectiveness, and potential of snake plant (*Dracaena trifasciata*) fibers as an alternative thread for crochet products. As interest grows in sustainable and eco-friendly materials, the research aims to assess the practical application of plant-based fibers in craft industries, particularly in crochet, where durability and aesthetic quality are crucial. A quantitative experimental research design was utilized. Data were collected through survey questionnaires distributed to two groups: 10 BS Entrepreneurship students and 10 local craftsmen, selected through purposive sampling. The study focused on evaluating perceptions of the material's durability, texture, and variation as a viable crochet thread. Based on the results of the variables, the BS Entrepreneurship students had an overall mean of 3.073, a variance of 0.448, an alpha of 0.05, a degree of freedom of 76, a t-critical value of 1.992, and a t-computed value of 0.689. The craftsmen had an overall mean of 2.525, a variance of 0.281, an alpha of 0.05, a degree of freedom of 76, a t-critical value of 1.992, and a t-computed value of 0.689. Since the t-critical value is greater than the t-computed value, there is no significant difference between the assessments of the two groups of respondents in terms of durability, variation, and textile. Respondents noted that while snake plant fibers may unravel if not properly secured, this can be addressed through proper crocheting techniques such as tight knotting. Both groups emphasized the importance of eco-conscious branding in marketing such products. Suggestions included using slogans that promote the sustainability and uniqueness of the fiber. The study recommends positioning snake plant fiber crochet products as inclusive in terms of design and usability for all genders and age groups. This approach enhances their potential for market acceptance and aligns with growing demand for innovative and environmentally friendly craft materials.

Keywords: snake plant fiber, *dracaena trifasciata*, crochet products, eco-friendly materials, sustainable crafting, alternative thread, business innovation, product viability

**STRAWBERRY-SCENTED LIP BALM FORMULATION USING
PINK PITAYA (DRAGON FRUIT) EXTRACT**

Ariane Joyce Cuento, Frances Labang, Wendel Antonio, Apple Ann Rivera,
Ashley Bayate, Christine Calvo

Abstract

This study aims to develop a new lip balm formulation using pink pitaya (dragon fruit) extract combined with a strawberry scent. The formulation is designed to address common skin-related concerns such as dry and chapped lips. The research also seeks to demonstrate the product's potential marketability. Data were gathered through purposive sampling from two groups of respondents: dermatologists and fourth-year entrepreneurship students. A descriptive-experimental research design was employed. The study used questionnaires and product testing to assess the lip balm's effectiveness and quality. Respondents were selected based on their relevance to the study, ensuring informed and credible feedback on the formulation. The experimental process evaluated both the dermatological benefits and market acceptability of the product. The findings revealed positive evaluations from both groups of respondents. In terms of effectiveness, the lip balm demonstrated the ability to soothe chapped lips and provide immediate comfort. Regarding quality, it was noted to contain natural ingredients that nourished the lips, contributing to a healthier appearance and feel. Statistical analysis showed that dermatologists reported an overall mean of 3.680 with a variance of 0.087, while fourth-year entrepreneur students reported a mean of 3.550 with a variance of 0.118. Both groups shared the same t-computed value of 0.760, which was less than the t-critical value of 3.106 at a 0.01 level of significance. Thus, the hypothesis was accepted, indicating no significant difference between the two groups' assessments in terms of effectiveness and quality. The study concludes that the strawberry-scented lip balm infused with pink pitaya extract is both effective and well-received in terms of quality. However, concerns were raised about long-term product stability. To address this, the researchers recommend incorporating natural preservatives to extend shelf life. Furthermore, the product is proposed for commercial use, suitable for all genders and skin types, with potential for business development in the cosmetics and skincare industry.

Keywords: lip balm formulation, pink pitaya, dragon fruit extract, strawberry scent, natural skincare, product development, descriptive-experimental design, business innovation

**SUSTAINABLE SKINCARE VENTURE: EXPLORING THE PERCEIVED MARKET
POTENTIAL OF ORGANIC FACIAL CLEANSER INFUSED WITH
DRAGON FRUIT PEEL EXTRACT**

Kate Rosiel Curioso, Ji-ann Gurpido, Angel Divine Pollosco, Mark San Jose,
Ryan Mark Tuazon, Christine Calvo

Abstract

This study aims to assess the perceived market potential of an organic facial cleanser infused with dragon fruit peel extract. As consumer demand for sustainable and eco-friendly skincare products continues to grow, natural formulations have become increasingly favored. Dragon fruit peel, often discarded as waste, is rich in antioxidants and nutrients, making it a viable ingredient for skincare applications. The study evaluates the product's effectiveness, acceptability, and consumer preferences, providing insight into its potential as a sustainable skincare innovation. A descriptive-experimental research design was employed, using purposive sampling and product testing. Survey questionnaires were distributed to 120 respondents, comprising 5 skincare experts and 115 fourth-year BS Entrepreneurship students. The study sought to determine if a significant difference existed between the two groups' assessments in terms of effectiveness, acceptability, and consumer preference. A z-test was used to analyze the data at a 0.05 level of significance. The skincare experts yielded a z-critical value of 1.960, a z-computed value of 1.315, variance of 0.18, and an overall mean of 3.67. Meanwhile, the student respondents had the same z-critical and z-computed values, a variance of 0.11, and an overall mean of 3.35. With the z-critical being greater than the z-computed, the hypothesis was accepted, indicating no significant difference between the assessments of skincare experts and BS Entrepreneurship students. Both groups generally rated the product as effective and acceptable. The findings suggest promising market potential for the organic facial cleanser infused with dragon fruit peel extract. The study recommends intensifying marketing efforts by targeting diverse age groups and promoting inclusivity across all genders. It also suggests utilizing unique selling propositions (USPs) to highlight the product's sustainability and distinctiveness in the skincare market. These strategies can help position the product as a competitive and eco-conscious alternative within the skincare industry.

Keywords: organic skincare, dragon fruit peel, facial cleanser, sustainable products, market potential, consumer preference, eco-friendly cosmetics

THE DIFFICULTIES ENCOUNTERED IN EXPANDING FAMILY-OPERATED BUSINESS

Princess Jenica Villa, Olvee Mariel Madera, Jessa Delos Santos, Liezel Liza, Christine Calvo

Abstract

This study investigates the challenges encountered by family-operated businesses in Quezon City during business expansion. As these enterprises seek growth, they often face a unique set of obstacles, including succession planning, financial limitations, and internal conflicts. These issues can hinder long-term sustainability and limit competitiveness in the market. The study aims to identify and quantify the most common barriers faced by these businesses in order to propose strategies that promote sustainable expansion. A descriptive research design was used, with data gathered through a structured survey questionnaire. The study involved 25 family business respondents selected from Quezon City. The survey assessed various factors that affect expansion, including operational, financial, and management-related challenges. The findings revealed that 56% of the respondents were male, and 40% were aged 41 and above. Among the identified challenges, operational difficulties emerged as the most significant (weighted mean = 3.46), followed by market competition (weighted mean = 3.26) and experience-related challenges (weighted mean = 3.18). These results indicate that internal business operations and external market pressures are primary barriers to expansion for family-run enterprises. The study provides important insights into the struggles of family-operated businesses attempting to expand in a competitive environment. Understanding these difficulties allows for the development of targeted strategies, such as improving operational systems, succession planning, and competitive positioning. The findings contribute to strengthening management practices that support the growth and sustainability of family businesses in Quezon City.

Keywords: family business, business expansion, operational challenges, succession planning, financial constraints, market competition, business sustainability, quezon city

**THE EFFECT OF MOBILE WALLET ON SAVING BEHAVIOR OF
MICRO ENTERPRISE OWNER IN LITEX MARKET, QUEZON CITY**

Beche Fearl Mangubat, Lea Mae Fernadez, Baby Angel Ann Gare, Kyla Marie Brondial,
Princess Lyka Gamelo, Ariel Jose Aceron, Eugenio Bayani

Abstract

In the Philippines, mobile wallets have revolutionized financial transactions by providing a convenient, secure, and efficient alternative to traditional banking, particularly for micro enterprise owners. Their increasing popularity is driven by user satisfaction, functionality, and accessibility. With the rise of financial technology (FinTech), mobile wallets now support services such as money transfers, bill payments, and retail purchases. According to the 2021 Bangko Sentral ng Pilipinas Financial Inclusion Survey, digital account ownership increased from 29% in 2019 to 56% in 2021. This study investigates how mobile wallet usage influences the saving behavior of micro enterprise owners in Litex Market, Quezon City. The study used a descriptive-correlational research design to examine the relationship between mobile wallet usage and saving behavior among micro enterprise owners. A structured survey combining multiple-choice and rating scale items was administered to 50 purposively selected business owners familiar with mobile wallet platforms like GCash and PayMaya. Surveys were conducted in person over the course of one week, with trained enumerators ensuring the accuracy of responses. Data were analyzed using statistical methods to identify correlations between digital wallet usage and financial behavior. Findings revealed that most micro enterprises in Litex Market prefer using mobile wallets such as GCash and PayMaya due to their accessibility and security. Participants rated the platforms positively in terms of ease of use (mean = 3.37), usefulness (mean = 3.31), and support for saving (mean = 3.17). A statistically significant positive correlation between mobile wallet usage and improved saving behavior was observed ($r = 0.6563$, $p = 0.00001$). Despite these benefits, challenges such as unreliable internet connectivity (25.66%) and transaction fees were noted. The study concludes that mobile wallets positively influence the saving behavior of micro enterprise owners, supporting their role in promoting financial inclusion and management. However, inconsistent saving habits and limited financial literacy among users highlight the need for educational programs and incentives. Infrastructure-related challenges, including poor internet access and high transaction costs, also hinder optimal use. The study recommends providing microloans, grants, and digital literacy initiatives to support mobile wallet adoption and improve financial outcomes for small-scale entrepreneurs.

Keywords: mobile wallet, saving behavior, micro enterprise, financial inclusion, gcash, paymaya, fintech, digital transactions, quezon city, business owners

**THE IMPACT OF DIGITAL INNOVATION ON OPERATIONAL EFFICIENCY
AT A PRIVATE COMPANY IN HYTEC POWER INC**

John Maico Bolabola, Joann Marie Dela Cruz, Hazel Mae Inghog, Charmaine Matias,
Riza Placa, Kimberly Joyce Embile

Abstract

This study evaluates the impact of digital innovation on operational efficiency at Hytec Power Inc., a private company. It specifically focuses on the use of digital tools such as Google Calendar, Microsoft Outlook, and Google Workspace in enhancing internal processes. The research investigates how these platforms contribute to task prioritization, performance monitoring, and team collaboration, aiming to determine their effectiveness in improving organizational productivity. A quantitative descriptive research design was employed, involving thirty (30) purposively selected employees from Hytec Power Inc. Data were gathered through a structured survey questionnaire and analyzed using frequency distribution, percentage, weighted mean, ranking, Likert scale interpretation, and Pearson r correlation. The study assessed the relationship between digital tool usage and improvements in operational efficiency. The findings indicated that digital tools significantly enhanced operational efficiency by streamlining communication, supporting project management, and strengthening collaborative work. Google Calendar was most effective in improving time management, Microsoft Outlook facilitated better task organization and internal communication, while Google Workspace enabled real-time collaboration across teams. Despite these advantages, the study revealed that a lack of employee training and inconsistent usage hindered the full potential of these digital platforms, resulting in underutilization and process gaps. The results underscore the value of digital innovation in optimizing business operations. Effective integration of tools such as Google Workspace, Outlook, and Calendar can drive substantial gains in productivity, coordination, and information flow. However, the study also highlights the need for structured training programs and stronger digital adoption strategies to overcome existing challenges. It is recommended that Hytec Power Inc. invest in capacity-building initiatives and continuous digital transformation efforts to maximize the benefits of innovation and sustain operational efficiency.

Keywords: digital innovation, operational efficiency, google workspace, microsoft outlook, google calendar, business technology, process optimization, workplace collaboration, hytec power inc., digital transformation

THE IMPACT OF DIGITAL TRANSFORMATION ON TRADITIONAL BUSINESS

Haziel Baybayan, Jenjen Herrera, Joven Borrel, Jenny Cariaga, Christine Calvo

Abstract

This study investigates the impact of digital transformation on traditional businesses, with a particular focus on the challenges that arise during the transition. The research explores common barriers to growth and sustainability, including succession planning issues, financial limitations, and internal conflicts. As digital tools and technologies become increasingly integrated into business operations, understanding these challenges is essential for preserving the viability of traditional enterprises. A descriptive research design was employed, using a structured survey questionnaire as the primary instrument for data collection. A total of 30 respondents participated in the study, providing insights into the effects of digital transformation on various aspects of business operations. The demographic analysis showed that the majority of respondents were male (53%), with 46% having been in business for over one to five years. Among the identified challenges, business operations emerged as the most significant (weighted mean = 3.41), followed by operational efficiency (weighted mean = 3.26) and workplace culture (weighted mean = 3.21). These factors reflect the areas most affected by the shift from traditional methods to digital practices. The findings underscore the need for strategic management practices to guide traditional businesses through digital transformation. The results suggest that improvements in operational planning, employee adaptation, and cultural integration are critical to ensuring a smooth transition. By addressing these key areas, businesses can better position themselves to harness the benefits of digital innovation while minimizing disruption.

Keywords: digital transformation, traditional business, operational efficiency, business operations, workplace culture, succession planning, business sustainability, change management, business innovation, descriptive research

**THE IMPACT OF INCENTIVES SCHEME ON THE PRODUCTIVITY OF PROPERTY
CONSULTANT IN SELECTED REALTY DEVELOPER IN QC.**

John Carlos Asuro, Zarah Azañes, Glessie Raga, Erica Suello, Angelyn Serafin, Bryan Tubao

Abstract

Incentive schemes are widely employed in the real estate industry to motivate sales personnel and improve performance outcomes. This study investigates the impact of various incentive schemes on the productivity of property consultants working for selected realty developers in Quezon City. It aims to determine which types of incentives: monetary or non-monetary, are most effective in enhancing consultant performance, particularly in relation to sales output and overall productivity. A quantitative research design was utilized in this study. Data was gathered through a structured survey distributed to fifty (50) property consultants employed by three major realty developers in Quezon City. The questionnaire assessed the type and frequency of incentives received, alongside self-reported productivity levels and monthly sales figures. Descriptive statistics and Pearson correlation analysis were employed to examine the relationship between incentive schemes and consultant productivity. The findings revealed a significant positive correlation between structured incentive schemes and the productivity of property consultants. Among the types of incentives, monetary rewards such as performance-based commissions and bonuses had the most substantial impact on productivity. Non-monetary incentives, including employee recognition and career development opportunities, also demonstrated a positive influence, though to a lesser extent compared to financial rewards. The results suggest that strategically designed incentive programs can meaningfully enhance employee performance in the real estate sector. Employers are advised to adopt a balanced combination of monetary and non-monetary incentives that align with the needs and motivations of their workforce. These strategies not only boost short-term productivity but may also contribute to long-term employee engagement and retention. Further studies may explore the sustainability of incentive-driven performance and the role of intrinsic motivation in achieving consistent success.

Keywords: incentive schemes, property consultants, productivity, real estate industry, monetary incentives, non-monetary rewards, sales performance, employee motivation, quezon city, business administration

**THE IMPACT OF MICROSOFT SOFTWARE ON EMPLOYEE PROFICIENCY OF
BFDE WALASTIK INTERNET CONNECTION**

Ronnielyn Noora, Erika Ele, Annabelle Lapirap, Peny Mae Reazon, Helen Taño-an, Bryan Tubao

Abstract

Proficiency in Microsoft software is essential in modern workplaces, as it enhances adaptability, productivity, and job knowledge. However, many employees encounter challenges such as software complexity, limited training, and inconsistent performance. This study assesses the proficiency levels of employees at BFDE Walastik Internet Connection in using Microsoft Word, Excel, and PowerPoint, and examines whether demographic factors influence their proficiency. A descriptive-correlational research design was employed, with data collected through survey questionnaires from 25 employees. The study examined demographic factors such as age, gender, job position, length of service, and frequency of software usage. Statistical tools, including ANOVA and weighted mean, were employed to evaluate proficiency levels and analyze their relationship with the identified demographic variables. The findings indicate that most respondents (80%) were aged 25–35, with only 4% identifying as female. Microsoft Word (46.5%) was the most frequently used software, followed by Excel (39.5%) and PowerPoint (14%). Employees reported high proficiency levels in adaptability ($M = 3.66$), job knowledge ($M = 3.71$), and productivity ($M = 3.70$). However, ANOVA results revealed no significant relationship between proficiency levels and demographic factors, suggesting that training availability and personal motivation play a more critical role. The study concludes that demographic factors do not significantly influence Microsoft software proficiency. Instead, challenges such as software complexity (22.92%) and an overwhelming interface (19.79%) were found to impact efficiency. The study recommends implementing structured training programs, enhancing IT support, and improving software accessibility to boost proficiency. These measures can contribute to increased workplace productivity and the continued development of employees' skills.

Keywords: microsoft software, boost proficiency, workplace productivity and employee skill development

**THE IMPACT OF THE BIOMETRIC TIMEKEEPING SYSTEM ON PAYROLL
EFFICIENCY AND EMPLOYEE ATTENDANCE TO THE WORK PERFORMANCE OF
WELLJOB SOLUTIONS AND GENERAL SERVICES, INC.**

Michael John Bitoon, Alvin Legaspi, Raymond Manadong, Janeth Solomon,
Carmen Tanlugon, Eugenio Bayani

Abstract

Efficient payroll practices play a crucial role in enhancing employee work performance. Research indicates that implementing a biometric timekeeping system can improve payroll efficiency and employee attendance, which in turn positively influences work performance. This study aims to strengthen the impact of the biometric timekeeping system on payroll efficiency and employee attendance, thereby contributing to improved overall work performance. The researchers employed descriptive research design and utilized a questionnaire to assess the employees of Welljob Solutions and General Services, Inc., applying quantitative methods with appropriate statistical data analysis. The majority of respondents were electricians and technicians. In terms of age, most were above 36 years old and reported being significantly impacted by the use of the biometric timekeeping system. The researchers assessed employee productivity, accountability, and accuracy, which are factors that may lead to payroll efficiencies. Respondents strongly agreed that the biometric timekeeping system had a positive impact on their work. They also strongly agreed that their work performance could be evaluated based on quality, consistency, and timeliness. However, privacy concerns emerged as the most common issue, reported by 31.58% of respondents. System failure, environmental factors, and user experience were identified as the third most common issues, while data syncing problems ranked lowest, with contributing factors including network connectivity issues, server downtime, and data conflicts. To maintain these standards, Welljob Solutions and General Services, Inc., must continue to adopt new strategies and technologies. The study revealed that employees over 36 years old are more likely to use the biometric timekeeping system, which contributes positively to both payroll efficiency and overall work performance. These two factors: payroll efficiency and work performance, are essential in assessing the impact of biometric timekeeping systems. To enhance payroll efficiency and work performance, Welljob Solutions and General Services, Inc. should focus on reducing errors, eliminating fraud, automating data capture, and streamlining administrative processes. These measures can result in significant time savings, improved compliance, and more accurate payroll management. In turn, this contributes to overall operational efficiency, enables more precise tracking, reduces administrative burdens, and fosters improved workplace performance.

Keywords: biometric, timekeeping system, payroll, attendance, work performance

**THE IMPACT OF TRAINING ON MICROSOFT OFFICE SOFTWARE UPGRADES
ADAPTION AT GOVERNMENT AGENCY IN QUEZON CITY.**

Justin Talion, Giselle Gales, Avegail Pentecostes, Jhocel Pilan, Leila Johanna Salvadora,
Honeylyn Solo, Bryan Tubao

Abstract

Founded in 1975, Microsoft has continually evolved, introducing numerous upgrades to its products, including Microsoft Word and the Microsoft 365 suite. Employees are among an organization's most valuable assets and training them enhances productivity and efficiency. At SSS Diliman, the adoption of Microsoft Office upgrades varies, particularly due to differing digital capabilities among employees, with older workers often facing greater challenges. Training programs help bridge this gap, fostering both productivity and inclusivity. This study investigates the impact of training on employees' adoption of software updates. A quantitative descriptive research design was employed to measure employees' readiness and adaptability. The respondents were 30 purposively selected frontline employees of SSS Diliman, Quezon City, chosen for their daily interaction with office systems and clients. Data were collected using a standardized questionnaire, and the results were analyzed by determining the frequency of responses, calculating percentages and weighted averages, ranking survey question scores, and interpreting the findings using a Likert scale. The results showed that most respondents were aged 32–42, female, and had over 10 years of work experience. The majority possessed middle-level computer skills, with no respondents classified as beginners or experts. While some employees adapted easily to the new Microsoft Office software, many encountered challenges, particularly in terms of ease and confidence of use. Training improved knowledge and efficiency but fell short in developing practical skills. Feedback indicated that the training was generally effective but limited by time, resources, and clarity. Statistical analysis revealed that age, gender, experience, and computer skill level significantly influenced training outcomes, with younger, less experienced, and more skilled users adapting more successfully. The researchers recommend that to enhance the adoption of Microsoft Office at SSS Diliman, training programs should be tailored according to age, gender, skill level, and experience. Senior employees would benefit from gradual, buddy-assisted sessions, while ensuring equal training opportunities for all personnel. Targeted, practice-intensive modules, frequent refreshers, and encouragement of personal use can further improve adaptation. Agencies should address digital skill gaps by integrating online modules and strengthening resource management. Continuous feedback, along with personalized and interactive courses, is essential to sustaining training effectiveness despite staff and budget limitations.

Keywords: microsoft, computer skills, technology in the workforce

**THE INFLUENCE OF ADVERTISING ON CONSUMER PREFERENCES
FOR DENTAL SERVICES**

Loraine Rabe, Dimple Joy Tagala, Cire Jedrick Poso, Queen Romero,
Alexander Lance Boyles, Christine Calvo

Abstract

This research examines the impact of advertising on consumer preferences for dental services, with a focus on key factors such as customer satisfaction, service preference, and perceived service quality. A quantitative approach was employed, with data collected through a survey administered to 40 dental service consumers in Quezon City, using cluster sampling to ensure diversity. The questionnaire consisted of three sections: demographic information, consumer perceptions of advertising, and suggestions for service improvement. Data analysis involved the use of frequency counts, percentages, and weighted mean calculations, with responses evaluated using a Likert scale. The study found that advertising significantly influences consumer preferences for dental services. The majority of respondents reported that honest advertising helps build trust and satisfaction (weighted mean = 3.76), supports informed decision-making (weighted mean = 3.73), and sets realistic expectations regarding service quality (weighted mean = 3.82). The survey sample was predominantly female (88%), with 52.5% having 1 to 2 years of experience with dental services. These findings suggest that ethical and effective advertising strategies play a crucial role in shaping consumer behavior in the dental services sector. The research indicates that transparent and honest advertising enhances consumer satisfaction and loyalty, significantly influencing purchasing decisions. The researcher recommends creating advertisements that deliver relevant and accurate information, regularly collecting consumer feedback, and refining marketing strategies to better engage a broader audience, particularly male consumers. This study contributes to the understanding of ethical advertising practices that support the improvement of dental service quality.

Keywords: satisfaction, consumer preferences, advertising, dental services

**THE INFLUENCE OF EMPLOYEE RECOGNITION INITIATIVES ON THE WORK
PERFORMANCE OF SELECTED PUBLIC AND PRIVATE SECTOR IN
MEYCAUAYAN, BULACAN: A COMPARATIVE STUDY**

Cassandra Ramirez, Milagros Aclao, Reychele Basilio, Marvin Batalon,
Jennilyn Demiden, Bryan Tubao

Abstract

Employee recognition plays a crucial role in fostering motivation, job satisfaction, and overall work performance. Despite its importance, organizations in both the public and private sectors face challenges in implementing effective recognition programs. This study investigates the influence of recognition initiatives on work performance in Barangay Bahay Pare (public sector) and Oracle Petroleum Corporation (private sector), utilizing the PERMA+4 framework to examine psychological and behavioral outcomes. Additionally, the research explores how demographic factors such as age, gender, length of service, and organizational classification interact with recognition strategies to affect employee motivation, job satisfaction, and sense of belonging. A comparative descriptive research design was employed, using purposive sampling to select 25 employees from both the public and private sectors. Survey questionnaires assessed perceived types of recognition, effectiveness, and perceptions of recognition's influence on motivation, job satisfaction, sense of belonging, and work performance, as well as challenges affecting recognition initiatives. Data were analyzed using weighted means and Pearson's r correlation to compare responses between sectors and to assess relationships between variables. Findings show that both sectors value employee recognition, with public sector employees reporting stronger positive effects on motivation, satisfaction, and productivity. Private sector responses were more varied but similarly positive. Challenges like lack of authenticity, managerial support, and consistency affected effectiveness. No significant correlation was found due to limited response variability, which reduced statistical sensitivity. The study suggests that employee recognition positively influences work performance in both public and private sectors, particularly in motivation, job satisfaction, and productivity. Although statistical correlation couldn't be confirmed due to limited response variability, descriptive results show stronger engagement and purpose, especially in the public sector. To enhance impact, organizations should personalize recognition, clarify criteria, and use tools like peer feedback and performance reviews.

Keywords: employee recognition, work performance, public vs private sector

THE INFLUENCE OF POINT-OF-SALE (POS) SYSTEM ON THE OPERATIONAL PERFORMANCE AND FINANCIAL SUCCESS OF FIORE PETALO FLOWER & CAFE

Bianca Louise Garados, Ana Sofia Dagoc, Shandle Ruiz, Honeyryrine Millora,
Diana Elizabeth Torno, Eugenio Bayani

Abstract

In today's competitive business environment, technology plays a crucial role in enhancing operational efficiency and financial success. Small businesses like Fiore Petalo Flower & Cafe, which combines flower arrangement and cafe services, can benefit significantly from adopting tools such as point-of-sale (POS) systems. This study explores the impact of POS implementation on Fiore Petalo's operational performance and financial outcomes, focusing on transaction efficiency, inventory management, and customer interactions. Many small businesses continue to rely on traditional manual processes, which often result in inefficiencies, errors, and missed opportunities. This research aims to determine how POS adoption can improve business performance, reduce costs, increase revenue, and enhance customer satisfaction. Using a descriptive research design, the study surveys employees and customers to gather insights into key aspects of operational performance, such as service speed, order accuracy, and employee productivity. It also evaluates financial success through pricing strategies, cost-effectiveness, and revenue growth. The research is grounded in the Technology Acceptance Model (TAM) and the "Do It Now" Theory." This explains user perceptions and the practical application of POS systems in business settings. Findings indicate that the POS system significantly enhances business operations. It accelerates transactions, reduces billing and order errors, and streamlines service delivery. Employees report that the system is user-friendly and facilitates smoother, more organized workflows. Customers benefit from faster service and improved order accuracy, resulting in higher satisfaction levels. Financially, the cafe has improved its pricing strategies, achieved better cost control, and increased revenue through more efficient tracking and promotions. Statistical analysis confirms the positive impact of the POS system, with a t-value of 18.3554 and a p-value of 0.0001. The study highlights the importance of integrating technology to improve small business efficiency and profitability. The study recommends incorporating clear operational procedures and regulatory compliance measures into the system to ensure adherence to standards. This approach will help businesses fully optimize the system's capabilities and support long-term growth and success.

Keywords: point-of-sale system, operational performance, financial success, small business technology

**THE ROLE OF ACCOUNTING INFORMATION SYSTEM IN ENHANCING
INTERNAL CONTROLS IN AN ORGANIZATION: BASIS FOR
PROPOSED IMPLEMENTATION PLAN**

Luis Naag Jr, Cheriann Battad, Rica Mae Calebag, Roselyn Garbo,
Princess Kyla Javier, Analyn Magalso

Abstract

Advancements in technology have significantly transformed Accounting Information Systems (AIS), improving both operational efficiency and strategic decision-making. These systems have evolved from traditional manual bookkeeping to advanced digital platforms, including cloud-based solutions. This shift has minimized the risk of data loss and enabled the automation of essential business functions such as inventory management, billing, accounting, and order processing. As a result, AIS plays a critical role in preventing sales losses, reducing inventory mismanagement, and strengthening internal controls within organizations. This study employed a descriptive quantitative research design. A total of 15 employees were selected using purposive sampling to ensure the inclusion of individuals with relevant knowledge and experience. Survey questionnaires served as the primary data collection instrument, allowing the researchers to gather structured and measurable responses related to the topic under investigation. Integrating Accounting Information Systems (AIS) into internal control frameworks presents several key challenges for organizations. The most frequently cited issue, reported by 10.56% of respondents, is the significant time and resources required, underscoring the importance of strategic planning. System complexity (9.15%) also poses a barrier to seamless integration with existing controls. Other commonly reported challenges (8.45%) include insufficient employee training, high implementation costs, limited technical support, difficulties in system monitoring, compatibility issues, and contractual disputes. Additionally, employee resistance and regulatory compliance concerns (7.75%) further complicate AIS adoption. Issues related to data accuracy and ambiguous contract terms (7.04%) continue to affect system reliability. To ensure successful AIS integration, organizations must prioritize employee training, effective change management, sufficient budget allocation, and system compatibility. The study concludes that the successful implementation of Accounting Information Systems (AIS) is strongly influenced by user acceptance, positive attitudes, and behavioral intention. Furthermore, information quality and service quality were identified as critical factors that significantly impact both the intention to use AIS and overall user satisfaction. Therefore, organizations aiming to strengthen their internal control systems should prioritize comprehensive employee training, cultivate a supportive environment for technology adoption, and uphold high standards of information and service quality within their AIS frameworks.

Keywords: accounting information systems (ais), internal controls, user acceptance, behavioral intention, information quality, service quality, system integration, employee training, technological adoption, organizational culture, system complexity

**THE ROLE OF DIGITAL PAYMENT SYSTEM IN CUSTOMERS' TRANSACTIONAL
CHALLENGES AT LA LA MART ON CONGRESSIONAL
TOWN CENTER, QUEZON CITY**

Phoebe Joy Sevidal, Ana Marie Ramilo, Chelene Joan Marie Verzosa,
Mary Joy Lique, Krystal Albiola

Abstract

As the world rapidly embraces digital transformation, small retail businesses like La La Mart in Quezon City are adapting to meet the evolving expectations of modern consumers. This study investigates the role of digital payment systems such as GCash and PayMaya, in addressing common transactional challenges, including long queues, system delays, and payment errors. Additionally, it examines how these technologies contribute to improved customer satisfaction and enhanced financial security. The researchers employed descriptive-quantitative research design, utilizing survey questionnaires distributed to 50 customers of La La Mart. Simple random sampling was used to ensure equal representation among respondents. The study focused on customer experiences with digital payment platforms. Collected data were analyzed using frequency counts, weighted means, and ranking methods to evaluate customer perceptions and identify common challenges associated with the use of digital payment systems. The findings reveal that the majority of La La Mart customers are aged 18 to 30, with women comprising the larger portion of respondents. Among the available digital payment options, GCash emerged as the most preferred platform. Overall, respondents agreed that digital payment systems significantly enhanced transaction speed and provided a reasonable level of financial security. Nevertheless, common challenges were reported, including slow internet connectivity, application downtimes, and user-side errors. Despite these issues, customers consistently expressed strong agreement regarding the convenience, efficiency, and user-friendliness of digital payment systems. The study concludes that digital payment systems significantly improve transactional reliability and foster greater user confidence, particularly when reinforced by security features such as biometric authentication and real-time notifications. However, recurring issues, including poor internet connectivity and delayed refund processing underscore the need for further improvement. These findings emphasize the critical role of customer education, responsive technical support, and robust infrastructure development in ensuring a seamless and secure digital payment experience.

Keywords: digital payment systems, transactional reliability, user confidence, biometric authentication, real-time alerts, connectivity issues, delayed refunds, customer education, technical support, infrastructure development.

**THE ROLE OF ORGANIZATIONAL COMMUNICATION IN MINIMIZING OFFICE
PROCEDURES DELAYS AT A GOVERNMENT AGENCY IN QUEZON CITY**

Zhantel Alexis Disquitado, Joana Candelasa, Angela Cuares,
Melanie Paderan, Leslie Ann Riambon, Bryan Tubao

Abstract

This research investigates the role of organizational communication in minimizing delays in office procedures within a government agency in Quezon City. Guided by Max Weber's Bureaucracy Theory, the study examines how communication effectiveness, transparency, and clarity contribute to operational efficiency. Findings suggest that office delays frequently stem from miscommunication, lack of coordination, and overly complex procedures, factors that hinder timely service delivery and erode public trust in government operations. This study employed a quantitative-correlational research design to examine the relationship between organizational communication and office procedure delays. The respondents consisted of 20 administrative staff members from the Novaliches Police Station – 4, under the Quezon City Police District. Data was collected through structured questionnaires designed to assess key communication indicators and their correlation with procedural delays within the agency. The findings revealed that, although communication practices within the agency were generally functional, persistent issues remained, such as outdated communication systems, vague directives, and staffing gaps. Statistical analysis indicated a weak correlation between organizational communication and office procedure delays. This suggests that while communication contributes to procedural efficiency, it is not the sole determinant, highlighting the influence of other structural and operational factors. The results underscore the importance of integrating communication strategies with broader organizational reforms. Respondents emphasized that ineffective communication contributes to confusion, extended processing times, and reduced productivity. However, the study also identified other critical factors, such as poor interdepartmental coordination, insufficient training, and procedural redundancy, that significantly impact operational efficiency. These findings suggest that enhancing communication alone is insufficient; meaningful improvements require addressing underlying structural and procedural inefficiencies within the organization.

Keywords: organizational communication, office procedure delays, bureaucratic efficiency, government agency, communication barriers, structural inefficiencies, interdepartmental coordination, max weber's bureaucracy theory, public service delivery, administration

**THE TRANSFORMING ROLE OF OFFICE ADMINISTRATORS IN CORPORATE
MANAGEMENT: A STUDY OF EVOLVING DUTIES AND REPONSIBILITIES**

Arvin Faraun, Jamela May Agas, Ryan Scott Arroyo, Rocelle Coyao,
Nelsie Lasota, Kimberly Joyce Embile

Abstract

The role of office administrators has significantly evolved from clerical support to strategic contributors in modern corporate settings. This study explores their expanding responsibilities, including project management, employee engagement, and tech-driven operations. As workplaces emphasize flexibility and collaboration, office administrators have become crucial in managing complex organizational demands. Citing Guzvita (2021) and Bennett (2023), the research underscores the growing importance of these professionals in ensuring corporate efficiency and success amidst rapidly changing business environments. The researchers utilized a quantitative descriptive design to investigate the evolving role of office administrators in corporate management. Grounded in established theoretical and conceptual frameworks and supported by related literature, the study aims to collect data from various participants to explore and validate the transformation of office administrators' responsibilities. This method enables the researchers to assess how their roles have shifted from traditional support functions to strategic involvement in organizational success. Table 20 reveals a major challenge faced by office administrators: difficulty adapting to new technologies due to insufficient training and organizational resistance. With 22 respondents identifying this as the top concern, the data underscores a gap between technological advancement and the support provided to administrators. This highlights the need for improved training programs and more proactive organizational strategies to help office administrators transition effectively into their evolving roles in corporate management. The study on the transforming role of office administrators in corporate management emphasizes the shift in their responsibilities from clerical tasks to strategic and technological functions. Findings indicate that a majority of office administrators are single, a trend supported by research suggesting that single professionals often prioritize personal development and career advancement. This demographic detail reflects how evolving job roles are intersecting with lifestyle choices, reinforcing the importance of continuous learning and adaptability in today's corporate environment.

Keywords: office administrators, evolving roles, corporate management, technology integration, career development, professional challenges, single professionals, workplace transformation

**THE TRANSITION FROM CASH TO DIGITAL PAYMENT: EMERGING TRENDS AND
CONSUMER PREFERENCES IN BRGY. CAPRI, NOVALICHES, QUEZON CITY**

Reema Lynn Santiago, Zychrile Joice Antonio, Kharyme Mae Bonrostro,
Jamaicah Daluma, Jessabeth Delos Reyes, Analyn Magalso

Abstract

This study examines the ongoing shift from traditional cash transactions to digital payment platforms in Barangay Capri, Novaliches, Quezon City. It explores the factors influencing the adoption of digital payment methods and the challenges encountered by both users and non-users. The study employed a descriptive research design and purposive sampling to gather data from residents and store owners in Barangay Capri. Survey questionnaires were used for data collection, and the data were analyzed using frequency, percentage, ranking scale, weighted mean, and F-test procedures. The findings reveal that while digital payment adoption is growing, influenced by factors like convenience and incentives, challenges persist. These include concerns about transaction costs, security and trust, ease of use, and digital literacy. The study highlights the need for strategies to promote digital payment adoption by addressing concerns, improving accessibility, and enhancing user education.

Keywords: digital payments, consumer preferences, digital divide, transaction costs, security and trust, ease of use, incentives and rewards, barangay capri

**TIKTOK PROMOTIONAL VIDEO AND CONSUMER ENGAGEMENT
OF G21 SOAP AND COSMETICS PRODUCT**

Jhenalyn Joseph, Catherine Joy Onting, Joshua Postrado, Maricar Tiglao,
Kristine Joyce Torres, Jennylene Abalos

Abstract

This study explores the impact of TikTok promotional videos by G21 Soap and Cosmetics, a company founded in 2018, on customer awareness and consumer engagement. Recognizing TikTok's role as a powerful social media platform driven by short-form, algorithm-curated content, the research assesses how effectively G21's videos enhance brand visibility and foster interaction with customers. The study aims to measure the level of customer awareness generated by these promotional efforts and analyze their influence on consumer engagement behaviors. This study employed a correlational research design to examine the relationship between TikTok promotional videos by G21 Soap and Cosmetics and consumer engagement. Data was gathered from 50 respondents using a survey questionnaire. Statistical analyses, including weighted mean, ranking, and Pearson correlation, were utilized to evaluate how TikTok videos influence customer awareness and engagement levels. The research aims to provide insights into the effectiveness of short-form social media content in enhancing brand-customer interactions. The study found that TikTok promotional videos by G21 Soap and Cosmetics scored high in brand appeal, consumer trust, and content alignment, with respondents rating the brand as appealing (3.32), frequently checking reviews before purchase (3.54), and feeling encouraged to buy (3.48). Consumer engagement indicators, awareness of product features (3.56), information-seeking behavior (3.38), and positive brand perception (3.58), were similarly rated positively. However, hypothesis testing revealed a weak, non-significant negative correlation ($r = -0.1471$, $p = 0.3030$) between TikTok videos and consumer engagement. While the relationship was not statistically significant, the findings emphasize the importance of further exploring how TikTok content influences brand perception and engagement. Users identified several challenges with G21's TikTok marketing, including an overreliance on influencers rather than authentic customer testimonials (23 respondents), incomplete product information (21), and absence of real-time feedback or live demonstrations (19). Additional concerns involved unrealistic filters, inauthentic influencers (18), and unclear explanations of product benefits and ingredients (17). To address these issues, the study recommends that G21 focus on authentic user testimonials, incorporate real-time feedback mechanisms, and produce engaging content like skincare tutorials and behind-the-scenes videos. These strategies aim to build consumer trust and enhance engagement by delivering meaningful and relatable content.

Keywords: tiktok marketing, consumer challenges, influencer authenticity, product information, real-time feedback, customer testimonials, consumer trust, engagement strategies, g21 soap and cosmetics

**UTILIZATION OF TECHNOLOGY IN ASSESSING OPERATIONAL SERVICES
IN PUBLIC LIBRARY TOWARDS CLIENT SATISFACTION**

Anthony Santos, Arvin Centeno, Christine Sereño, Camille Corto,
Jo-an Bobila, Kimberly Joyce Embile

Abstract

The digital revolution has significantly transformed public libraries, improving book management, staff scheduling, document organization, and user record-keeping. While manual tasks remain essential for maintaining library efficiency, they can be time-consuming and prone to errors. By integrating technology, these processes can be streamlined, reducing employee workload and enhancing overall productivity. Digital innovations have reshaped the operations of public libraries especially within the Division of Readers' Services at both global and local levels. This study employed both descriptive and quantitative research methods, using a survey questionnaire as the primary data-gathering tool. A convenience sampling approach was applied, with 50 clients of the Public Library serving as respondents. Data collection and analysis were conducted through the use of questionnaires. The weighted mean was utilized to assess responses, while Pearson's correlation coefficient was applied to determine whether there is a significant relationship between technology utilization and client satisfaction. Overall, the study concludes that technology significantly impacts client satisfaction by improving various service aspects, though further investment is needed to address existing gaps. The findings show that clients of the Quezon City Public Library strongly agree that the use of technology in the library is both accessible and efficient. In particular, the library is consistently accessible to its users. Most clients are under 25 years old, indicating that the library is widely used by young people and students. This is a positive sign, as it shows that younger generations benefit from library services for their specific needs. The majority of users are female, suggesting that women tend to visit the library more often than men. In terms of visit frequency, clients typically visit the library occasionally about two to three times per month likely due to other commitments or priorities.

Keywords: digital revolution, technology in libraries, book management, document organization

**WHITENING RESULTS WITH GUAVA LEAF EXTRACT AND
PAPAYA POWDER INFUSED WITH PEPPERMINT**

John Mark Guya, Raiza Lee Maica Mayote, Danielle May Maniquis,
Krystal Gayle Ignacio, Xyjoenas Ann Soleta, Christine Calvo

Abstract

This study aims to evaluate the feasibility and future potential of launching an innovative teen-led business specializing in teeth whitening using natural ingredients, including guava leaf extract, papaya powder, and peppermint. The research demonstrates that these natural components effectively enhance oral care, contributing to both the physical health and emotional well-being of users. Purposive sampling was used to select dentists and entrepreneur students for this study. Data was collected through questionnaires within a quantitative experimental research design. The results showed that the natural teeth whitening product, enriched with guava leaf extract, papaya powder, and peppermint, significantly improved users' attitudes toward teeth whitening. Additionally, the respondents' feedback was instrumental in guiding the formulation of targeted marketing strategies for the whitening toothpaste, complemented by the proposed recommendations. This study highlights the critical role of understanding customer perceptions when introducing innovative oral care products, especially in the realm of teenage entrepreneurship. Five dentists and ten entrepreneurs, chosen for their expertise and connection to teeth whitening products, provided valuable feedback. Their input helped assess the effectiveness and market potential of a product combining guava leaf extract, papaya powder, and peppermint, not only improving oral health but also offering a promising business opportunity. Based on these insights, recommendations were formulated to enhance product development and marketing strategies to drive greater business success.

Keywords: teenage entrepreneurship, natural teeth whitening, guava leaf extract, papaya powder, peppermint, oral care innovation, customer perception, marketing strategies, business potential

**A BUSINESS PLAN OF CRUNCH AND OAT CAFE AT 22 GOLD STREET,
MILLIONAIRES VILLAGE, QUEZON CITY**

Erika Lazaro, Loveliduds Aguilar, Maria Yvannica Lyle De Guzman, Samuel Rosaceña,
Marjorie De Leon, Justine Ejorcadass, Shawn Gabriel Tumalad, Jam Aila Agustin,
Reniel Nuevo, Wendell Azores, Vinalyn Sarzata

Abstract

Crunch and Oat Cafe offers a fast-casual dining experience with crispy rice meals and oat-based coffee. These are healthier, plant-based alternatives crafted for professionals, students, and families. Blending old-school flavors with modern innovation, the café delivers quick, eco-friendly meal options. The oat coffee, rich in soluble fiber, promotes healthy digestion, while the crispy rice balls offer a tasty, crunchy twist on traditional rice dishes. Conveniently located at 22 Gold Street, Millionaires Village, Novaliches, Quezon City. The business plan incorporated surveys and feasibility research involving 60 respondents to identify customer preferences regarding product range, promotional strategies, pricing, and location. These analyses confirmed the market viability of the concept. Financial assessments were conducted to determine optimal pricing and forecast profitability, while operational plans were developed to maximize efficiency within the compact 18-square-meter space. The business also ensured full legal compliance by adhering to all applicable regulatory standards. Survey results revealed that 63% of respondents are open to trying innovative food, while 49% expressed a preference for a contemporary dining environment. Financial projections indicated a profitable markup strategy ranging from 50% to 100% across products, balancing both affordability and profitability. The café's signature offerings: innovative crunchy rice balls and oat coffee, set it apart from competitors by emphasizing food that is both healthy and delicious. Crunch and Oat offers a unique and delightful fusion of oat-based coffee and crunchy rice balls filled with classic Filipino flavors blending modern nutritional trends with deep cultural roots. The oat coffee, crafted from rich oat extract with a hint of sweetness, serves as a smooth, dairy-free alternative ideal for lattes and macchiatos. It meets the growing demand for plant-based, eco-friendly options. Complementing this is a serving of golden, crispy rice balls packed with bold Filipino flavors. This combination delivers satisfying textures and savory tastes, refreshing coffee paired with creamy, rich, and crunchy bites, making it a standout addition to cafés and innovative snack menus.

Keywords: fast-casual dining, innovation in food, healthy food, plant-based alternatives

**A BUSINESS PLAN ON THE ESTABLISHMENT OF LANGKA LICIOUS IN
BUENAMAR NOVALICHES PROPER QUEZON CITY**

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Maria Gabriela Acuña, Irish Aguilar, Ella Marie Avila, Lyka Mae Peñaranda,
Rhyzza Mye Manzano, Cristian George Gabasa

Abstract

Langka Licious is a new plant-based restaurant in Quezon City that uses young jackfruit to create vegan versions of classic Filipino dishes, such as sisig. The restaurant aims to offer healthy, eco-friendly, and culturally inspired meals to employees, students, and health-conscious individuals. Open daily from 11 a.m. to 8 p.m., Langka Licious provides both dine-in and takeout options. Its slogan, “Langka Licious, Langkatulad!”, reflects the brand’s commitment to originality and plant-based innovation. This study focused on establishing Langka Licious, a plant-based food business. The researchers optimized resources to align with the initial investment and designed the store to be both eco-friendly and inviting. They selected a location with strong visibility and accessibility and ensured its presence on Google Maps. By observing customer behavior and gathering feedback, the researchers refined their marketing strategies and operations to better meet customer needs and enhance overall business performance. Langka Licious showed promising results in both sustainability and customer satisfaction. Customers appreciated the flavor and texture of the jackfruit sisig. By using unripe jackfruit, the business helped reduce food waste, a clear win for sustainability. Additionally, the use of biodegradable packaging minimized plastic waste, further enhancing its eco-friendly approach. Overall, Langka Licious demonstrated strong potential in terms of product acceptability and environmental impact. Langka Licious targets health-conscious consumers who value sustainability and unique food experiences. In the short term, the company aims to build brand awareness, deliver excellent customer service, and foster customer loyalty. Long-term goals include expanding its product range and improving customer retention. To support these objectives, Langka Licious leverages social media, influencer marketing, and value-based pricing strategies. The company also prioritizes staff training, operational efficiency, and safety policies while offering employee incentives to encourage performance and growth. Overall, Langka Licious strives to build a strong brand rooted in quality products, customer satisfaction, and team development.

Keywords: plan based restaurant, vegan filipino food, filipino healthy food, langka licious

**A BUSINESS PLAN ON THE ESTABLISHMENTS OF PITA BITES AT
PASCUAL ROAD NOVALICHES QUEZON CITY**

Hyacinth Anne Quintua, Shaira Mae Bonghanoy, Maria Sheena Leyco, Cindy Lopez, Paulyne Gail Lumanta, Kimberley Paez, Ira Mae Perua, Kathleen Requillas, Eunice Charlotte Rumol, Kennard Zale Vargas, Vinalyn Sarzata

Abstract

Pita Bites operates under a well-defined organizational structure, divided into key functional areas: operations, kitchen production, marketing, sales, and logistics. Each department has specific responsibilities to ensure the smooth and efficient execution of daily business activities. The kitchen production team is responsible for preparing all menu items using standardized recipes, ensuring consistent taste, quality, and food safety. The operations team oversees critical backend functions such as budgeting, supplier coordination, and inventory control, helping to allocate resources effectively and maintain an uninterrupted supply chain. Marketing efforts at Pita Bites are executed through both digital and traditional channels. The marketing team focuses on building brand awareness through social media campaigns, printed flyers, in-person product sampling, and direct customer engagement, all aimed at attracting and retaining customers. Additionally, the team has developed a comprehensive financial plan to assess the business's feasibility and long-term sustainability, supporting informed strategic decision-making. Financially, Pita Bites is well-positioned for strong performance. Projected monthly sales are estimated at ₱34,960, with associated costs totaling ₱22,500, resulting in a gross income of ₱12,460. After deducting operating expenses of ₱5,990, the net income amounts to ₱6,470. This translates to a return on investment (ROI) of 49.77%, based on an initial capital of ₱85,000. The business is expected to reach its break-even point by the 12th day of operations, indicating rapid cost recovery and early profitability. Owner's equity is also projected to grow steadily through retained earnings. Overall, Pita Bites exceeded initial expectations. The positive reception of its products reflects strong alignment with market demand for convenient, flavorful, and affordable food options. A solid financial outlook, strategic pricing, and a customer-centric approach all contribute to the business' growth potential. With continued focus on quality, teamwork, and effective marketing, Pita Bites is well-positioned for long-term success in a competitive market.

Keywords: pita bites, digital marketing, traditional marketing, brand awareness, social media marketing

**A COMPARATIVE ANALYSIS OF THE TRADITIONAL AND DIGITAL
RECORD-KEEPING METHODS OF GOVERNMENT AGENCY IN CALOOCAN CITY**

Shaira Abegail Barola, Kristine Capunong, Jamaicah Casalme,
Aisa Donato, Blessy Orogio, Bryan Tubao

Abstract

Effective record management is essential for maintaining accountability, transparency, and compliance with legal and regulatory requirements (Lawan & Henttonen, 2024). This research presents a comparative analysis of traditional and digital record-keeping methods used by a government agency in Caloocan City, focusing on key factors such as usability, record preservation, security, auditing, compliance, and accessibility. These elements are critical to ensuring election integrity and enhancing operational efficiency. A survey of 20 records department employees revealed a well-balanced workforce, with the majority of staff members aged 31 to 35, predominantly male, and primarily serving in support roles. Results indicate that digital record-keeping is significantly more effective than traditional methods, particularly in terms of ease of use, security, auditing, and immediate access. Statistical findings reveal a notable difference in perception, with digital records being favored due to enhanced encryption, authentication, and automation features. However, both approaches present challenges. Traditional record-keeping is vulnerable to environmental hazards, requires substantial storage space, and is inefficient in retrieval. In contrast, digital systems demand continuous security updates, regular maintenance, and ongoing infrastructure support. The research concludes that transitioning to a digital record-keeping system is essential for improving efficiency, security, and regulatory compliance. To ensure a smooth and effective shift, organizations must address cybersecurity threats, provide comprehensive staff training, and implement robust data protection measures.

Keywords: record management, digital record-keeping methods, strong data protection

**A PROPOSED ENHANCEMENT FACULTY RECRUITMENT POLICY FOR
BESTLINK COLLEGE OF THE PHILIPPINES IN QUEZON CITY**

Ma Therese Cayco, Joe Ward Aciling, Jasper Benitez, April Corporal,
Maria Tricia Badocdoc, Dr. Joy Evelyn Ignacio

Abstract

Bestlink College of the Philippines in Quezon City is experiencing significant challenges in attracting qualified applicants for faculty positions. These difficulties are further compounded by delays in processing manpower requests and ineffective communication between the Human Resources (HR) department and applicants. Such issues hinder the overall efficiency of the recruitment process, resulting in extended hiring periods and, at times, suboptimal hiring decisions. This study is a vital step toward identifying and addressing these challenges to ensure the recruitment of competent and qualified faculty members at Bestlink College. This study utilized descriptive quantitative research design. Data were gathered from 20 Human Resource (HR) personnel, 8 from Bestlink College of the Philippines and 12 from other higher education institutions, including St. John Technological College of the Philippines, Saint Tonis College, and Bataan Heroes College. Participants were purposively selected based on their expertise in recruitment within HR departments. A survey questionnaire, administered both in print and through Google Forms, served as the primary data-gathering tool to assess respondents' perceptions of the proposed enhancements to the faculty recruitment policy. The study revealed that 60% of the respondents were female, and 65% had 0 to 2 years of experience in Human Resources. Additionally, 65% held a bachelor's degree. The highest-rated aspects of the recruitment policy were fairness and transparency. The statement "Ensures all candidates are treated equally" received a rating of 3.70, while "Job qualification clarity" and "Competitive salary reviews" both scored 3.75. Conversely, the lowest-rated areas were related to feedback consistency and candidate evaluation, with "Prioritize internal candidates" receiving a rating of 3.30, and "Specify candidate evaluation procedures" rated at 3.35. This study confirmed that the proposed enhancement to the faculty recruitment policy at Bestlink College of the Philippines is both highly valid and broadly acceptable. The results highlight the policy's strengths in clarity, fairness, and relevance, demonstrating its alignment with institutional objectives and its support for a more equitable and efficient recruitment process. These findings align with existing literature, which emphasizes the significance of transparent selection criteria and well-defined recruitment guidelines. Future research may build on this foundation by examining the impact of real-time communication, continuous feedback mechanisms, and regular policy updates on recruitment effectiveness.

Keywords: faculty recruitment, policy enhancement, human resources, fairness, transparency, clarity, equitable hiring, recruitment process, bestlink college of the philippines, real-time communication, policy revision

ADOPTABILITY PERFORMANCE OF E-COMMERCE TOOLS AMONG SMALL-SIZED ENTERPRISES ALONG STO. NIÑO, MEYCAUAYAN, BULACAN: BASIS FOR PROPOSED STRATEGIC PLAN

Ken Rick Paul Bendanillo, Lyca Baniqued, Jeaneo Sean Umpacan, Mizzy Mariah Cabading,
Levin Oscar Operio, Reynold Bangalisan

Abstract

This study investigates the impact of e-commerce tools on business performance among small-sized enterprises in Sto. Niño, Meycauayan, Bulacan, using Davis's (1989) Technology Acceptance Model as a framework. The model proposes that perceived usefulness and perceived ease of use drive technology adoption. By examining these factors, the study aims to understand how e-commerce tool adoption translates into operational and financial outcomes. A descriptive correlational design is employed to assess tool adoption, perceived usefulness, perceived ease of use, and business performance linkages. Forty-five respondents, comprising fifteen SSE owners and thirty employees, are selected through purposive-quota sampling. Validated questionnaires gather data on e-commerce tool usage, associated challenges, and performance indicators. Descriptive statistics and Pearson's correlation are used to analyze relationships among variables. Respondents had universally adopted GCash and widely used Facebook (80 percent), while logistics tools such as Lalamove lagged at 33 percent adoption. Mean scores indicated moderate perceived usefulness (3.24) and perceived ease of use (3.22), reflecting recognition of e-commerce benefits for operational efficiency but limited impact on revenue growth and customer retention. Pearson's correlation revealed no significant relationship between tool adoption and business performance ($p > 0.05$, $r \approx 0$), supporting the null hypothesis. Major challenges included distrust of digital payments, data privacy concerns, limited technical skills, and logistical barriers such as shipping delays. Based on these insights, a strategic plan was proposed emphasizing hands-on digital training, streamlined onboarding processes, automated customer service solutions, and revenue-focused e-commerce strategies. The study concluded that although small-sized enterprises acknowledge the potential of e-commerce, systemic barriers, trust deficits, skill gaps, and tool complexity, have prevented measurable performance gains. Aligning Technology Acceptance Model dimensions with targeted interventions such as enhanced technical support and customer engagement programs was identified as critical for optimizing tool utility. These findings contribute to understanding digital adoption in resource-constrained contexts and advocate for holistic support systems to bridge the gap between technology access and sustainable business growth in emerging markets.

Keywords: e-commerce adoption, small-sized enterprises, technology acceptance model, business performance, strategic plan

**ADOPTION OF TECHNOLOGY PAYMENT IN BOOSTING PRODUCTIVITY OF
SELECTED FOOD AND BEVERAGE BUSINESSES IN DON ANTONIO, QUEZON CITY:
A BASIS FOR IMPLEMENTATION STRATEGIES**

Genalyn Guibao, Lymarie Luceño, Mary Camille Parallag, Rowena Quiseo,
Mariel Wenceslao, Reynold Bangalisan

Abstract

This study investigates the efficiency of technology payment systems in boosting productivity among food and beverage businesses in Don Antonio, Quezon City, and develops implementation strategies based on identified challenges and adoption levels. With increasing demand for convenience and digital integration, mobile and terminal-device payments are becoming more prevalent. However, micro and small enterprises often face financial constraints, limited technical expertise, and user errors. The research is grounded in the theory that technology adoption enhances productivity through streamlined operations and improved customer service (Akenferi et al., 2002). A descriptive quantitative design is employed, with purposive sampling of sixteen respondents, owners and staff, across six local food and beverage businesses. Structured questionnaires measure four dimensions: technology characteristics, precursors of utilization, practices, and performance impact. Data analysis includes frequency distributions, weighted means, two-way ANOVA to examine differences by business profile, and ranking of implementation challenges. Most businesses were well established and had adopted terminal-based payment systems, which moderately improved productivity by accelerating transaction speed and enhancing customer service. Technology characteristics, precursors of utilization, practices, and performance impact all demonstrated moderate to high contributions to operational efficiency. Two-way ANOVA revealed no significant differences in adoption levels based on business type, indicating uniform perceptions of digital payment benefits. The most prevalent challenge was user error, followed by concerns about costs and technical support. The findings indicated that technology payment systems significantly enhanced productivity and customer satisfaction when effectively implemented. User error emerged as the primary barrier, highlighting the need for ongoing technical support and training. As a result, recommendations include upgrading point-of-sale systems, strengthening cybersecurity measures, conducting employee training programs, and launching customer education campaigns. The study also advised maintaining traditional payment options for inclusivity and establishing backup systems to ensure continuity during technical failures. These insights provide practical guidance for food and beverage businesses transitioning to digital payments and inform policymakers on strategies to promote financial inclusion and economic growth in the sector.

Keywords: technology payment, productivity, food and beverage, digital adoption, implementation strategies

**AN ASSESSMENT OF CLIENT SATISFACTION IN OFFICE SERVICES IN BARANGAY
173 IN CALOOCAN CITY**

Denzel Canuto, Madeline Batulan, Christian Joseph Calanday, Aldrian Malok,
Shella Nie Netullano, Kimberly Joyce Embile

Abstract

This study assesses client perceptions of office service quality in Barangay 173, Caloocan City, focusing on document processing, staff courtesy, waiting time, clarity of information, and overall service efficiency. It evaluates which aspects meet public expectations and identifies areas requiring improvement to enhance satisfaction and strengthen local service delivery. A descriptive research design is employed using convenience sampling to select fifty clients aged 18 and above who recently accessed Barangay 173 office services. A structured survey questionnaire measures satisfaction across five service dimensions. Collected data are analyzed using percentage distributions, weighted means, and ranking to determine levels of client satisfaction and prioritize improvement areas. Clients reported overall satisfaction with Barangay 173 office services, highlighting staff professionalism, friendliness, and efficient response times. However, respondents also identified excessively long waiting times, slow processing, occasional system failures, and unclear service information as key concerns. Weighted mean scores ranged from 3.2 to 4.1 on a five-point scale, with waiting time receiving the lowest rating. Suggested improvements included enhanced staff training, better queue management, and clearer communication strategies. The findings indicated that prompt and effective municipal services are critical to client satisfaction. While most residents expressed confidence in staff competence, service delays and reliance on manual procedures undermined efficiency. As a result, implementing targeted staff capacity building, digitalizing workflows, and expanding public information campaigns were recommended to improve operational performance, foster trust in local governance, and elevate overall satisfaction.

Keywords: client satisfaction, office services, waiting time, staff courtesy, service efficiency, barangay 173

**ANALYSIS OF THE MARKETING STRATEGY ON CUSTOMER RETENTION:
AN EMPIRICAL STUDY OF ARDYS' BEAUTY SALON**

Carmel Joy Seraspe, Adrian Josef Bermido, Camille Jane Gapoy, Joella May Poseran,
Andrian Jay Salmorin, Jessica Rivera, Vinalyn Sarzata

Abstract

Ardys Beauty Salon has been a prominent provider of beauty services for over 35 years, maintaining a strong customer base and solid market position. However, despite its long-standing success, the salon faces ongoing challenges, including extended waiting times, inconsistent service delivery, pricing concerns, and limited effectiveness in promotional communication. This study aims to evaluate the effectiveness of marketing strategies in fostering customer retention at Ardys Beauty Salon, with particular focus on service quality, pricing structure, location accessibility, promotional efforts, and customer engagement. This study adopted a quantitative research approach, using survey questionnaires to collect data from clients of Ardys Beauty Salon. Statistical tools were applied to evaluate the relationship between marketing strategies and customer retention, aiming to determine the strength and significance of their correlation. The results reveal a strong and statistically significant correlation between marketing strategies and customer retention ($r = 0.7312$, $p = 0.0162$), thus rejecting the null hypothesis. This underscores the crucial role of effective marketing in fostering customer loyalty at Ardys Beauty Salon. Although respondents generally viewed the salon's promotional activities positively, several issues emerged, including prolonged waiting times, inconsistent service quality, poor communication of special offers, and pricing concerns. Clients also reported challenges in booking appointments and expressed a desire for more seamless customer experience. Based on weighted mean scores, service quality received a rating of 3.28 (Very Good), pricing at 3.23 (Good), place at 2.75 (Good), promotions and advertisements at 3.30 (Good), and customer interaction at 3.22 (Agree). These figures reflect both the salon's strengths and the need for targeted improvements. To enhance customer retention, the study recommends optimizing service delivery, simplifying pricing structures, intensifying promotional efforts, and leveraging digital platforms. Furthermore, continuous staff training, particularly in communication and customer service, can contribute to stronger client relationships and sustained business growth. This study affirms the critical importance of continuous improvement in marketing strategies and service quality to maintain and strengthen customer loyalty. By proactively addressing current issues, such as service inconsistencies, pricing concerns, and communication gaps, and integrating customer insights into strategic planning, Ardys Beauty Salon can significantly elevate client satisfaction and reinforce its competitive advantage. The proposed recommendations serve as actionable pathways for sustainable business growth and long-term customer retention.

Keywords: customer retention, marketing strategies, service quality, pricing, promotion, customer satisfaction, beauty industry, ardys beauty salon, customer engagement, business growth.

**ANALYZING MODERN COMMUNICATION TOOLS ON THE EMPLOYEE
PRODUCTIVITY AT RAMA SECURITY AGENCY INCORPORATED**

Bona Irah Chuatico, Gemary Boco, Jonielyn Cutillas, Kristine Salas,
Cristine Joy Venales, Bryan Tubao

Abstract

This thesis investigates the influence of modern communication tools on employee productivity. RAMA Security Agency Incorporated, a private company specializing in the analysis, planning, design, and implementation of integrated security systems, has identified frequent misunderstandings as a communication challenge. As a result, the agency continues to rely heavily on direct, face-to-face interactions with staff, despite the availability of digital communication platforms. This study explores the influence of modern communication tools on employee productivity, with the goal of offering practical recommendations for managers to enhance internal communication and achieve greater organizational success. It emphasizes the importance of fostering a collaborative work environment, strengthening communication strategies, and improving daily operational efficiency. A descriptive research design was utilized, with 20 employees selected as respondents for the survey. The researchers employed a survey questionnaire as the primary instrument for data collection and utilized purposive sampling to select the respondents. Data were analyzed using frequency and percentage distribution, ranking, and weighted mean. Results revealed that Google Meet was the most commonly used communication platform, selected by 10 respondents. In contrast, email and phone calls were the least preferred, with only two respondents choosing each. A common issue identified was the challenge of maintaining employee productivity due to unclear communication through modern tools. Additionally, the study found significant differences in productivity based on age and work quality, as well as years of service and efficiency. However, no significant differences were observed in relation to job title or communication method. These findings emphasize the need to enhance workplace communication practices to improve overall productivity. The findings are recommended to enhance employee productivity. Providing regular training opportunities can help employees strengthen their skills and improve job performance. Encouraging collaboration and fostering effective communication promotes a more cohesive and efficient work environment. Clearly defined goals, coupled with consistent feedback, can further enhance task completion and accountability. Additionally, improving employee satisfaction, upgrading communication tools, routinely assessing current strategies, and offering continuous support and development are essential for adapting to evolving workplace demands and sustaining productivity.

Keywords: modern communication tools, employee productivity, internal communication, workplace collaboration, communication barriers, descriptive research, google meet, purposive sampling, feedback and training, workplace efficiency

**ANALYZING THE IMPACT OF PROMOTIONAL STRATEGIES ON
BRAND AWARENESS FOR THE HE-BREW CAFÉ AT BRGY.
NOVALICHES PROPER, QUEZON CITY**

Joyce Andrea Sundiam, Eralyn Lampago, Janriel Palanas, Miguel Arcangel Tarroquin,
Nicole Villarba, Vinalyn Sarzata

Abstract

The growth of the coffee industry indicates an increasing consumer affinity for coffee, leading to intensified competition among local establishments. He-Brew Café, a newly established coffee shop in Novaliches, Quezon City, offers not only high-quality coffee but also a diverse menu. Despite its strong product offerings and active use of Facebook for promotional purposes, the café continues to struggle with building significant brand awareness within its target market. This research utilizes a quantitative design to examine the impact of promotional strategies on the brand awareness of He-Brew Café. The study focuses on advertising, personal selling, sales promotion, direct marketing, and public relations to identify the most effective strategy for enhancing brand awareness. Correlation analysis is employed to explore the relationship between these promotional approaches and brand awareness. Data was gathered through a survey questionnaire distributed to 99 respondents selected via simple random sampling. Analytical tools include percentage distribution, weighted mean, Likert scale interpretation, and Pearson's correlation coefficient to evaluate the strength and significance of the relationships. The results reveal that the overall weighted mean for promotional strategies was 3.31, indicating a "strongly agree" perception, with advertising receiving the highest rating at 3.54. This was followed by sales promotion (3.44), direct marketing (3.37), and public relations (3.27), all similarly interpreted as "strongly agree." Personal selling scored a weighted mean of 2.94, corresponding to "agree." In contrast, the weighted mean for the effectiveness of the promotional techniques currently employed by He-Brew Café was 2.28, interpreted as "disagree." Among these, personal selling ranked highest at 2.36, followed by direct marketing (2.29), public relations (2.27), sales promotion (2.25), and advertising (2.24), all falling within the "disagree" range. These findings suggest a disconnect between the perceived importance of promotional strategies and the actual effectiveness of the café's current promotional efforts in engaging its target audience. He-Brew Café should enhance its promotional strategies to effectively build brand awareness and foster greater customer engagement. This can be achieved by developing more compelling digital advertisements, strengthening personal selling efforts, implementing targeted loyalty programs, leveraging direct marketing, and designing promotions that resonate with the young and trend-conscious market. By addressing these areas, He-Brew Café can overcome current challenges and improve its competitive standing in the industry.

Keywords: he-brew café, promotional strategies, brand awareness, customer engagement, digital advertising, personal selling, loyalty programs, direct marketing, targeted promotions, competitive advantage

**ANALYZING THE PRODUCT OFFERINGS TOWARDS PURCHASE
DECISION OF CUSTOMER IN FRIED RICE STATION**

Cecilia Mae Sotto, Dianne Chavez, Catherine Pecayo, Mary Joy Suarez,
Cristine Joy Trigo, Vinalyn Sarzata

Abstract

This study aims to support Fried Rice Station, a local food business in Amparo, Caloocan City, by identifying the key factors that influence customers' dining choices. Despite its growing popularity due to affordable prices, quick service, and customizable meals, the business faces challenges in maintaining consistent food quality, controlling costs, and standing out in a highly competitive market. One major concern is the lack of a clear strategy for product development and customer retention, as current offerings are largely based on the owner's personal preferences. This research seeks to address these gaps by analyzing customer preferences, improving product development, formulating a competitive strategy, and enhancing customer loyalty. Ultimately, the study aims to help Fried Rice Station upgrade its menu and services to achieve long-term success and sustainability. This study utilized a correlational research design to examine the relationship between multiple variables without manipulation. A simple random sampling method was employed to select 80 respondents objectively and without bias. A survey questionnaire served as the main data-gathering tool, allowing the researchers to collect relevant information from the participants effectively. The findings show that the majority of respondents (37.5%) are between the ages of 15 and 21. In terms of gender, 55% are female. When it comes to monthly income, 36.25% earn less than ₱5,000, indicating that affordability significantly influences their dining choices. For Statement of the Problem #2 (SOP#2), which focused on five variables, Features, Quality, Presentation, Customization Options, and Benefits, the highest mean score was in Benefits (2.96), suggesting that customers feel satisfied with the meals offered, making Fried Rice Station stand out. The lowest mean score was in Customization Options (2.77), indicating that while customers appreciate the ability to personalize their meals, this aspect could still be enhanced. The statistical analysis indicates an r-value of -0.1816, suggesting a weak negative correlation between product offerings and purchasing decisions. Additionally, the p-value of 0.1047 exceeds the 0.05 level of significance, indicating that the relationship is not statistically significant. Therefore, the null hypothesis (Ho) is accepted, confirming that product offerings do not have a significant impact on customer purchasing decisions at Fried Rice Station. However, the results point to limited product variety as a primary concern for customers. In response, it is recommended that the business owner expand the menu by introducing more meal options to better cater to customer preferences and improve customer satisfaction.

Keywords: fried rice station, product offerings, purchasing decisions, weak negative correlation, r-value, p-value, null hypothesis, statistical analysis, customer preferences, menu expansion, customer satisfaction

**ASSESSING THE STUDENT SERVICES OF ACCOUNTING DEPARTMENT AT BESTLINK
COLLEGE OF THE PHILIPPINES: BASIS FOR STRATEGIC IMPROVEMENT**

Carmi Jane Ibarra, Mary Rose Abadiano, Marcson Bellora, Christine Joy Martinez,
Liesel Ann Sevilla, Reynold Bangalisan

Abstract

This study examined the challenges faced by the accounting department of Bestlink College of the Philippines (BCP) as a basis for strategic improvements. Guided by General Systems Theory (Bertalanffy et al., 2021), it focused on issues related to Balance Inquiry Services (BIS), the Management Information System (MIS), and the Student Management System (SMS) all of which play essential roles in the institution's financial operations. This study utilized a descriptive quantitative research design, involving 349 BSBA students selected through stratified sampling from the Financial Management, Human Resource Management, and Marketing Management programs. Data were gathered using a researcher-constructed survey questionnaire and analyzed using statistical tools such as frequency, percentage, weighted mean, F-test, Kruskal-Wallis H-test, and Mann-Whitney U-test. The findings indicated that students generally rated the accounting services as moderately satisfactory, with mean scores ranging from 2.69 to 2.71. However, notable concerns emerged regarding slow response times, outdated information, and limited technical support. Among the three service areas, the Balance Inquiry Services (BIS) received the highest satisfaction for balance accuracy but was criticized for its lack of clarity and speed. The Management Information System (MIS) was viewed as reliable, though it required more timely updates and improved accessibility to staff. The Student Management System (SMS) demonstrated accuracy in transaction records but was hindered by slow service and insufficient technical assistance. Statistical analysis revealed no significant differences in satisfaction levels across the three service areas ($p > 0.05$), indicating common challenges. Conversely, the frequency of complaints varied significantly ($p < 0.05$), suggesting that some departments experience recurring issues more frequently. Major concerns included long queues, ineffective staff communication, and delayed posting of payment updates. A strategic improvement plan was proposed, recommending the establishment of a centralized BIS portal, automation of MIS processes, and integration of real-time support and digital payment options into the SMS. These enhancements aim to improve operational efficiency, elevate student satisfaction, and support data-driven administrative decisions. The study concludes that while the accounting services are generally functional, targeted system upgrades and policy reforms are needed to address evolving institutional and student demands. Key recommendations include implementing unified system interventions, enhancing staff training, addressing workload disparities, and improving system responsiveness for holistic and sustainable improvement.

Keywords: accounting services, balance inquiry services (bis), management information system (mis), student management system (sms), strategic improvement, student satisfaction, system responsiveness, operational efficiency

**ASSESSING ELECTRONIC BUSINESS PERMIT ON SARI-SARI
STORE OWNERS IN QUEZON CITY**

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Engel Kris Palero, Mary Grace Adarayan, Reynold Bangalisan

Abstract

This study investigates the Electronic Business Permit Platform (EBPP) as experienced by sari-sari store owners in Quezon City, focusing on its design, usability, and the challenges faced during its use. Developed under the Philippine government's digital transformation efforts led by the Anti-Red Tape Authority (ARTA), the EBPP aims to simplify and expedite the business permit application process by replacing traditional paper-based procedures with an online system. This study employed a mixed-method research approach involving 25 purposively selected sari-sari store owners. It examined their demographic profiles, perceptions of the EBPP's usefulness and ease of use, and their intention to adopt the platform. Quantitative data were analyzed using weighted mean and ranking, while qualitative insights were gathered through interviews to enrich the findings with personal experiences and contextual understanding. Findings showed that the majority of respondents were female, married, and had been running their businesses for 1–4 years. Most users found the EBPP efficient and user-friendly, with many indicating a strong intention to continue using it. However, technical issues such as system errors and service disruption emerged as key challenges that may hinder user experience and reduce confidence in the platform. The study recommends strengthening public awareness campaigns, improving system reliability, and integrating offline or hybrid support options to ensure the EBPP is accessible to users with limited digital literacy or unstable internet connectivity. The study concludes that, while the EBPP is recognized as a valuable tool for supporting local micro-enterprises, its long-term success depends on strategic improvements in system performance, user accessibility, and active community engagement.

Keywords: electronic business permit platform (ebpp), sari-sari stores, digital transformation, user perception, system usability, micro-enterprises, quezon city, public awareness, digital literacy, system accessibility

**ASSESSING MECHANIC PRODUCTIVITY IN KIRSTEN AUTOWORKS CORPORATION:
A STUDY OF CONTRIBUTING FACTORS AND POTENTIAL IMPROVEMENTS**

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Abstract

Kirsten Autoworks Corporation, a car repair and maintenance service provider established in 2015, employs fifteen general mechanics and can accommodate up to twenty vehicles, depending on their size. Despite its skilled workforce and ample space, the company faces ongoing productivity challenges. This study aims to assess the productivity of mechanics at Kirsten Autoworks Corporation by examining the key contributing factors and identifying strategies for improvement to enhance overall performance. This study explores the impact of demographic factors and perceived productivity levels on the overall performance of general mechanics at Kirsten Autoworks Corporation. To achieve the study's objectives, purposive sampling was employed, and data were gathered through a structured physical survey questionnaire administered to the mechanics. The collected data were analyzed using statistical tools, including frequency and percentage, weighted mean, and ranking. The results indicate that workplace organization is the most influential factor affecting the productivity of general mechanics at Kirsten Autoworks Corporation, with a composite mean of 2.66. Time management ranks equally, also with a composite mean of 2.66, underscoring the importance of accurate time estimation in enhancing performance. Communication follows with a composite mean of 2.50, while both skills and mastery of tools and equipment scored slightly lower, each with a composite mean of 2.43. These findings highlight the multifactorial nature of productivity, influenced by both operational and technical factors. Statistical analysis showed no significant differences in productivity across demographic variables such as age, experience, and income, as all p-values were greater than 0.05. The study also highlights major productivity challenges at Kirsten Autoworks Corporation, including workspace congestion, limited technical expertise, inaccurate job assessments, and frequent project delays. To address these issues, the study recommends providing skills training for mechanics, enhancing tool efficiency, reorganizing the workspace to ease congestion, and fostering clearer communication. These strategies aim to boost overall productivity and improve operational performance.

Keywords: mechanic productivity, workplace organization, time management, communication, technical skills, tool efficiency, workspace congestion, job assessment, training, automotive services.

**ASSESSING THE COMPETITIVE LANDSCAPE OF TAH-MEE: UNDERSTAND
CUSTOMER PREFERENCES IN IDENTIFYING AREAS FOR IMPROVEMENT**

Sumaya Maruhom, Ashraf Tomambiling, Kristal Mae Mamasu, Sittie Nashiba Mauna,
Ghay Lourd Matalicia, Vinalyn Sarzata

Abstract

Tah-Mee Yogurt is a premium dessert shop located in Vertis North Ayala, targeting health-conscious consumers with its high-quality yogurt offerings. Situated in a vibrant commercial hub, the shop benefits from steady foot traffic, especially from cinemagoers. However, it faces notable challenges such as low sales during off-peak hours, overreliance on cinema-driven customer flow, and a prevailing perception of high prices. These issues limit its ability to attract a more diverse customer base and maintain stable, long-term profitability. The study utilized a quantitative method with a descriptive-comparative research design. Data was collected from 50 randomly selected customers at Vertis North Ayala using convenience sampling. The survey results indicate that the majority of Tah-Mee Yogurt's customers are young adults aged 18–25 (43.33%), predominantly female (73.33%), and have a monthly income below ₱10,000 (53.33%). This demographic profile suggests that the brand currently appeals to young, budget-conscious female consumers. Nevertheless, there is a clear opportunity to broaden the customer base by developing strategies that attract male patrons and higher-income groups. To strengthen its market position, Tah-Mee Yogurt should prioritize aligning its offerings with customer preferences by introducing a wider variety of flavors and customizable options. Adjusting its pricing strategy, such as offering value deals or tiered pricing, can help attract cost-conscious consumers without compromising quality. Establishing a strong customer loyalty program will encourage repeat visits and foster brand loyalty. Moreover, enhancing the overall customer experience through improved service, comfortable store ambiance, and engaging promotions will play a vital role in attracting and retaining a broader customer base.

Keywords: customer preferences, pricing strategy, customer loyalty, customer experience, yogurt shop, value deals, market expansion, brand retention, consumer engagement

**ASSESSING THE INVENTORY AND HAZARD MANAGEMENT ON THE SELECTED
MICRO-ENTERPRISES ALONG BARANGAY BAGONG SILANGAN, QUEZON CITY**

Mary Daisy Reen Conwi, Judy Ann Flores, Ramela Mae Jutic,
Shelica Ombao, Raissa Oserin, Vinalyn Sarzata

Abstract

Inventory management involves controlling stock levels to meet demand while minimizing costs and waste. Hazard management encompasses the proactive identification, assessment, and mitigation of risks to protect people and assets. This study assesses inventory and hazard management practices in five micro-enterprises along Barangay Bagong Silangan, Quezon City, and examines the relationship between these two operational dimensions. A quantitative correlational design is employed, with purposive sampling used to select five micro-enterprises. A structured survey questionnaire is administered to gather data on inventory control procedures and hazard mitigation measures. Scores for each practice area are calculated using weighted mean, and the relationship between inventory and hazard management is assessed via Pearson's correlation. The micro-enterprises demonstrated very high performance in inventory management (overall weighted mean = 3.68) and hazard management (overall weighted mean = 3.55). Pearson's correlation yielded a low positive relationship ($r = 0.332$) between inventory and hazard management. The two-tailed significance test produced a p-value of 0.422, indicating that the relationship was not statistically significant at the 0.05 level. These findings supported the null hypothesis of no significant relationship between inventory and hazard management. Reported challenges included overstocking, inconsistent tracking, fluctuating demand, limited resources, delayed hazard recovery, and lack of preparedness. An improvement plan is proposed to enhance both inventory controls and hazard mitigation practices, focusing on demand forecasting, record-keeping systems, resource allocation, emergency response protocols, and regular safety training.

Keywords: inventory management, hazard management, micro-enterprises, correlational study, improvement plan

**ASSESSING THE LEVEL OF BRAND PROMOTION AT
THE CRUNCH IN BATASAN, QUEZON CITY**

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Saffiyah Mangompia, Mariza Marie Abalayan, Randy Villaseñor

Abstract

This study examines the effectiveness of brand promotion strategies employed by The Crunch, a boneless fried chicken business in Batasan, Quezon City. Grounded in Keller's Brand Equity Model, it assesses how promotional activities influence brand awareness, brand differentiation, and customer engagement. It explores the current mix of traditional and digital marketing tactics to determine their role in shaping consumer perceptions and driving repeat patronage. A quantitative survey design is employed to gather data from 100 purposively sampled customers of The Crunch. The questionnaire measures perceptions of brand awareness, differentiation, competitive advantage, promotional processes, and loyalty initiatives, using a four-point Likert scale. Demographic information and satisfaction ratings are collected to analyze variations across age and gender. Data analysis includes frequency distributions, percentages, weighted means, z-tests, and ranking to identify strengths and areas for improvement. Respondents were predominantly female (68 percent) and aged 21–30 years (51 percent). High scores were recorded for brand awareness (mean = 3.45), differentiation (mean = 3.42), competitive advantage (mean = 3.40), and feedback responsiveness (mean = 3.38), indicating strong customer perceptions in these areas. However, promotional processes (mean = 2.88) and loyalty initiatives (mean = 2.74) received lower ratings, revealing inconsistencies in campaign execution and reward mechanisms. Z-test results confirmed that these weaknesses were statistically significant relative to overall satisfaction. The findings indicated that while The Crunch successfully established a clear brand identity and competitive edge, its digital marketing presence and customer retention programs were underutilized. As a result, opportunities were identified to expand social media activity, introduce welcome promotions for new customers, and implement a regular loyalty rewards scheme. A targeted action plan was proposed to enhance digital campaigns, streamline promotional timing, and strengthen loyalty programs, with the aim of increasing customer engagement and sustaining brand growth.

Keywords: brand promotion, brand awareness, customer engagement, digital marketing, loyalty programs

**ASSESSING THE PROFITABILITY OF FOOD STALLS AT BESTLINK COLLEGE OF
THE PHILIPPINES FOOD COURT: A BASIS FOR SUSTAINABILITY**

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Jenica Villaruel, Reynold Bangalisan

Abstract

Profitability is a key indicator of performance and long-term viability in food service operations. Food stalls at Bestlink College of the Philippines Food Court serve a diverse campus community by offering quick, affordable meals that reflect changing market trends and consumer preferences. Ensuring consistent profitability requires effective resource management, cost control, and the adoption of sustainable operational practices. This study assesses the factors influencing the profitability of these food stalls to inform strategies for maintaining financial health and service quality. This study employs a descriptive quantitative design to gather numerical data on profitability drivers and challenges. A structured questionnaire is administered to stall owners and managers, with items measured on Likert scales. Purposive sampling is used to select respondents who have detailed knowledge of daily operations and financial outcomes. Data analysis involves computing weighted means to determine average ratings for each factor and ranking items to identify the most critical issues affecting profitability. Findings revealed that menu innovation and customer preference were rated highest as drivers of revenue, with weekly featured items and unique food combinations attracting increased patronage. Cost control measures such as bulk purchasing and portion management also received strong support as means to maintain profit margins. Time-limited promotions and loyalty programs were implemented by several stalls and were associated with a noticeable uptick in repeat purchases. Conversely, challenges related to labor scheduling and fluctuating ingredient prices were identified as primary threats to sustained profitability. The study concluded that strategic menu differentiation and targeted promotions effectively boosted customer patronage and revenue at food stalls in the college food court. Cost management practices, particularly bulk procurement and precise portioning, were associated with improved profit margins. However, labor inefficiencies and variable supply costs undermined overall financial performance. As a result, stall operators who combined innovative offerings with disciplined cost controls achieved greater sustainability. Recommendations include leveraging sales data for demand forecasting, optimizing workforce scheduling, and negotiating stable supply contracts to mitigate price volatility.

Keywords: profitability, food stall, menu innovation, cost control, sustainability

**ASSESSING THE SWOT ANALYSIS OF ONLINE SELLERS: BASIS
FOR ENHANCING STRATEGIC PLATFORM SUPPORT**

Shaina Mae Ympal, Ana Rose Antonio, Yhanize Ahrel Benitez,
Ryan Duarte, Nathalie Gatton, Reynold Bangalisan

Abstract

The rapid expansion of e-commerce platforms such as Shopee is reshaping the retail landscape in Southeast Asia by enabling small and medium-sized enterprises to reach broader markets. Despite these opportunities, online sellers encounter challenges, including logistical inefficiencies, limited product visibility, evolving consumer preferences, and intense competition. This study assesses the strengths, weaknesses, opportunities, and threats (SWOT) faced by Shopee sellers in Novaliches, Quezon City, to inform the development of enhanced strategic support mechanisms based on the SWOT framework proposed by Kumar and Praveena. This study employs descriptive quantitative design, administering structured questionnaires to 30 purposively selected Shopee sellers in Novaliches. Data analysis includes frequency distributions, percentages, weighted means, Kruskal–Wallis H tests for group comparisons and ranking of identified SWOT factors to determine their relative importance. Most respondents operated with start-up capital and monthly revenues below ₱50 000 and had one to two years of online selling experience. Sellers reported strong pricing strategies, high customer satisfaction, and positive review management as key strengths. Negative reviews, shipment delays, and deep platform discounts emerged as primary weaknesses. Live selling features, influencer marketing, and round-the-clock customer access were identified as top opportunities. Major threats included unstable internet connections, policy suspensions, and fierce market competition. The Kruskal–Wallis H test found no significant differences in SWOT factor ratings based on capital size, years of operation, or income level. Unstable internet connectivity, high competition, logistics delays, and adverse customer feedback were ranked as the most critical barriers. The findings suggested that targeted strategic enhancements, such as seller loyalty programs, live-stream sales initiatives, influencer collaborations, and platform-led training, could bolster seller competitiveness. Recommendations also included integrating multiple logistics providers and deploying chatbot-based customer support to streamline operations. As a result, Shopee sellers would be better equipped to navigate dynamic market conditions. This study offers practical insights for entrepreneurs and platform developers aiming to strengthen the online retail ecosystem.

Keywords: e-commerce, swot analysis, online sellers, strategic support, shopee

**ASSESSING THE UTILIZATION OF CHATBOT ON ENHANCING CUSTOMER
EXPERIENCE AT RNB 1 UPHOLSTERY SHOP IN QUEZON CITY**

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Jay-M Quimque, Reynold Bangalisan

Abstract

This study assesses the utilization of chatbots in enhancing customer experience at RNB 1 Upholstery Shop in Quezon City, focusing on efficiency, response time, and user satisfaction. It draws on the framework proposed by Misischia et al. (2022), which links chatbot functionality to improvements in service quality and customer engagement. A descriptive quantitative design is employed to evaluate customer interactions with the chatbot. Twenty-five patrons were selected via purposive quota sampling and surveyed using a structured questionnaire. The analysis incorporates weighted means to gauge chatbot performance, independent t-tests to compare subgroup responses, and ranking to identify priority areas for improvement. The chatbot demonstrated moderate effectiveness, with efficiency, response time, and user satisfaction each receiving a weighted mean of approximately 70.25%. Customer experience dimensions also registered moderate scores: interaction (70.25%), entertainment (68.00%), problem-solving (70.50%), trendiness (73.50%), and customization (71.25%). Correlation analysis revealed a moderate positive relationship ($r = 0.5075$, $p < 0.05$) between perceived chatbot quality and overall customer satisfaction, indicating that chatbot performance had a significant impact on user experience. Respondents reported difficulties navigating the chatbot and noted its inability to handle complex or multi-layered queries. Limited adaptability across devices further constrained its usefulness. As a result, existing chatbot features were deemed insufficient in responsiveness and contextual understanding. An enhanced AI-powered chatbot was therefore proposed, capable of technical support, human-resources assistance, and research guidance, with seamless escalation to human agents for intricate issues. The integration of multimedia elements and lighthearted responses was recommended to boost engagement. Ultimately, while the current chatbot moderately improved customer experience, targeted enhancements are required to fully realize its potential and align automation with evolving customer expectations in the upholstery sector.

Keywords: chatbot utilization, customer experience, service efficiency, response time, user satisfaction

**ASSESSMENT OF FILING AND RECORD-KEEPING PRACTICES OF FEEDS COMPANY
IN QUEZON CITY: BASIS FOR IMPROVEMENT PLAN**

Jo-anne Pasamba, Shaira Joi Saldua, Terrenz Angelo Siban, Fionna Liezel Flores,
French Flamiano, Kimberly Joyce Embile

Abstract

This study assesses the filing and record-keeping practices of a feeds company in Quezon City by evaluating employees' satisfaction with document retrieval, record filing, and system accessibility. It examines the efficiency, security, and compliance of the current processes and seeks to identify areas for enhancement. Findings will guide the development of an improvement plan aimed at creating more accessible, streamlined, and user-friendly practices for both digital and physical records. A descriptive quantitative design is employed to gather relevant data from employees responsible for filing and record-keeping at the feed company. Thirty staff members are selected through purposive sampling to ensure that participants have direct experience with document management. A structured survey questionnaire measures perceptions of retrieval speed, accuracy of filing, system security, and regulatory compliance. Respondents reported frequent challenges with document retrieval and occasional misplacement of records, which impeded efficient workflow. Despite these issues, employees agreed that the existing system effectively protected records from unauthorized access and complied with relevant regulations. The weighted mean for system security and compliance was notably high, whereas the mean for retrieval efficiency and accuracy of filing fell below the satisfactory threshold. The study confirmed that inefficiencies in retrieval and occasional record misplacement were significant barriers to productivity. In response, an improvement plan was proposed, featuring the implementation of an automated search and indexing system to accelerate document retrieval, comprehensive training for staff to standardize filing procedures, and assignment of a dedicated records coordinator to oversee document log-ins and log-outs. A digital indexing solution using unique QR codes for physical file bundles linked to a cloud-based repository is also recommended to enhance accuracy and traceability. These interventions aim to reduce retrieval times, minimize lost documents, and strengthen overall record-keeping integrity.

Keywords: filing practices, record-keeping, document retrieval, system accessibility, process improvement

**ASSESSMENT OF INVENTORY MANAGEMENT ON STOCK-FLOW
AT CORY'S GROCERY STORE**

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Fumiya Kim, Vinalyn Sazarta

Abstract

Cory's Grocery Store, established in 2000 along Republic Avenue in Novaliches, Quezon City, serves the local community with essential items at affordable prices. The rise of large supermarkets and online retailers, coupled with shifting consumer buying habits, challenges small neighborhood grocers. Cory's Grocery Store continues to employ traditional inventory practices manual record-keeping and fixed reorder levels which impede operational efficiency, stock accuracy, and overall performance. This study assesses the current inventory management system with the aim of enhancing stock flow, reducing losses, and better meeting customer demand. A descriptive correlational design is used to examine the relationship between inventory management practices and stock flow at Cory's Grocery Store. Snowball sampling identifies store employees qualified to complete a structured survey questionnaire. The instrument measures methods of stock monitoring, replenishment procedures, and overstock management. Data analysis employs frequency and percentage distributions and weighted means to evaluate system effectiveness and Pearson correlation to assess the strength of association between inventory practices and stock movement. All respondents indicated that inventory monitoring was conducted exclusively through manual records, with none using spreadsheets or dedicated software. Ninety percent reported reliance on fixed reorder levels for replenishment, while 10 percent used automated alerts. To address overstock, every participant utilized discount sales, whereas options such as supplier returns or emergency restocking were not employed. The inventory system received high effectiveness ratings for documentation and timely reorder processes (weighted mean = 4.00), though its ability to minimize losses via accurate tracking scored slightly lower (weighted mean = 3.50). Identified challenges included frequent stockouts, excess inventory, inaccurate records, and sluggish restocking. Pearson correlation analysis revealed a perfect positive relationship between inventory management quality and stock flow efficiency ($r = 1.00$, $p < 0.00001$), underscoring that robust inventory practices directly enhanced product movement and operational effectiveness. Findings supported the need to modernize the inventory system at Cory's Grocery Store. As a result, the study recommended adoption of a digital inventory platform, routine stock audits, clear stock rotation guidelines, and comprehensive staff training in inventory procedures. Implementing these measures was expected to mitigate errors, improve customer satisfaction, and bolster the store's competitiveness in a rapidly evolving retail environment.

Keywords: inventory management, stock flow, manual recording, reorder levels, retail operations

**ASSESSMENT OF MARKETING MIX OF CYCLEMER ENTERPRISES:
BASIS FOR MARKETING STRATEGIES**

Roy Bangit, Kyle Adriel Altabano, Bench Bolaños, Jeneve Espelita,
Princess Rea Lovendino, Lyka Serdoncello, Vinalyn Sarzata

Abstract

This study analyzes the marketing mix of Cyclemer Enterprises by examining the four P's: product, price, place, and promotion, to identify strategies that can enhance sales and customer satisfaction. With rising demand for motorcycles and related services, motor shops face increasing competition and operational challenges. Evaluating each element of the marketing mix provides insights into how Cyclemer Enterprises can better meet customer needs and differentiate themselves in the market. This study employs a descriptive quantitative research design to assess customer perceptions of Cyclemer Enterprises' marketing mix. Stratified random sampling selects 30 respondents, divided equally between product purchasers and service users. Data is collected through expert-validated questionnaires and follow-up interviews. Statistical analyses include frequency and percentage distributions, weighted means to gauge satisfaction levels, the Kruskal–Wallis H test to examine differences across age groups, and the Mann–Whitney U test to assess gender and visitation-frequency effects. The majority of product purchasers (66.7% male) reported monthly visits, while most service users (80% male) visited weekly. High satisfaction emerged with product quality (weighted means of 3.60 and 3.61), pricing (3.63 and 3.67), and location convenience (3.53 and 3.48). Promotion scored lower (2.96 and 2.92), indicating weak social media engagement and communication channels. Additional challenges included unclear product and service descriptions (3.40 and 3.53), perceived value and price competitiveness concerns (3.47 and 3.60), and insufficient parking or service-area capacity (3.27 and 3.13). Significant differences by age were found for both purchaser groups ($p < 0.0052$) and for service-user visitation frequency ($p < 0.0344$), while gender showed no significant effects. The findings indicated that Cyclemer Enterprises excels in product quality, pricing strategies, and accessibility but requires stronger promotional efforts. Addressing parking constraints, implementing queue-management systems, adjusting pricing structures, improving inventory management, and expanding product offerings were identified as key improvement areas. Enhancing social media advertising and communication channels was recommended to boost brand awareness and customer engagement. These measures are expected to strengthen the overall marketing strategy and drive sustainable performance improvements.

Keywords: product quality, pricing strategy, distribution channels, promotional efforts, customer satisfaction

**ASSESSMENT OF ON-THE-JOB TRAINING IN DEVELOPING ADMINISTRATIVE
SKILLS AMONG BACHELOR OF SCIENCE IN OFFICE ADMINISTRATIVE STUDENTS**

Ernesto Baldres Jr, Angelyn Ambeguia, Shairy Marie Aniciete, Beatrice Jinayon,
Stephen Adrian Olasso, Ma Catherine Poblete, Bryan Tubao

Abstract

On-the-job training (OJT) is instrumental in providing hands-on experience that develops the practical skills required for office administration. This study assesses the effectiveness of OJT in enhancing administrative competencies specifically communication, organization, and problem solving among Bachelor of Science in Office Administration (BSOA) students. A descriptive survey was conducted among 150 BSOA students who completed OJT in various administrative settings. Participants rated their perceived improvement in key skill areas using a structured questionnaire. Descriptive statistics, including means and standard deviations, were calculated to evaluate the extent of skill development attributable to OJT. Students reported significant gains in communication and organizational skills, with mean ratings of 4.10 and 4.05 out of 5, respectively. Problem-solving ability also improved (mean = 3.95). However, fewer students indicated substantial growth in management and decision-making skills (mean = 3.40), suggesting limited exposure to supervisory responsibilities during OJT. The findings demonstrated that OJT effectively strengthened core administrative skills but provided insufficient opportunities for experience in management and strategic decision-making. As a result, institutions should enhance OJT programs by incorporating formal workshops and rotating assignments that expose students to a broader range of administrative tasks. Such improvements will better prepare graduates for the demands of professional office environments.

Keywords: on-the-job training, administrative skills, communication, organization, problem solving

**ASSESSMENT OF THE FOOD HANDLING PROCEDURES TOWARDS PRODUCT
QUALITY OF SUPREMACY INTERNATIONAL FOODCART FRANCHISING**

Jan Andrei Retamar, Remmar Bersabe, Jennifer Callos, Paul Angelo De Guzman,
Neil Andre Naelgas, Vinalyn Sarzata

Abstract

This study examined the food handling procedures of Supremacy International Food Cart Franchising in West Avenue, Quezon City, focusing on their impact on product quality. Given the importance of safety and consistency in the food service industry, especially in franchise operations, the research explored how storage and handling practices influence product standards. The objective was to identify procedural strengths and weaknesses and recommend improvements to ensure consistent quality and safety across all franchise locations. The study employed a quantitative descriptive research design. Data was collected through a structured survey administered to 20 employees of Supremacy International Food Cart Franchising. The questionnaire included demographic information and focused on five major areas: environmental conditions, storage and handling practices, personal hygiene, equipment and utensils, and food handling procedures. A 4-point Likert scale was used to quantify responses. Statistical tools such as frequency and percentage, weighted mean, Kruskal-Wallis test, and ranking were applied to analyze the data and identify significant differences based on the respondents' profiles. The study revealed a strong overall agreement among respondents regarding food handling practices at Supremacy International. The highest mean ratings were observed in the categories of equipment and utensils, and environmental factors (mean = 3.392), followed by food preparation (3.37), handling and storage, and personal hygiene (3.338). Key strengths included effective temperature control in storage, proper hygiene practices, and well-maintained ventilation systems. However, certain areas such as waste management and regular monitoring of product expiration dates received comparatively lower ratings, indicating a need for improvement. Age was found to significantly affect perceptions of food handling practices, while gender showed minimal influence. The most frequently reported issues were insufficient training (28.17%), inadequate supply of hygiene materials (19.5%), and substandard storage facilities (17.33%). Overall, the findings suggest that Supremacy International maintains generally effective food handling procedures, but targeted improvements in waste management, training, and facility resources are recommended to ensure consistency and safety across operations. The study recommends developing training programs that align with the needs of the primarily young workforce, making them more relevant and engaging. It also suggests improving the availability of hygiene supplies and enhancing monitoring systems to ensure compliance with food safety standards. Addressing issues such as poor waste management and inadequate documentation can further strengthen overall food handling practices. These improvements will contribute to higher product quality and sustain customer satisfaction. Moreover, the findings provide valuable insights into food franchise operations and serve as a strategic guide for stakeholders and future researchers focused on food safety and quality management.

Keywords: food handling procedures, product quality, supremacy international, food safety, hygiene practices, storage and handling, franchise operations, environmental factors, training programs, food service industry, monitoring systems, waste management.

**ASSESSMENT OF THE RETENTION PROGRAM OF AN ACCOUNTING FIRM IN
QUEZON CITY: BASIS FOR IMPROVED RETENTION STRATEGIES**

Sandra Montero, Jennelyn Dedase, Luz Clarissa Fontamillas,
Mary Jane Luchavez, Benica Sarza, Riva Manalo

Abstract

Employee retention has become a critical issue for organizations, given its significant influence on operational stability, overall performance, and cost management. This study seeks to assess the effectiveness of current retention programs by focusing on factors such as employee achievement, recognition, job content, responsibility, career advancement, and growth opportunities. Furthermore, it aims to identify the obstacles employees face within the organization that may hinder retention efforts. The insights gained from this research will provide valuable guidance for designing customized retention strategies that effectively attract and retain skilled talent in a competitive business landscape. This study utilized a descriptive research design to collect relevant data. The sample comprised twenty-two (22) employees from EM Management and Accounting Services in Quezon City, chosen through purposive sampling to ensure alignment with the study's objectives. Data were gathered using a researcher-developed survey questionnaire. The responses were then analyzed using frequency and percentage distributions, weighted mean calculations, and ranking techniques. The findings indicate that most respondents are young professionals (59.09%) and female employees (68.18%), primarily serving as accounting staff (68.18%). A notable portion has been employed for six to ten years (31.82%). Employees exhibit a strong sense of responsibility, with a composite weighted mean of 3.32, and find their work meaningful and challenging. However, opportunities for career growth, development, and strategic involvement are limited. To address these issues, the company should introduce formal mentorship programs, continuous learning opportunities, leadership training, and a rewards system that recognizes innovation and strategic contributions. The study also identified repetitive and monotonous work as a common challenge, which affects employee motivation. The study underscores the importance of tailored institutional support for the professional growth of teaching staff as a key factor in boosting employee engagement. Drawing from these insights, an enhanced retention plan is recommended to facilitate career advancement. By offering mentorship programs and ongoing learning opportunities, the organization can help employees strengthen their skills and achieve meaningful career progression.

Keywords: employee engagement, professional development, teaching personnel, retention plan, career growth, mentorship programs, continuous learning, skill enhancement, career advancement

**ASSESSMENT ON INVENTORY MANAGEMENT PRACTICES OF JOLLIBEE
PUREGOLD LUZON COMMONWEALTH, QUEZON CITY: BASIS FOR ENHANCEMENT**

Andrea Monica Dequina, Marielle Adrias, Michaela De Leon, Camelle Neverio,
Rejane Soleybar, Reynold Bangalisan

Abstract

Effective inventory management is essential in the fast-food industry to maintain a balance between product availability and customer demand, while preventing challenges such as overstocking and stockouts. Studies show that poor inventory control leads to operational inefficiencies and financial losses. A descriptive research design was employed, using purposive sampling to select 30 Jollibee employees directly involved in inventory management. Data was collected via a structured questionnaire and analyzed using weighted mean and ranking techniques. The findings show that employees strongly believe their organization effectively manages inventory, especially in controlling overstocking (mean = 3.70) and minimizing waste through FIFO methods (mean = 3.60). Strengths were noted in inventory tracking and accurate reporting, though some minor concerns about system usability and training emerged. The study also identified persistent challenges, including the lack of real-time error detection, insufficient notifications for expiring stock, and difficulties coordinating across departments. These issues threaten operational efficiency and customer satisfaction. The study concludes that, although the inventory systems at Jollibee Puregold Luzon perform well overall, focused enhancements are necessary to improve efficiency and effectiveness. The study advises adopting real-time monitoring and error-checking systems, bolstering staff training, fostering better team communication, and incorporating automated notifications for soon-to-expire stock. These improvements are expected to minimize waste, enhance inventory accuracy, and maintain consistent service quality. Overall, the research offers important perspectives on inventory management in fast-food operations and highlights the need for flexible, technology-based solutions. Further studies are recommended to assess long-term effects and to benchmark sophisticated inventory systems across comparable businesses for wider industry relevance.

Keywords: inventory management, fast-food industry, overstocking control, fifo method, waste reduction, real-time tracking, employee training, communication, automated alerts, operational efficiency, service delivery, technology integration

**ASSESSMENT ON THE MARKETING MIX OF BOBA HOUSE MILKTEA SHOP
TOWARDS CUSTOMER SATISFACTION**

Florence Mae Balaoing, Jezter Espinosa, Riza May Galicia, Rhea Mae Narvaez,
Jean Nicanor, Vinalyn Sarzata

Abstract

Established in 2017 during the peak of the milk tea craze, Boba House was founded by Mrs. Katrina, who saw a business opportunity in offering a wide variety of flavorful and refreshing milk tea beverages. In the competitive landscape of the milk tea industry, the strategic application of the marketing mix, product, price, place, promotion, and people, is crucial for achieving customer satisfaction and ensuring long-term business success. This study focuses on analyzing how Boba House utilizes the marketing mix to meet customer needs while identifying key challenges the business faces, including limited flavor options and outdated product presentation. The primary goal of this research is to evaluate the effectiveness of Boba House's current marketing strategies and to propose an implementation plan based on insights and recommendations gathered from customer respondents. This study employed a descriptive research design to examine the relationship between the marketing mix and customer satisfaction. The descriptive method was selected to accurately present and interpret the characteristics of the variables involved. Primary data were collected through structured survey questionnaires distributed to 80 customers of Boba House. The sample size was determined using Slovin's formula, ensuring a representative and reliable subset of the customer population for analysis. The study findings indicate that the majority of Boba House customers are young adults aged 18 to 25, showing a high level of engagement and frequent patronage, with 38.8% purchasing milk tea daily. An evaluation of the marketing mix revealed that product quality had the most significant influence on customer satisfaction, with a weighted mean of 2.71, followed by place (2.65) and price (2.64). In contrast, promotion received the lowest average score (2.58), followed by people, with a weighted mean of 2.45. Respondents expressed satisfaction with the variety of flavors and the quality of ingredients offered. However, concerns were raised regarding the effectiveness of promotional strategies and the lack of sufficient staff, which affects transaction speed. Although overall customer satisfaction was observed, specific elements of the marketing mix, such as limited menu options, pricing, interior ambiance, and promotional efforts, were identified as areas needing improvement. This study recommends several strategic actions to enhance customer satisfaction and strengthen Boba House's competitive advantage. These include introducing new product offerings to diversify the menu, improving the interior ambiance to create a more inviting customer experience, and implementing effective promotional strategies such as loyalty rewards and seasonal discounts to encourage repeat patronage. Additionally, hiring additional staff is advised to expedite service and improve overall customer experience. The results emphasize the critical role of a well-integrated marketing mix in driving customer loyalty and ensuring the long-term growth and sustainability of the business.

Keywords: marketing mix, customer satisfaction, product quality, pricing strategy, promotional strategy, place, people, boba house, milk tea business, consumer behavior, brand loyalty, business growth, service efficiency, customer experience, competitive advan

**ASSESSMENT ON THE OPERATIONAL ASPECT OF WASH ME (MOBILE CARWASH)
IN TAGUIG CITY: BASIS FOR PROPOSED IMPROVEMENT PLAN**

Crisanta Fariñas, Jove Mendiola, Nicolai Carreon, Carl Myer Leona,
Joan Verana, Reynold Bangalisan

Abstract

This study examines the operational effectiveness of Wash Me Mobile Carwash in Taguig City, focusing on key areas such as equipment upkeep, inventory and supply management, employee performance, and waste disposal procedures. This study employed a descriptive quantitative research design to assess customer perceptions of Wash Me Mobile Carwash's operational efficiency. A total of 50 customers were selected using purposive sampling. To analyze the data, the study utilized statistical methods such as the weighted mean to measure central tendencies, along with the Kruskal-Wallis and Mann-Whitney U tests to determine significant differences between variables. The study revealed that most respondents were males aged 36–45, with 68% owning compact cars and 52% being first-time users, indicating potential for enhancing customer retention strategies. Respondents expressed high satisfaction with equipment maintenance (mean = 3.38) and supply quality (mean = 3.32), reflecting dependable service delivery. Staff performance also rated favorably (mean = 3.26), demonstrating professionalism and competence. Waste management received a comparatively lower score (mean = 3.20), suggesting a need for more eco-friendly practices. Statistical tests revealed significant differences in equipment maintenance satisfaction across age groups ($p = 0.0256$), and a notable impact of service frequency on supply efficiency ($p = 0.0406$), emphasizing the importance of customized operational strategies to meet varying customer needs. To strengthen customer trust and long-term satisfaction, the mobile carwash should maintain consistent preventive equipment maintenance and invest in modernizing outdated tools to ensure top-tier performance and service reliability. Ensuring the continued use of premium, effective cleaning supplies will reinforce the quality of service and align with customer expectations. To elevate the customer experience, the business should provide ongoing staff training focused on professionalism, efficiency, and responsiveness. Environmental sustainability can be enhanced by implementing improved waste management practices, such as reducing water consumption, adopting eco-friendly cleaning agents, and ensuring proper waste disposal protocols. Moreover, the carwash should introduce more flexible scheduling options, including weekend and evening services, and establish clearer communication regarding service delays, particularly those caused by inclement weather, to maximize customer convenience and satisfaction.

Keywords: mobile carwash, customer satisfaction, equipment maintenance, cleaning supplies, staff performance, waste management, eco-friendly practices, service quality, scheduling flexibility, descriptive quantitative research, taguig city, service efficiency,

**ASSESSMENT ON THE SERVICE QUALITY OF SAKALAM KOPI:
BASIS FOR PROPOSED IMPROVEMENT PLAN**

Bernardita Rosacay, Darwin Deuna, Mirshenedee Allam, Rachelle Echaluze,
Jan Marc Mamansag, Vinalyn Sarzata

Abstract

Sakalam Kopi, established on July 15, 2022, has gained recognition as a rising coffee shop in Bagong Silang, Caloocan City. It distinguishes itself not only by offering high-quality coffee but also through its active community engagement and social initiatives, creating a welcoming space for coffee lovers seeking both excellent products and meaningful experiences. Despite its potential, Sakalam Kopi faces a significant challenge: a shortage of staff, which results in prolonged service times, often taking 10 to 15 minutes to prepare just two drinks. This issue leads to longer wait times, causing customer frustration, dissatisfaction, and a potential loss of trust in the shop's quality of service. Moreover, the business has not yet placed sufficient emphasis on improving service quality as a means to enhance customer satisfaction and attract new clientele. This study seeks to evaluate Sakalam Kopi's performance based on the five dimensions of service quality, tangibility, reliability, responsiveness, assurance, and empathy, in order to identify key areas for improvement. The goal is to recommend effective strategies that will elevate customer satisfaction, strengthen brand reputation, and position Sakalam Kopi as a leading choice for coffee enthusiasts within the community. This study employs the SERVQUAL model developed by Parasuraman et al. (1985) to evaluate the service quality of Sakalam Kopi, focusing on five key dimensions: tangibility, reliability, responsiveness, assurance, and empathy. The aim is to identify gaps between customer expectations and perceptions that may affect overall satisfaction. A quantitative research approach was adopted, utilizing a structured survey questionnaire to collect data from seventy-six (76) respondents regarding their experiences and preferences related to the shop's service quality. To interpret the data, the study applied appropriate statistical treatments, including frequency distribution, percentage, weighted mean, and Analysis of Variance (ANOVA) to determine significant differences and trends in customer responses. The findings of this study reveal that all five service quality dimensions were rated positively by the respondents, each receiving a verbal interpretation of "Agree." The Empathy dimension received the highest overall weighted mean of 3.07, followed by Tangibility with 3.05. Responsiveness scored an overall weighted mean of 2.82, while Assurance received 2.79. The Reliability dimension obtained the lowest weighted mean at 2.66. These results suggest that while Sakalam Kopi is generally meeting customer expectations across all service quality areas, particular attention should be given to improving reliability and assurance to further enhance customer satisfaction. The outcome of this study presents a comprehensive enhancement plan aimed at addressing the primary challenges faced by Sakalam Kopi, including slow service delivery, issues related to ambiance and cleanliness, and the inconsistency of customer experiences.

Keywords: sakalam kopi, service quality, servqual model, customer satisfaction, tangibility, reliability, responsiveness, assurance, empathy, slow service, cleanliness, ambiance, customer experience, enhancement plan, caloocan city.

**BARANGAY BEST PRACTICES: A COMPARATIVE STUDY OF
SELECTED BARANGAYS IN QUEZON CITY**

Arabela Nobresala, Gweneth Burce, Irish Cardinoza, Ma Jhossana Esplana,
Josephine Garcia, Kimberly Joyce Embile

Abstract

This study aims to compare and evaluate the best governance and administrative practices implemented by three selected barangays in Quezon City: Barangay Bagong Silangan, Barangay Pasong Putik, and Barangay Kaligayahan. It seeks to identify the key factors that contribute to their effectiveness, focusing on aspects such as transparency, operational efficiency, and community engagement. Through this comparative analysis, the research intends to highlight exemplary practices and provide evidence-based recommendations that can assist other local government units in enhancing their governance frameworks and administrative efficiency. The researchers utilized a comparative-descriptive research design, gathering data from barangay employees through carefully structured survey questionnaires. The study examined three primary dimensions: the extent of technology utilization, levels of employee productivity, and overall administrative efficiency within the selected barangays. The findings highlighted notable variations in governance strategies among the barangays. While certain barangays demonstrated proficiency in integrating digital services to enhance administrative processes, others emphasized robust community engagement and strategic decision-making as their primary strengths. However, common challenges, such as constrained resources, technological limitations, and operational inefficiencies, were identified as significant impediments to optimal service delivery. This study highlights the vital role of implementing standardized best practices in barangay governance, with particular emphasis on leveraging technology and boosting employee productivity. Enhancing administrative frameworks, investing in comprehensive training programs, and fostering a culture of transparency are essential to achieving effective and responsive service delivery. Accordingly, the researchers advocate for the adoption of a unified governance model that integrates cutting-edge digital technologies alongside ongoing professional development initiatives, thereby strengthening barangay operations and elevating the quality of public services provided to the community.

Keywords: barangay governance, administrative efficiency, technology utilization, employee productivity, public service delivery, digital integration, community engagement, local government units, professional development, governance best practices

**BUYING BEHAVIOR ON THE BUYING PREFERENCE OF THE CONSUMER OF
MIXUE ICE CREAM AND TEA SHOP**

Kristine Joy Verdadero, Marianne Joy Prieto, Nicole Santiago, Czrina Joyce Pacis,
Creslyn Kate Cabañero, Jennylene Abalos

Abstract

This study examines consumer purchasing behavior to understand how customers make decisions regarding product choices, which is vital for marketing and business operations. It focuses on Mixue Ice Cream and Tea Shop, a prominent brand recognized for its affordable, high-quality offerings. This study explores factors that influence consumer decisions, including marketing strategies, demographic characteristics, and consumer attitudes, especially in the context of recent food safety concerns that have affected brand trust. The objective is to generate insights that enable Mixue to enhance customer satisfaction, optimize marketing efforts, and refine operational strategies to meet consumer demands more effectively. This study employs purposive sampling to select respondents who have direct experience with Mixue products. Data are collected through a structured survey questionnaire designed to capture customer insights. Statistical analyses, including frequency and percentage distributions, weighted means, and t-tests, are applied to interpret the data and fulfill the study's objectives. Respondents from the employee group reported feeling relaxed and happy each time they visited Mixue, and they expressed a desire to return. They showed a preference for ordering tea or lighter options such as sorbet rather than creamy ice cream. Additionally, they indicated that they often visited Mixue during family outings or celebrations to enjoy a treat together. In contrast, the student group also reported feelings of relaxation and happiness during each visit, citing Mixue's affordability and promotional deals, such as buy-one-get-one-free offers, as primary motivators for patronage. Hypothesis testing revealed a statistically significant difference between the two groups' buying behavior and preferences, with weighted means of 2.45 and 2.37 respectively. A t-test yielded a t-value of 0.2509 and a p-value of 0.8102, indicating that the variance between groups was not statistically significant.

Keywords: buying behavior, buying preference, consumer behavior, mixue ice cream and tea shop, psychological factors, social factors, personal factors, situational factors

**COMPARATIVE ANALYSIS OF CUSTOMER EXPERIENCE:
ONLINE VERSUS OFFLINE STORE**

Cielo Jean Tubeza, Keziah-Anne Genetiano, Camille Palattao,
Marc Darelle Pillonar, Lalaine Vitales, Arianne Astudillo

Abstract

Customer experience obstacles include difficulties in understanding and meeting customer expectations, managing multiple communication channels, and resolving concerns promptly. This study assesses and compares customer experience in online and offline purchases at Hannah's Food Hub in Phase 2 Urban Payatas B, Quezon City. By identifying areas of strength and weakness in both channels, this study aims to inform strategies for enhancing overall satisfaction and loyalty. This study employs a quantitative descriptive design. Fifty customers who purchased from both the online and offline stores received structured survey questionnaires. The instrument measured dimensions of ease of purchase, service quality, responsiveness, and overall satisfaction. Collected data were analyzed using descriptive statistics and paired sample t-tests to compare experiences across shopping environments. This study provides a brief yet informative overview of the research issue by focusing on the objective measurement and analysis of data. The research population consists primarily of individuals aged 19–25 years, with a majority being male. The study assessed these components to gain a deeper understanding of consumer preferences and perspectives when purchasing through both online and offline stores. The findings aim to support the improvement of overall customer experience and enhance Hannah's Food Hub services across both sales platforms. The findings indicated that customer experiences in online and offline stores were comparable, suggesting that Hannah's Food Hub has achieved uniform service standards across its channels. Maintaining this consistency is crucial for building trust and encouraging repeat business. It is recommended to continue monitoring customer feedback in both environments and to leverage best practices identified in one channel to enhance the other.

Keywords: customer experience, online shopping, offline shopping, service quality, customer satisfaction, multichannel retailing.

**COMPARATIVE ANALYSIS OF REMOTE WORK AND TRADITIONAL
OFFICE SETTING ON EMPLOYEES JOB SATISFACTION**

Ismael Daniela Rose, Shiela May Brazil, Kyla Buhion, Jake Capongcol,
John Vilmon Monares, Janine Verde, Kimberly Joyce Embile

Abstract

The transition between remote work and traditional office settings is a key focus in understanding employee job satisfaction. Remote work offers flexibility and an improved work-life balance, while traditional office environments provide structure and direct supervision. This study examines how this differing work arrangements affect task completion, work quality, time management, collaboration effectiveness, work-life balance, and job stress levels among employees. This study employs a quantitative descriptive design, surveying 30 employees of a private company divided into remote workers and office-based staff. A structured questionnaire measured key job satisfaction indicators across both groups. Collected data were analyzed using percentage calculations, weighted means, and Pearson's r correlation to identify significant relationships between work setting and satisfaction metrics. Remote workers reported higher job satisfaction, driven by scheduling flexibility, absence of commuting stress, and greater autonomy over work tasks. They demonstrated stronger time management skills and experienced lower stress levels compared to office-based employees. Office-based staff indicated more effective collaboration and clearer communication but reported higher levels of job-related stress and poorer work-life balance. The findings highlighted that remote work and traditional office settings each offer distinct benefits and challenges. Remote work boosted autonomy and reduced stress but sometimes led to social isolation and communication gaps. Conversely, office environments supported teamwork and immediate feedback but often undermined work-life balance. These results suggested that organizations should adopt flexible work policies, invest in digital collaboration tools, and implement mental well-being initiatives to optimize job satisfaction in both settings.

Keywords: remote work, traditional office setup

**CREW DEVELOPMENT PROGRAM AND JOB PERFORMANCE IN A
FAST-FOOD CHAIN IN QUEZON CITY**

Christine Caoyonan, Ma. Eden Malejana, Allana Marie Poseran,
Rosalie Sinadjan, Jovelyn Viray, Riva Manalo

Abstract

This study investigates the impact of the crew development program on job performance among service crew members in a fast-food chain in Quezon City. Past research indicates that development programs enhance skills, teamwork, and job satisfaction, leading to improved service quality and operational efficiency. This study assesses the relationship between program participation and job performance by examining how the program influences skills, knowledge, attitudes, attendance, work quality, and teamwork. This study uses a descriptive correlational research design. Data are gathered from forty full-time service crew members selected through purposive sampling at the Commonwealth branch in Quezon City. A structured survey questionnaire is administered to collect information on participants' perceptions of skill development, operational knowledge, teamwork, attendance, task quality, and efficiency. Responses are analyzed using frequency distribution, weighted mean, and Pearson correlation coefficient. The results indicated that crew members rated skill development positively (mean = 3.43), reflecting an enhanced ability to learn from mistakes and embrace a growth mindset. Operational knowledge received a mean of 3.40, suggesting minor gaps that could be addressed through refresher courses and on-the-job practice. Teamwork and feedback scored 3.50, while attendance and task quality each scored 3.75, demonstrating strong work ethic and service standards. Efficiency scored slightly lower at 3.40, indicating the need for time management training. Team collaboration was rated 3.50, highlighting opportunities for team-building exercises and communication workshops. Pearson correlation analysis revealed a strong positive correlation between program participation and overall job performance ($r = 0.78$, $p < 0.01$), indicating that program engagement was associated with improved performance. The study highlighted the significance of the crew development program in enhancing job performance among service crew members. As a result, it recommended expanding the program to include regular refresher courses, time management workshops, team-building activities, and formal reward systems to sustain motivation. Implementing these measures was expected to foster a more skilled, engaged, and high-performing workforce, leading to better customer service and operational outcomes.

Keywords: crew development program, job performance, skill development, teamwork, attendance, task quality, efficiency, fast-food industry

**CREW TRAINING SYSTEM AND JOB PERFORMANCE OF SERVICE
CREWS IN A FAST-FOOD CHAIN IN QUEZON CITY**

John Roland Rondares, Reymart Lacra, Jonathan Galleto,
Mary Ann De Leon, Jessrail Gulle, Riva Manalo

Abstract

This study investigates the crew training system and job performance of service crew members in a fast-food chain in Quezon City using a descriptive quantitative approach. Surveys conducted among service crews highlight productivity, job satisfaction, and training effectiveness. This research addresses challenges such as inconsistent service quality, low customer turnout, and food preparation errors. Findings demonstrate that an effective training system improves employee performance and satisfaction, emphasizing its role in enhancing customer experience. The study provides insights to help management refine training programs and inform future research in the fast-food industry. This study uses a descriptive correlational research design. Data were collected via a structured survey questionnaire from sixty service crew members, forty-two full-time and eighteen part-time employees, and seven branch managers at the Jollibee Jackman Plaza Commonwealth Branch in Quezon City. Responses were analyzed using frequency distribution, weighted mean, and Pearson correlation coefficient. With a composite mean of 3.35, the findings indicate that employees strongly agree the crew training system enhances productivity, particularly in enabling faster work during peak hours (composite mean of 3.45). Job performance received a composite mean of 3.42, suggesting that workers feel confident in handling their tasks. Overall satisfaction with working conditions is reflected in the high job satisfaction score of 3.45. Most workers consider themselves knowledgeable or extremely knowledgeable, with knowledge acquisition receiving the highest rating of 3.50. These results demonstrate that the crew training system has been effective in improving the sergeants' skills and competencies. The study highlighted that the crew training system effectively enhanced skills, productivity, performance, and satisfaction among service crews. As a result, it recommended introducing reward programs, regular refresher courses, time management workshops, team-building activities, and the Alagang Fast Food Service Crew Guideline to address remaining issues such as customer complaints, long wait times, and communication gaps. These measures aimed to foster a more competent and engaged workforce, leading to improved customer service and operational outcomes.

Keywords: crew training system, job performance, service crew, productivity, job satisfaction, knowledge acquisition, efficiency, fast-food industry

**CROSS-TRAINING PROGRAM OF THE SERVICE CREW OF A
FAST-FOOD CHAIN IN QUEZON CITY**

Ken Damasin, Mark Louie Guevarra, Cris Manlapaz, John Rommel Tacata,
Nick Benson Umeh, Riva Manalo

Abstract

In the fast-food industry, efficiency, quality service, and adaptable employees are essential for success. To achieve these, many companies implement cross-training programs that enable employees to perform multiple roles. This study examines the impact of cross-training on performance at a McDonald's branch in Ayala Fairview, Quezon City, Philippines. It specifically investigates how cross-training enhances operational efficiency, employee performance, and customer satisfaction during both peak and non-peak periods. This study uses a descriptive research design with purposive sampling to select 45 service crew members involved in daily operations. Data are collected via a structured survey questionnaire assessing perceived benefits and challenges of the cross-training initiative. Collected responses are analyzed using descriptive statistics (means and percentages) and nonparametric tests to determine differences by gender, income, and length of service. Respondents were 68.89 percent female, 51.11 percent earned below ₱5,000 per month, and 66.67 percent had up to two years of service. Cross-training rated "Strongly Agree" across five dimensions: Skill Variety (mean = 3.35), Task Identity (3.38), Task Significance (3.40), Autonomy (3.44), and Feedback (3.44). Statistical tests found no significant differences in perceptions by gender ($p = 0.5001$), income ($p = 0.5059$), or tenure ($p = 0.5549$), indicating equitable program benefits. Identified challenges included increased workload (10.13%), task overload (9.69%), and inconsistent training standards due to resource constraints. Findings demonstrated that cross-training supported skill development, job satisfaction, and operational flexibility. As a result, standardizing training guidelines, ensuring adequate resources, and implementing an "Enhancing Service Excellence" program were recommended to address workload imbalances and training inconsistencies and to further improve teamwork and efficiency during peak periods.

Keywords: cross-training, employee performance, operational efficiency, service quality, workforce adaptability, fast-food industry

**CUSTOMER PREFERENCES AND TRENDS IN BIGBREW MILKTEA
AT KINGSPPOINT QUEZON CITY**

Mary Anthuaneth Joy Pieza, Mark Jefferson Esteves, Dexter Morados,
John Luiz Suyom, Prince Brian Viterbo, Randy Villaseñor

Abstract

This study aims to evaluate consumer preferences and emerging trends related to Big Brew Milk Tea in Kingspoint, Quezon City. To gain a better understanding of consumer behavior and satisfaction in the milk tea market, the study focuses on key marketing variables such as flavor, price, add-ons, packaging, accessibility, product quality, customer service, and promotional strategies. This research utilizes a descriptive quantitative approach to collect data from 100 respondents. A structured questionnaire was administered to assess the perceived importance of various marketing factors. Additionally, a z-test was conducted to determine if significant differences existed in consumer preferences based on gender. The results revealed that price (composite mean = 3.73) and flavor (composite mean = 3.61) were the most influential factors in consumer satisfaction. Packaging and add-ons also contributed positively to consumer experience. The z-test analysis showed no significant difference in preferences between male and female respondents ($p = 0.88$), suggesting a consistent trend in consumer behavior regardless of gender. Although overall customer satisfaction was high, the study identified areas requiring improvement. These included inconsistent customer service during peak hours, limited promotional offers, and issues related to online accessibility. In response, the researchers proposed a development strategy focused on enhancing accessibility, service quality, marketing efforts, and environmentally friendly packaging. This study underscores the importance of aligning marketing strategies with consumer expectations to maintain competitiveness and customer loyalty in the milk tea industry.

Keywords: consumer preferences, milk tea, marketing strategies, customer satisfaction, big brew, price, flavor, service quality, quezon city

**CUSTOMER SATISFACTION IN A COFFEE SHOP AT SUSANO ROAD,
NOVALICHES QUEZON CITY: BASIS FOR MARKETING STRATEGY**

Rodolfo Paculba, Florenda Gilber, Khenbelle Rose Mahinay,
Joy Paor, Angel Hard Sison, Ariane Astudillo

Abstract

This study aims to assess the level of customer satisfaction at Retro Coffee House PH, located along Susano Road, Novaliches, Quezon City, as a basis for formulating effective marketing strategies. By understanding the preferences and expectations of customers, the study seeks to provide recommendations that can enhance customer experience and business performance. This research utilizes a quantitative descriptive method, employing survey questionnaires distributed to 50 respondents, consisting of both regular and occasional customers of the coffee shop. The study evaluates customer satisfaction based on factors such as convenience, service quality, and the alignment of service delivery with customer expectations. Findings indicated that most customers appreciated the café's interior aesthetics, cleanliness, and friendly staff, making it a favorable place for social gatherings. However, concerns were raised regarding long waiting times during checkout, pricing transparency, and occasional delays in online deliveries. Statistical analysis using the Kruskal-Wallis H test and Mann-Whitney U test revealed that customer satisfaction was significantly influenced by age and gender, while frequency of purchase did not yield a substantial effect. Young adults valued fast service and ambiance, whereas older customers prioritized product quality and pricing. Based on the findings, the study recommends utilizing social media influencers for promotional campaigns, implementing gender-targeted marketing strategies, and introducing customer loyalty programs. Enhancements such as pre-order features, improved delivery systems, bundled offers, and optimized seating arrangements should be considered to further strengthen brand identity and increase customer retention. The study highlights the importance of tailored marketing strategies in the competitive coffee shop industry, emphasizing that addressing identified issues while maximizing strengths can significantly improve customer satisfaction and business growth.

Keywords: customer satisfaction, coffee shop, marketing strategy, service quality, consumer behavior, retro coffee house, quezon city, loyalty program, delivery system, gender-based marketing

**CUSTOMER SATISFACTION IN LUCAS MOTOR SHOP ALONG NORTH FAIRVIEW,
QUEZON CITY: BASIS FOR IMPROVEMENT PLAN**

Marc Bryan Domingo, Bryan Bong Bacuyag, Kevin Dominic Cabauatan,
Eddmar Mina, Reynold Bangalisan

Abstract

This study investigates customer satisfaction and operational efficiency at Lucas Motor Shop, a cylinder block service provider located in North Fairview, Quezon City. With the increasing demand for motorcycle repair services in the Philippines driven by rapid urbanization and rising motorcycle ownership, ensuring reliable service and customer satisfaction has become essential. This research adopts a descriptive-correlational design to examine the relationship between customer satisfaction and key service factors such as service availability, customer service, service accuracy, and after-sales support. Data was collected using purposive quota sampling from 30 customers through a structured survey questionnaire. Statistical tools, including the Kruskal-Wallis H test, Mann-Whitney U test, and ranking analysis, were applied to analyze variations and trends in customer satisfaction. The results revealed consistently high levels of satisfaction across all service aspects, with after-sales services receiving the highest ratings. Notable differences in satisfaction were observed based on age, product preference, and frequency of service use, while gender showed minimal impact. The most frequently cited concerns were time delays in response and shipment of parts, followed by communication-related issues. In response to the findings, the study recommends the implementation of a real-time inventory management system, improved communication channels, and personalized after-sales support programs. The proposed improvement plan emphasizes the need to streamline operations, minimize delays, and enhance overall service delivery. This study highlights the importance of customer-focused strategies and operational efficiency in maintaining competitiveness in the motorcycle service industry in the Philippines.

Keywords: customer satisfaction, motorcycle service, after-sales support, service efficiency, communication strategy, inventory management, lucas motor shop, quezon city

**DATA PRIVACY CONCERNS AWARENESS OF ONLINE SHOPPING CONSUMERS:
A STUDY AMONG BCP BSBA STUDENTS**

Jade Yuri Cabang, Joshua Sabangan, Kirei Hanna Marietta Laragan,
Joshua Masangcay, Carl Gabrentina, Jennylene Abalos

Abstract

This study explores the awareness of data privacy concerns among online shopping consumers, specifically Bachelor of Science in Business Administration (BSBA) students at Bestlink College of the Philippines (BCP). In the digital age, e-commerce platforms such as Lazada provide convenience but also raise significant concerns about the collection, safekeeping, and use of personal information. This study aims to assess how students perceive data privacy risks and how these perceptions relate to their online shopping behaviors. This research utilizes a quantitative descriptive design to examine how variables such as age, gender, year level, socioeconomic status, and frequency of online purchases influence students' awareness of data privacy. A total of 200 BSBA students, ranging from first to fourth year, serve as respondents. Data collection is conducted using a structured survey questionnaire that applies a Likert scale to assess attitudes and perceptions regarding data privacy. The findings of the study are expected to reveal varying levels of data privacy awareness based on consumer profiles. Specific attention is given to practices related to data gathering, safekeeping, and utilization. The results aim to illustrate how differences in awareness influence consumer trust, willingness to transact online, and purchase behavior within digital platforms. Based on the findings, the study proposes a program for e-commerce platforms aimed at enhancing data privacy practices and addressing consumer concerns. These recommendations align with the provisions of the Data Privacy Act of 2012. This research highlights the importance of fostering data privacy awareness among future business professionals, emphasizing its role in strengthening consumer trust and ensuring responsible participation in the digital marketplace.

Keywords: data privacy, online shopping, consumer awareness, e-commerce, bsba students, digital security, data privacy act, consumer trust, purchase behavior, bestlink college

**DEVELOPMENT AND VALIDATION OF A PROPOSED DRESS CODE POLICY FOR
BESTLINK COLLEGE OF THE PHILIPPINES IN QUEZON CITY**

Karen Cañete, Gabrielle Casabuena, Zyra Jhess Crisologo, Verlie Lopez,
Mary Grace Orabao, Princess Sumalnap, Dr. Joy Evelyn Ignacio

Abstract

This study focuses on the development and validation of a proposed dress code policy for Bestlink College of the Philippines in Quezon City. Acknowledging the significance of institutional identity, professionalism, and inclusivity in higher education, the study aims to create a clear, acceptable, and valid dress code policy suited to the needs of the college community. Specifically, it seeks to (1) describe the demographic profile of respondents in terms of age, gender, years of experience, and educational attainment; (2) assess the level of validity of the proposed policy across multiple dimensions, including policy statement, objectives, scope, procedures, roles and responsibilities, definition of terms, disciplinary measures, review protocols, and implementation process; (3) determine the level of acceptability in terms of clarity, fairness, relevance, and communication; (4) identify whether demographic variables influence the level of acceptability; and (5) formulate a proposed dress code policy based on the findings. This study adopts a descriptive quantitative research design and employs purposive sampling, involving 20 human resource personnel from various higher education institutions. Data were collected using a structured questionnaire rated on a four-point scale to measure both the validity and acceptability of the proposed policy. The respondent profile revealed that 75% were female, 75% had 0–3 years of professional experience, and 80% were college graduates. The proposed dress code policy was rated as “Very Much Valid” across all measured criteria. It effectively outlined attire standards, promoted inclusivity, and aligned with institutional values and professional norms. Minor suggestions for enhancement included clearer visual aids, improved transparency in disciplinary measures, and strengthened communication strategies regarding policy enforcement. Statistical analysis showed no significant difference in policy acceptability based on respondents’ demographic profiles, indicating that the proposed policy was broadly inclusive and well-received. Based on the results, the researchers proposed a refined dress code policy that upholds professionalism and institutional identity while promoting respect, inclusiveness, and flexibility within the academic environment.

Keywords: dress code policy, institutional identity, professionalism, inclusivity, policy validation, higher education, bestlink college, human resource management, policy acceptability, workplace standards

**DIGITAL MARKETING: EVALUATING CUSTOMER
SATISFACTION AT RINA’S FLOWER SHOP**

Sophia Laguras, Daniela De Asis, John Rex Cabague, Janine Nicole De Paz, Vinalyn Sarzata

Abstract

Since its establishment in 2009 in Araneta City, Cubao, Rina’s Flower Shop has experienced steady growth despite ongoing challenges such as slow sales and marketing obstacles. In the current digital era, businesses leverage online platforms to build stronger connections with their customers. However, the extent to which digital marketing influences customer satisfaction at Rina’s Flower Shop remains uncertain. This study seeks to assess the impact of digital marketing on customer satisfaction by examining key factors including perceived quality, customer expectations, and perceived value. A descriptive-comparative research design was used to survey 100 customers selected through convenience sampling. The results indicate that age, gender, and purchase frequency significantly affect customer satisfaction. Younger customers and those who buy frequently tend to prefer faster, more interactive digital services. The strengths identified include customer service (scoring 3.70), website organization (3.68), and marketing consistency (3.68). However, issues such as slow response times (76%), a lack of engaging content (69%), and confusing navigation (55%) have negatively impacted satisfaction levels. Additionally, frequent buyers and customers of event services have higher expectations and perceive greater value. Improving social media engagement, enhancing website navigation, and implementing QR codes along with loyalty programs are essential for increasing customer satisfaction and fostering business growth.

Keywords: digital marketing, customer satisfaction, rina’s flower shop, online marketing, customer experience, perceived quality, customer expectations, customer value, e-commerce, social media marketing, customer feedback, consumer behavior, marketing effecti

**EFFECTIVENESS OF JOLLIBOTS ON CUSTOMER SATISFACTION IN
SELECTED STORES IN MAKATI AND TAGUIG CITY**

Charlie Mae Caballero, Angel Rose Dizon, Elaine Jacla, Ivan Jay Manzano,
Jhon Rey Tadas, Reynold Bangalisan

Abstract

This study explores the impact of Jollibots automated meal-serving robots on customer satisfaction at selected Jollibee outlets in Makati City. The deployment of Jollibots marks a notable advancement in customer service innovation, designed to streamline ordering and delivery processes while minimizing wait times. By integrating automation into the fast-food dining experience, Jollibee aims to boost operational efficiency and elevate overall customer satisfaction. This research examines how the presence of Jollibots affects customer perceptions and satisfaction levels within these outlets. This study employed a comparative research design to evaluate the impact of Jollibots automated meal-serving robots on various aspects of customer service, including convenience, operational efficiency, service speed, order accuracy, and quality of information delivery, both before and after their deployment. A total of 100 customers participated in the survey, with equal representation from Jollibee branches in Glorietta 4 and SM Aura. The study aimed to assess changes in customer satisfaction levels resulting from the integration of robotic service technology in fast-food operations. The findings clearly indicate that the deployment of Jollibots has significantly enhanced the overall customer experience at the selected Jollibee branches. Notable improvements were observed across key service dimensions, including convenience, operational efficiency, service speed, order accuracy, and clarity of information delivery. Post-implementation assessments revealed a substantial increase in customer satisfaction, demonstrating the effectiveness of robotic automation in improving frontline service quality. The study concludes that integrating Jollibots not only optimized operational workflows but also delivered a more seamless, accurate, and engaging dining experience, thereby strengthening customer loyalty and promoting service excellence. The study also highlights that Jollibots introduce a modern and engaging element to the dining experience, earning high customer approval for their reliability, efficiency, and novelty. Their integration into service operations not only boosts customer satisfaction but also reflects a broader industry trend toward technological innovation in food service. Based on these findings, the study recommends that similar establishments consider adopting automated service systems to enhance operational efficiency and customer engagement. Additionally, it underscores the importance of continuous system monitoring and incorporating customer feedback to maintain sustained effectiveness and adapt to evolving consumer needs.

Keywords: jollibots, automated service, customer satisfaction, operational efficiency, fast-food innovation, service speed, order accuracy, customer engagement, robotic automation, food service technology

**EFFECTIVENESS OF ONLINE RECRUITMENT PROCESS OF SELECTED
BUSINESS PROCESS OUTSOURCING COMPANIES IN QUEZON CITY**

Rhea Mae Balistoy, Darvin Amistad, Gwyneth Dugayo, Ma Nicole Obogne,
Kimberly Joy Suggang, Dr. Joy Evelyn Ignacio

Abstract

This study examined the effectiveness of online recruitment practices among selected BPO companies in Quezon City, focusing on key dimensions such as cost-efficiency, time optimization, accessibility to a wider talent pool, quality of applicants, and overall recruitment efficiency. It also explored company-related variables, including workforce size, number of recruitment personnel, years of operation, average monthly hires, and the specific online recruitment platforms utilized. Additionally, the study identified common recruitment challenges and analyzed whether organizational profile variables significantly influenced the perceived effectiveness of online recruitment methods. The study employed a descriptive quantitative research design, targeting 30 recruitment personnel from various BPO companies in Quezon City through purposive sampling. Respondents were selected based on their direct involvement in online recruitment processes and familiarity with digital hiring platforms. Data were collected using structured survey questionnaires distributed via Google Forms, allowing the researchers to gather diverse insights into the efficiency, effectiveness, and overall satisfaction with online recruitment practices. The findings indicated that the majority of BPO firms in Quezon City have a workforce ranging from 1 to 500 employees, supported by recruitment teams typically composed of 3 to 5 personnel. Notably, 40% of respondents had 0 to 5 years of service, suggesting a relatively young and emerging talent pool within recruitment departments. On average, 33.3% of the surveyed firms hire between 11 to 20 employees per month, with job boards cited as the most frequently used online recruitment platform (50%). Overall, participants expressed a strong perception of online recruitment effectiveness, with the following weighted mean scores: wider access (3.63), cost-efficiency (3.61), time optimization (3.60), quality of applicants (3.60), and workplace efficiency (3.56). The adoption of AI-driven tools and automated systems was also recognized as a critical factor in streamlining recruitment processes and improving overall efficiency. The study revealed that while online recruitment offers numerous benefits, it also presents notable challenges such as applicant oversaturation, difficulty in filtering high-potential candidates, technological disruptions, and potential algorithmic bias in AI-driven tools. Statistical analysis showed that company size and the number of recruitment personnel significantly influenced the perceived effectiveness of online recruitment, particularly in terms of cost-efficiency, time management, and applicant quality. Conversely, variables such as years of service and average monthly hires had no significant effect. Moreover, the type of online recruitment platform employed demonstrated a strong correlation with perceptions of time efficiency and the quality of applicants, emphasizing the critical need for strategic platform optimization to enhance recruitment performance.

Keywords: online recruitment, bpo companies, digital hiring tools, recruitment efficiency, ai bias, recruitment platforms, cost-effectiveness, time management, applicant quality, recruitment challenges

**EFFECTIVENESS OF PERFORMANCE APPRAISAL SYSTEM OF
STARBUCKS SUPPORT CENTER IN BUENDIA, MAKATI CITY**

Charlynmae Gabia, Ferdinand Alfonso Sarmiento, Jasmin Kaye Sebastian,
Rochelle Balan, John Michael Mallorca, Danilo Molera Jr.

Abstract

This study evaluates the effectiveness of the performance appraisal system implemented at the Starbucks Support Center in Buendia, Makati City. Specifically, it examines the system's role in supporting career advancement, enhancing employee performance, and aligning with the company's core values. Given the critical role that performance appraisals play in fostering employee engagement and productivity, the focus of the study is to determine how effectively the current system meets these organizational goals. The researchers employ a descriptive quantitative research design to assess the performance appraisal system's effectiveness. Data is gathered through a structured survey completed by 231 employees across various departments. The collected data are analyzed using statistical tools such as weighted mean, frequency distribution, and the Kruskal-Wallis H-test to identify trends and significant differences in perception based on job position, length of service, and educational attainment. The findings reveal that employees generally perceive the appraisal system positively, particularly in terms of dependability ($M = 3.64$) and alignment with the company's mission and vision ($M = 3.62$). However, statistical analysis indicates variations in perceived job competence, dependability, mission alignment, and customer service based on job position and length of service. Notably, issues such as poor communication (reported by 51 employees), limited opportunities for career progression (42 employees), and inconsistent feedback (40 employees) emerged as areas of concern. These results suggest that while the appraisal system upholds key organizational values, there are critical areas requiring improvement to ensure equity and effectiveness across all employee groups. This study concludes that the current performance appraisal system has strengths in promoting organizational alignment and reliability but also reveals gaps that hinder its full effectiveness. In response, the researchers propose an enhancement plan titled "Bridging the Gap: Enhancing Performance Appraisals for Growth and Development," which includes initiatives such as mentorship programs, real-time feedback mechanisms, and structured career planning. These recommendations aim to support human resource professionals in refining performance evaluation practices to better support employee growth and organizational success.

Keywords: performance appraisal, employee development, organizational alignment, career advancement, human resource management, starbucks support center, employee engagement, real-time feedback

**EFFECTIVENESS OF THE MARKETING STRATEGIES ON SALES PERFORMANCE
AT POTATO CORNER OUTLETS IN QUEZON CITY**

Arnold Coronel, Charlyn Pugoy, Mecainah Briones, Ana Marie Sasaban,
Jerome Gonzaga, Vinalyn Sarzata

Abstract

This study investigates the effectiveness of marketing strategies employed by Potato Corner, a globally recognized flavored fries franchise, in enhancing sales performance within a competitive market. The franchise utilizes a range of tactics such as data-driven promotions, social media engagement, loyalty programs, affordable pricing, seasonal discounts, and strategic store placement. Additionally, the brand capitalizes on franchising and food delivery partnerships to fuel rapid expansion. The study focuses on how these marketing strategies contribute to Potato Corner's sustainable growth, customer retention, and brand differentiation in Quezon City. A descriptive quantitative research design is adopted to assess the effectiveness of the marketing strategies. Data is collected from 50 respondents across five Potato Corner branches in Quezon City using a structured survey. The study examines key elements of the marketing mix: product, price, place, and promotion, and their relationship with customer retention and brand awareness. Convenience sampling is employed, targeting young adults, particularly females, to ensure demographic diversity. Data analysis includes frequency and percentage for demographic profiling, weighted mean for evaluating strategy effectiveness, and Pearson r correlation to determine the relationship between marketing strategies and sales performance. Findings indicate that the majority of customers are young adults aged 24 and below, with a female majority. Respondents reported occasional purchases and expressed satisfaction with the brand's affordable pricing, wide flavor selection, engaging promotions, and accessible store locations. Nonetheless, challenges such as limited promotional reach and inadequate visibility at certain branches were identified. Statistical analysis confirms a positive correlation between marketing strategies and sales performance, suggesting that effective marketing significantly enhances both customer loyalty and overall business outcomes. The study concludes that Potato Corner's marketing strategies are effective in boosting customer satisfaction and driving sales. Key components such as pricing, product variety, promotional activities, and strategic placement of outlets play a vital role in attracting and retaining customers. However, areas for improvement remain, particularly in increasing branch visibility and promotional engagement. The study recommends strengthening digital marketing initiatives, expanding targeted promotions, and enhancing store presence to further improve customer reach and ensure continued business growth.

Keywords: marketing strategies, sales performance, potato corner, customer satisfaction, brand awareness, promotional activities, marketing mix, business growth, quezon city, food franchise

**EFFECTIVENESS OF THE RECRUITMENT PROCESS OF A
STAFFING AGENCY IN QUEZON CITY**

Janera Amansec, Marjorie Dianne Alaba, Daniela Dizon, Alliah Mae Posada,
Joana Marie Villafranca, Riva Manalo

Abstract

This study evaluates the effectiveness of the recruitment process implemented by a staffing agency in Quezon City. The primary objective is to identify opportunities for improving recruitment strategies to better serve the needs of both employers and job seekers. By assessing applicant experiences and outcomes, the research aims to provide staffing agencies with insights that can enhance the efficiency, transparency, and fairness of their hiring procedures. A descriptive-quantitative research design is employed, with data collected from 100 newly hired fast food crew members at Staff Search Asia Service Cooperative in Quezon City. Respondents are selected through quota sampling and surveyed between December 2024 and April 2025. A structured survey questionnaire is used as the primary data collection instrument to evaluate key aspects of the recruitment process. The study findings reveal that among the 100 respondents, the majority (88%) were young, aged 18–26 years. There were slightly more female applicants (57%) than male applicants (43%), indicating a relatively balanced gender distribution. In terms of educational attainment, most applicants were college undergraduates (49%), followed by senior high school graduates (32%), high school graduates (13%), and college graduates (6%), reflecting a diverse educational background. The recruitment process in a staffing agency in Quezon City was perceived as highly effective. Job descriptions were found to be clear and easy to understand, with a composite mean score of 3.42. The process was considered fair, with a composite mean score of 3.43, providing all applicants with equal opportunities. Communication was described as professional and courteous, ensuring a smooth experience (composite mean of 3.42). The process effectively matched applicants with suitable jobs (3.41), and candidates generally reported a positive experience (3.43), with many willing to recommend the agency. Overall, applicants expressed satisfaction with the transparency and fairness of the process, as reflected by a composite mean score of 3.40. The results confirm that the staffing agency's recruitment process is effective in providing a smooth, fair, and transparent experience for applicants. A well-structured and clearly communicated hiring system contributes to better job-applicant matches and higher satisfaction. The study recommends the continued enhancement of recruitment practices to further minimize bias, streamline communication, and improve candidate retention. By adopting a more transparent and optimized hiring strategy, the agency can strengthen its reputation and contribute more effectively to employment solutions in Quezon City.

Keywords: recruitment process, staffing agency, job matching, candidate experience, hiring strategy, fairness, transparency, applicant satisfaction, quezon city, business administration

**EFFECTS OF LOYALTY CARD PROGRAMS ON CUSTOMER BEHAVIOR AT
SELECTED GASOLINE STATIONS IN FAIRVIEW, QUEZON CITY**

Arlene Catugas, Luisa Blanco, Jay R Jarin, Mary Grace Lagramada,
John Howard Serrano, Jennylene Abalos

Abstract

In the highly competitive fuel retail market, customer loyalty and brand retention are essential for sustaining business success. As vehicle ownership continues to rise, the steady demand for fuel has prompted gasoline stations to implement loyalty programs as a strategy to retain customers and increase satisfaction. This study examines the relationship between customer behavior and fuel retail strategies, focusing on the impact of loyalty card programs at selected gasoline stations in Fairview, Quezon City. It aims to assess how such programs influence customer satisfaction, loyalty, and purchasing decisions, with an emphasis on the role of service quality in fostering long-term customer relationships. The study applies the Technology Acceptance Model (TAM) to evaluate the effectiveness of loyalty card programs in shaping customer behavior and retention. Key constructs include perceived usefulness, perceived ease of use, customer attitudes, and behavioral intention. Loyalty cards commonly offer discounts, reward points, and easy registration and redemption processes that encourage continued use. Other engagement drivers include promotional visibility, peer influence, and accessible service information. A quantitative-descriptive research design was employed, using purposive sampling and structured survey questionnaires. Data were analyzed through frequency distribution, weighted means, and the Kruskal-Wallis H-test. The results showed that loyalty card programs positively influenced customer satisfaction and increased repeat visits. The most responsive demographic consisted of male customers aged 46 and above, many of whom use tricycles for transport. Rewards such as food, beverages, and basic car services were identified as key motivators for customer loyalty. However, certain limitations were observed, including unclear communication about rewards, registration issues, and the lack of appealing incentives, all of which hindered full customer engagement with the loyalty programs. To address these challenges, the study recommends the installation of interactive kiosks at participating gasoline stations. These kiosks would allow customers to view promotions, track reward points, redeem incentives, and access transaction histories. By enhancing information access and reward visibility, this initiative aims to improve customer engagement and satisfaction. Ultimately, the implementation of such systems could strengthen customer loyalty and increase retention in an increasingly competitive fuel retail environment.

Keywords: customer behavior, loyalty card programs, fuel retail market, customer satisfaction, brand retention, technology acceptance model

**EFFECTS OF QUALITY INSPECTION MACHINE TO THE EMPLOYEE PRODUCTIVITY
IN PROGREZIVE INCORPORATED AT PROJECT 8, QUEZON CITY**

Marvin John Frayres, Jessa Mae Bueza, John Paul Roman, Angela Mae Sabellano,
Christian Briggs Barloza, Reynold Bangalisan

Abstract

This study evaluates the impact of automated quality inspection (QI) machines on employee productivity at Progrizive Incorporated, a garment manufacturing company located in Project 8, Quezon City. Anchored in the principles of Total Quality Management (TQM), the research explores how automation affects work efficiency, error rates, and skill utilization. The study also aims to identify the challenges posed by automation and its influence on workforce dynamics. A descriptive quantitative research design was employed, surveying 15 employees from the engineering and production departments through purposive sampling. Data were gathered using structured questionnaires and analyzed using statistical tools such as weighted mean, Mann-Whitney U test, and Kruskal-Wallis H test. The study focused on key productivity metrics, including efficiency, error rates, workload distribution, and adaptability to automation. The findings revealed notable improvements in work efficiency, with mean scores ranging from 3.26 to 4.00, and in error rate reduction, with scores between 3.15 and 3.80. Respondents acknowledged better throughput and workload balance as a result of QI machine integration. However, skill utilization scored lower (2.50 to 3.10), indicating difficulties in adjusting to automated processes. Statistical analysis showed no significant differences in productivity effects based on age, gender, tenure, or department ($p > 0.05$), thus supporting the null hypothesis. Key challenges included job security concerns (identified by 60% of respondents), machine malfunctions (40%), and false rejections (33%), which led to decreased trust in the QI system. Additionally, employees reported reduced teamwork and communication, attributed to an over-reliance on automation. To address the identified challenges, the study proposes six key strategies: (1) Enhance adaptability through technical upskilling and mentorship programs; (2) Integrate AI-driven predictive maintenance to reduce machine downtime; (3) Implement department-specific training and workflow automation such as automated labeling; (4) Establish a troubleshooting system with real-time error tracking and feedback loops; (5) Utilize a Smart Manufacturing Dashboard for real-time defect monitoring; and (6) Promote employee engagement through career development pathways and incentives. These recommendations aim to align TQM practices with human-machine collaboration, mitigating fears around automation while optimizing productivity. The study highlights the dual role of automation in improving operational efficiency and transforming organizational culture, offering a model for small- and medium-sized enterprises (SMEs) seeking to adopt technology while maintaining workforce inclusivity.

Keywords: quality inspection machine, employee productivity, automation, total quality management, manufacturing efficiency, progrizive incorporated, workforce adaptability

**EFFECTS OF SOCIAL MEDIA MARKETING STRATEGIES ON BRAND AWARENESS OF
FSR AUTOWORKS: BASIS FOR IMPROVING DIGITAL MARKETING TACTICS**

Princess Jovie Ann Mahilum, John Mark Esteves, Karyl Legaspi,
Bryan Angelo Morin, Lovely Trilles, Reynold Bangalisan

Abstract

This study investigates the effects of social media marketing strategies on the brand awareness of FSR Autoworks and Off-Road Unlimited, an automotive service company based in Commonwealth, Quezon City. Since its establishment in 2013, the company has grown from offering basic car wash and painting services to becoming a full-service auto repair and customization provider, responding to trends such as the increased popularity of 4x4 vehicles. Given the growing importance of digital engagement, this study focuses on social media strategies utilized by the company including influencer collaborations, live streaming, content marketing, and vlogging, and evaluates their impact on brand awareness, particularly in terms of content quality, accuracy, contact availability, and relevance. A descriptive-correlational research design was used, with data collected from 30 customers who actively engaged with FSR Autoworks' social media platforms. The study utilized statistical tools, including frequency, weighted mean, Pearson correlation coefficient (Pearson-r), and ranking, to evaluate customer responses and determine the relationship between social media marketing strategies and brand awareness. The findings revealed a strong positive correlation between social media marketing strategies and brand awareness ($r = 0.877$, $p < 0.00001$). Influencer partnerships and vlogs emerged as the most effective tools in fostering customer trust and engagement. Live streaming and content marketing were found to support real-time interaction and educational value. However, several challenges were identified, including misalignment with influencer branding, low video production quality, and inconsistent relevance of published content. The study concludes that FSR Autoworks has successfully leveraged social media to increase brand visibility but must refine certain aspects to maximize digital impact. Key recommendations include enhancing content production quality, aligning with influencers whose values reflect the brand, integrating data analytics to personalize content, and maintaining consistent audience engagement through interactive and educational formats. These strategies can serve as a guide for FSR Autoworks and similar automotive businesses in strengthening their digital presence and fostering long-term customer loyalty in a competitive online environment.

Keywords: social media marketing strategies, brand awareness, digital marketing, automotive industry, influencer marketing, customer engagement

**EFFECTS OF USER GENERATED CONTENT TO THE CONSUMER BUYING
BEHAVIOR OF BRILLIANT SKIN ESSENTIALS**

Christopher Barcelona, Arshiel Cabaron, Sheila Leviste, Rea Shane Sildura,
Reynalyn Joyce Sogueco, Jennylene Abalos

Abstract

This study investigates the influence of User-Generated Content (UGC) including customer reviews, testimonials, and social media posts on consumer buying behavior in relation to Brilliant Skin Essentials, a well-known beauty brand. UGC has become a powerful marketing tool, significantly impacting consumer decisions by appealing to situational, social, psychological, and personal factors. This research aims to explore how UGC shapes purchase behavior, especially among young adult consumers, and to identify the most influential elements of user-generated content in a digital marketing context. A descriptive research design was employed, involving a survey of 50 participants from Quezon City. Respondents were selected using purposive sampling. Data were gathered through structured questionnaires and analyzed using frequency, percentage, weighted mean, T-test, and ANOVA to determine the relationship between UGC and consumer behavior across various influencing factors. The majority of respondents were young adults aged 18 to 23, predominantly female, and earning ₱10,000 or less per month. While most participants were familiar with the brand, their purchasing frequency remained low, indicating that UGC alone does not lead to consistent brand loyalty. Nevertheless, UGC was acknowledged as a strong influence on purchasing decisions. Social factors, including peer influence and online recommendations, had the highest impact (mean = 3.37), followed by psychological factors such as brand perception and trust in UGC (mean = 3.32). Situational factors like promotions scored a mean of 3.13, while personal factors such as individual needs scored the lowest (mean = 3.10). Notably, 33 respondents perceived UGC as overly positive, 30 found it difficult to distinguish from paid promotions, and 25 viewed some content as exaggerated. Additionally, 24 participants believed that excessive sponsored posts reduced credibility, while 23 felt that some UGC focused more on sales than genuine experiences. The study concludes that UGC significantly affects consumer buying behavior, although it does not guarantee frequent purchases or long-term loyalty. Variables such as age, gender, and purchase frequency have minimal influence on the impact of UGC. However, concerns regarding content authenticity and excessive commercialism challenge its effectiveness. To maximize the potential of UGC, brands like Brilliant Skin Essentials should adopt transparent marketing practices, promote diverse and relatable testimonials, and avoid overly promotional content. These strategies can help strengthen consumer trust, improve engagement, and drive more meaningful purchasing decisions.

Keywords: user-generated content, consumer buying behavior, brilliant skin essentials, social media influence, marketing strategies, authenticity, brand trust

**EMPLOYEE SATISFACTION AND RETENTION OF REMOTE WORKERS IN THE
SOURCEFIT PHILIPPINES INCORPORATED, IN QUEZON CITY**

Kathleen Felix, Trisha Joy Ferrer, Diana Lyn Enciso, Ma Gia Llagas,
Jhayson Ponayo, Dr. Joy Evelyn Ignacio

Abstract

This study aimed to assess employee satisfaction and retention among remote workers at Sourcefit Philippines Incorporated, located in Quezon City. It specifically examined employee satisfaction about compensation and opportunities for promotion, while also evaluating retention factors such as training and development, and employee engagement. Furthermore, the study explored the challenges commonly encountered by remote employees and investigated the correlation between overall job satisfaction and retention. The findings seek to provide insights into the factors that influence employee loyalty and long-term commitment within a remote work environment. This study employed a descriptive-correlational research design to investigate the relationship between employee satisfaction and retention among remote workers at Sourcefit Philippines. A purposive sampling technique was used to select 138 participants from a total population of 1,376 remote employees. Data collection was conducted through a structured survey questionnaire, and the responses were analyzed using appropriate statistical tools, including correlation analysis. The results revealed that while remote employees generally expressed satisfaction with their pay and opportunities for promotion, notable concerns were identified regarding overtime compensation, performance-based incentives, and the availability of structured career development programs. The study identified a moderate positive correlation between employee satisfaction and retention ($r = 0.4861$), with a highly significant p-value ($p = 0.00001$), indicating that increased job satisfaction is strongly associated with higher retention rates among remote employees. Notable challenges impacting satisfaction included limited opportunities for social interaction, lack of recognition, and collaboration difficulties, all of which contributed to feelings of isolation and diminished employee engagement. In light of these findings, the study proposed a comprehensive retention policy designed to address these concerns. The proposed policy emphasizes regular and structured job evaluations, competitive salary packages, performance-based incentives, clear pathways for career advancement, and the implementation of employee engagement initiatives to foster a more connected and motivated remote workforce. Employee satisfaction emerged as a key factor influencing retention among remote workers at Sourcefit Philippines. Addressing concerns related to compensation, limited opportunities for career advancement, and challenges in employee engagement is essential to fostering both satisfaction and long-term commitment. The study highlights the importance of regularly reviewing and updating retention policies to ensure they remain aligned with employee expectations and industry benchmarks. It also recommends that future research explore the sustained impact of retention strategies on employee performance, engagement, and overall satisfaction in remote work environments.

Keywords: employee satisfaction, employee retention, remote work, compensation, career advancement, employee engagement, retention policies, organizational commitment, sourcefit philippines, remote workforce management

**EMPLOYEE WELL-BEING OF THE RANK AND FILE EMPLOYEES
AT UNITED CONTAINER CORPORATION**

Micha-ella Angana, Estella Marie Velasco, Marijho Cris, Aida Duay,
Jovelyn Fajardo, Danilo Molera Jr.

Abstract

In today's evolving workplace landscape, particularly in the post-pandemic, employee well-being has emerged as a strategic priority for organizations. A holistic approach to wellness is no longer optional but essential, as traditional programs often fall short in addressing the diverse and dynamic needs of the workforce. Unfortunately, the well-being of rank-and-file employees is frequently overlooked, despite their critical role in sustaining daily operations. By designing inclusive policies that specifically prioritize their physical, mental, and emotional health, organizations can significantly enhance productivity, reduce burnout, and elevate overall morale. Fostering a culture that supports employee well-being at every level not only contributes to a healthier and more engaged workforce but also promotes long-term organizational sustainability and success. This study adopted a quantitative research design utilizing a descriptive method to investigate the factors that influence the well-being of rank-and-file employees. The primary aim was to obtain a comprehensive and evidence-based understanding of the variables impacting employee well-being through systematic and objective data collection and analysis. This methodological approach enabled the researchers to accurately capture existing workplace conditions and gain insights into the day-to-day experiences of employees at the operational level. By employing structured survey instruments, the study facilitated the identification of significant patterns, correlations, and trends, thereby generating data-driven insights that can inform the development of targeted and inclusive well-being initiatives within the organization. The study conducted at United Container Corporation revealed that the majority of employees are regular workers, predominantly assigned to the Can Department. Although the company provides support for physical health, many employees continue to face emotional stress and difficulties in achieving work-life balance. Contractual employees, in particular, reported higher levels of job insecurity, reduced access to benefits, and limited opportunities for career advancement. In contrast, regular employees generally indicated higher levels of overall well-being. These findings highlight the urgent need for the company to enhance its mental health initiatives, improve internal communication channels, and implement fair and inclusive workplace policies. By addressing these disparities, United Container Corporation can foster a healthier, more equitable, and supportive work environment for all employees, regardless of employment status. The study reveals that employee well-being at United Container Corporation is influenced by factors such as employment status, departmental placement, and educational background. Regular employees, those assigned to key departments, and individuals with higher educational attainment tend to report greater workplace satisfaction and overall well-being. However, the data indicate that higher education does not necessarily correspond with improved financial well-being, underscoring the need for enhanced compensation and financial support systems. To foster a more satisfied and high-performing workforce, the company should implement inclusive policies that address the unique needs of contractual employees, consider department-specific concerns, and prioritize initiatives that promote financial wellness for all staff.

Keywords: employee well-being, united container corporation, regular employees, contractual workers, job security, work-life balance, emotional health, mental health support, inclusive workplace, employee benefits.

**EMPLOYEE WELLNESS PROGRAM AND EMPLOYEE ENGAGEMENT IN
DBP SERVICE CORPORATION IN GIL PUYAT, MAKATI CITY**

Mae Murao, Angelica Azuela, Catherine Madrid, Micka Mijares,
Princess Ellaine Quinto, Xena Taguinod, Danilo Molera Jr.

Abstract

DBP Service Corporation (DBPSC), a leading staffing agency in the Philippines, upholds a comprehensive approach to employee wellness, addressing physical, mental, emotional, nutritional, and financial dimensions. As stress and burnout continue to rise in the workplace, employee disengagement has become a pressing concern, adversely affecting productivity, morale, and retention. This study investigates the impact of DBPSC's wellness program on employee engagement, focusing on key factors such as job satisfaction, organizational commitment, communication, recognition, and growth opportunities. It also explores the challenges employees face in accessing wellness initiatives and offers strategic recommendations to enhance program participation, improve overall well-being, and foster a more engaged, resilient, and high-performing workforce. This study utilized a descriptive-correlational research design paired with census sampling to survey all 130 full-time regular employees of DBP Service Corporation. By involving the entire target population, the research ensured comprehensive data coverage and minimized sampling bias. Participants provided assessments of both the employee wellness program and their level of engagement, enabling a thorough analysis of the relationship between organizational wellness initiatives and employee involvement, satisfaction, and overall workplace experience. DBP Service Corporation's wellness program is generally well-regarded, with employees reporting satisfaction across multiple dimensions, including physical, mental, emotional, financial, and nutritional well-being. Nevertheless, the program faces significant challenges that hinder its full potential. These include low employee participation in wellness activities, inflexible scheduling options, and inconsistent endorsement from leadership. Employees have also indicated a need for more personalized support services, such as tailored financial counseling and mentoring programs. Moreover, concerns around privacy, the lack of tools to monitor personal progress, and conflicting schedules further limit engagement. These insights underscore the critical need for enhancing program accessibility, strengthening leadership advocacy, and providing customized support to foster higher participation rates and improve overall effectiveness. The evaluation of DBP Service Corporation's employee wellness and engagement initiatives reveals generally high levels of satisfaction across physical, mental, emotional, financial, and nutritional aspects. Nevertheless, the study identifies key areas needing improvement, such as low participation rates in wellness activities, insufficient financial counseling services, and inconsistent recognition of employee efforts. Despite strong employee engagement marked by notable commitment and satisfaction, challenges persist, including concerns about privacy, uneven leadership involvement, and a demand for more personalized wellness support. To address these issues and further enhance employee well-being and engagement, it is recommended that the organization adopt flexible scheduling, increase leadership participation, improve recognition programs, broaden financial wellness offerings, and strengthen nutrition and healthy lifestyle initiatives.

Keywords: employee wellness, employee engagement, physical health, mental health, emotional well-being, financial counseling, nutrition, employee recognition, leadership involvement, program participation, dbp service corporation

**EVALUATING INVENTORY MANAGEMENT PRACTICES FOR KOREAN MART
CONVENIENCE STORE IN NOVALICHES QUEZON CITY BASIS
FOR IMPLEMENTATION INVENTORY PLAN**

Kathreena Coleen Ramal, Jennifer Edullantes, Alexis John Francisco,
Jericho Hesita, Yvan Joemarie Valencia, Arine Astudillo

Abstract

Inventory management refers to the systematic process of sourcing, storing, and selling both raw materials and finished goods (Secretario, 2020). It plays a vital role in ensuring the smooth flow of products within a business, from acquisition to final distribution. According to Michigan State University (2022), effective sourcing is a key component of inventory management, as it allows businesses to function efficiently by ensuring that all essential items are procured on time and are readily available to meet operational demands. A quantitative-correlational research design was adopted to explore the relationships between variables, emphasizing the analysis of frequency, correlation strength, and the prediction of events. To gather data, convenience sampling was utilized, involving 30 long-term employees from a Korean Mart convenience store in Novaliches, Quezon City. According to Nikolopoulou (2022), convenience sampling is a type of non-probability sampling that selects participants based on accessibility and proximity, rather than random selection. While this method allows for efficient and practical data collection, it limits the representativeness of the sample, as not all members of the target population have an equal chance of being included. The demographic profile of the respondents indicates that the workforce is predominantly young, with 70% aged between 18 and 25 years, and 93% identifying as female, reflecting a gender-skewed employment pattern in the selected Korean Mart convenience store. The evaluation of inventory management practices revealed varied performance across key areas. Inventory tracking received the lowest mean score of 2.90, suggesting that although basic operational requirements are being met, there are significant concerns regarding the organization, accuracy, and consistency of tracking methods. Reordering and replenishment practices yielded a relatively high score of 3.55, indicating the presence of effective restocking procedures, though occasional delays were noted as a recurring challenge. Inventory optimization was rated at 3.26, showing a moderate contribution to cost control and profitability enhancement. Sourcing and storing practices scored 3.41 and 3.35, respectively, reflecting strong supplier coordination and operational efficiency; however, internal tracking within storage areas requires further improvement. Lastly, selling practices, with a score of 3.35, were recognized for strong promotional strategies and effective customer communication, though issues such as stock imbalances driven by aggressive sales targets were reported. Effective inventory management entails the application of strategic approaches that address the specific needs of different stakeholders. For managers, the integration of routine inventory audits with advanced real-time tracking systems is essential for maintaining optimal stock levels, reducing discrepancies, and improving coordination with suppliers. Entrepreneurs, particularly those operating in cost-sensitive environments, can greatly benefit from implementing Just-in-Time (JIT) inventory systems, which minimize storage costs and ensure timely product availability. From the customer standpoint, businesses must focus on preventing stockouts and maintaining transparent communication regarding product availability. Doing so not only enhances customer satisfaction but also fosters loyalty and trust in the brand.

Keywords: inventory management, real-time tracking, just-in-time (jit), stock optimization, supplier performance, customer satisfaction, stock outs, audits, entrepreneurs, managers

**EVALUATING MARKETING STRATEGIES OF FIBERNIWAN:
BASIS FOR CUSTOMER RETENTION**

Mary Nicole Golez, Rheamae Alarios, Rovie Anne Beceril, Zea Belle Dela Peña,
Jeannuel Sabas, Vinalyn Sarzata

Abstract

This study aims to evaluate the marketing strategies of Fiberniwan, an internet service provider established in 2019, with a specific focus on enhancing customer retention in Barangay Commonwealth, Quezon City. As the company primarily relies on traditional marketing methods, the researchers selected this area to assess the effectiveness and relevance of its current approach in a competitive market. The research seeks to identify strategic gaps and propose actionable improvements to strengthen Fiberniwan's marketing efforts, ultimately aiming to increase customer satisfaction, foster brand loyalty, and improve long-term retention. To effectively gather and analyze numerical data, the researchers adopted a quantitative descriptive research design, which aims to describe the characteristics, trends, and patterns within a specific population or phenomenon. The sample size of 38 respondents was determined using Slovin's formula, ensuring a manageable yet representative group. Data collection was conducted through a structured survey questionnaire, administered via convenience sampling, which allowed for efficient access to participants based on availability. These research methods were deliberately chosen to ensure the collection of accurate, relevant, and reliable data essential for achieving the study's objectives. The findings from the evaluation of Fiberniwan's marketing strategies, a survey was conducted to assess the demographic profile and perceptions of its customers. The results revealed that 71% of respondents were male, 76% were between the ages of 21 and 30, and 89.5% had maintained their subscriptions for one to two years or more. While many customers demonstrated brand awareness and interest in Fiberniwan's services, reflected by weighted means of 3.21 and 3.46, respectively, satisfaction levels declined in critical areas. Notably, service quality and responsiveness received a lower weighted mean of 3.05, while perceived promotional value was rated at 3.11. In addition, several issues emerged as key sources of dissatisfaction, including unsecured transactions (37%), limited staff availability (24%), and slow response times (16%). These findings suggest the need for strategic improvements in customer service, communication, and marketing efforts to enhance customer satisfaction and long-term retention. The study concludes that evaluating Fiberniwan's marketing strategies provides a clearer understanding of how customers perceive its offerings in terms of service, pricing, processes, physical setup, distribution, promotion, and personnel. These components collectively shape customer experience and loyalty. In light of declining customer retention, the researchers recommend several innovative solutions. These include the adoption of AI-driven chatbots to enhance responsiveness, strategic digital content planning to increase online engagement, the launch of a customer loyalty rewards program, and the creation of a dedicated mobile app to improve service accessibility and user convenience. These proposed initiatives are intended to reinforce Fiberniwan's competitive edge, improve customer satisfaction, and promote sustained customer relationships.

Keywords: fiberniwan, marketing strategies, customer perception, customer retention, service quality, ai chatbots, digital content, loyalty program, mobile application, marketing mix

**EVALUATING MARKETING STRATEGY TOWARD CUSTOMER
PREFERENCE OF DOING GOOD CLOTHING**

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Mark James Sobrino, Jeremias Zamora, Vinalyn Sarzata

Abstract

This study investigates the marketing strategies employed by Doing Good Clothing, a Caloocan City-based enterprise specializing in personalized apparel. Although the company utilizes a variety of promotional techniques, it continues to face difficulties in effectively connecting with its intended market. The research aims to assess consumer behavior and preferences to develop more targeted and impactful marketing efforts. By enhancing customer interaction, refining promotional approaches, and optimizing advertising channels, the study seeks to strengthen the brand's market presence and appeal to a broader and more diverse customer base. This study examines the influence of marketing strategies on consumer preferences for Doing Good Clothing, a brand committed to sustainability and ethical sourcing. Adopting a descriptive quantitative research approach, the study will utilize a structured survey questionnaire administered to 20 prospective customers. The gathered data will be analyzed through descriptive statistics to summarize consumer responses, while correlation and regression analyses will be employed to assess the strength and significance of relationships between marketing strategies and consumer preferences. The findings aim to provide actionable insights for enhancing the brand's market engagement and aligning its promotional efforts with customer values. The survey findings reveal that a majority of the respondents are young adults, with 70% aged between 18 and 25. Most are male and report making one to three purchases from Doing Good Clothing. Respondents commend the brand for its product quality and design, and they consider the pricing to be fair and competitive. However, significant concerns were raised regarding the company's promotional efforts. In particular, the brand's social media advertisements were perceived as unengaging and ineffective. Furthermore, the store's physical location received low satisfaction ratings, especially in terms of comfort, atmosphere, and accessibility. While customers expressed trust in the brand's transparency and responsiveness to their needs, the overall data indicates substantial opportunities for improvement in marketing communication, promotional reach, and in-store experience. The study indicates that a significant portion of respondents are young adults aged 18 to 25, with 55% identifying as male. While Doing Good Clothing is consistently rated highly for the quality of its products, respondents expressed lower levels of agreement concerning the brand's image, customer loyalty, and overall reputation. These findings suggest that, despite product satisfaction, the company faces challenges in cultivating a strong and trustworthy brand identity. To address this gap, strategic improvements in marketing communication, brand positioning, and trust-building initiatives are recommended.

Keywords: doing good clothing, young adult consumers, product quality, brand image, customer loyalty, brand reputation, marketing strategy, trust building, consumer perception, brand positioning.

**EVALUATING ON THE MARKETING STRATEGIES UTILIZED BY COAL PH:
BASIS FOR COMPANY COMPETITIVENESS**

Jessie Arellano, Jeanly Baliton, Patricia Motecillo, April Shei Pielago, Jimuel Eswan, Vinalyn Sarzata

Abstract

In today's dynamic and competitive business environment, companies must continuously adapt and innovate to sustain a competitive advantage. Coal PH, a business based in California, San Bartolome, Novaliches, Quezon City, has effectively met these challenges and distinguished itself from more established competitors. This success is largely attributed to its strategic implementation of the 7Ps of Marketing: Product, Price, Place, Promotion, People, Process, and Physical Evidence. By leveraging these marketing principles, Coal Ph has remained relevant in an ever-evolving market and positioned itself for sustained long-term growth. The study adopted a correlational research design, employing a simple random sampling technique to ensure an unbiased and representative sample. A total of 80 respondents were selected, consisting of 40 customers or residents, 20 students, and 20 drivers. Data was gathered through standardized survey questionnaires administered by the researchers. To analyze the responses, a range of statistical tools were utilized, including frequency and percentage, weighted mean, ranking, and one-way Analysis of Variance (ANOVA). These tools were applied to examine the relationship between the respondents' demographic profiles and their perceptions of the 7Ps of marketing strategies: Product, Price, Place, Promotion, People, Process, and Physical Evidence. The findings reveal that the most influential factors contributing to customer satisfaction at Coal Ph are the professionalism and courtesy of the staff (weighted mean = 4.04), food consistency and quality (weighted mean = 3.83), and the cleanliness of dining areas and facilities (weighted mean = 4.01). Additional aspects such as accessibility and ease of parking (3.48), perceived value for money (3.15), and promotional strategies (3.13) also play a role in shaping customer experiences. Results from hypothesis testing indicate significant correlations between the 7Ps of marketing and customer demographic profiles, specifically age, gender, and purchase frequency, all with p-values of 0.00001. These insights suggest that Coal Ph's emphasis on food quality, professional service, cleanliness, and affordability contributes significantly to customer loyalty and competitive advantage. Moreover, a clear understanding of customer demographics is essential for refining marketing strategies and sustaining long-term business success. To strengthen its market position and customer satisfaction, Coal Ph is advised to prioritize targeted engagement with the 16–25 age group through dynamic digital platforms such as TikTok and Instagram. Leveraging these channels can significantly enhance brand visibility and connection with younger consumers. Furthermore, efforts should be made to ensure consistent product quality, diversify the menu to meet evolving customer preferences, and elevate the overall dining experience. Reinforcing the customer loyalty program and maintaining clean, comfortable, and well-managed facilities will also contribute to stronger brand recognition, improved customer retention, and long-term competitiveness.

Keywords: coal ph, customer engagement, digital marketing, tiktok, instagram, product consistency, menu expansion, dining experience, loyalty program, brand visibility, customer satisfaction, competitiveness

**EVALUATING THE CONTENT MARKETING OF SALON 7 BEAUTY LOUNGE:
IMPROVING THE ONLINE MARKETING PRESENCE IN SAMPAGUITA
STREET OVAL KANAN, CALOOCAN CITY**

Gina Galupe, Mary Jane Baring, Camfanila Mabong, Lerenz Klier Obligar,
Marife Valles, Vinalyn Sarzata

Abstract

This study examines the content marketing strategy of Salon 7 Beauty Lounge, with particular focus on its use of social media, video marketing, and digital advertisements. In order to remain competitive in the beauty and wellness industry, Salon 7 must adopt more innovative and consistent marketing practices. The salon currently struggles with challenges such as low-quality content, negative customer feedback, and irregular posting on its social media platforms. In response to these issues, the researchers developed a strategic marketing plan designed to increase awareness and understanding of the salon's services and innovations among both customers and staff. The primary objective of the study is to strengthen Salon 7's online presence by producing more compelling content, encouraging positive engagement, and fostering a stronger brand image across digital platforms. This study adopts a quantitative correlational research design to examine the relationship between customer perceptions and Salon 7 Beauty Lounge's content marketing strategies. A convenience sampling method was used to select 30 customer respondents. Data will be collected through standardized survey questionnaires aimed at evaluating customer experiences and engagement with the salon's social media content, video marketing, and advertisements. To ensure comprehensive analysis, both descriptive and inferential statistical techniques will be employed. Descriptive statistics, including frequency, percentage, weighted mean, and ranking, will be used to summarize the data. Meanwhile, the Mann-Whitney U-test and Kruskal-Wallis H-test will be utilized to identify significant differences and correlations among variables, providing deeper insights into the effectiveness of the salon's marketing efforts. The results of the study reveal that demographic variables, specifically age, gender, civil status, and employment status, significantly impact customer engagement with Salon 7 Beauty Lounge's social media, video marketing, and advertising strategies. The majority of active users were identified as females between the ages of 25 and 30, who consistently ranked highest in terms of interaction across all platforms. Overall, respondents rated the effectiveness of the salon's content strategies as follows: social media (weighted mean = 3.37), advertisements (3.31), and video marketing (3.28), indicating moderate satisfaction. As for the challenges encountered, the most prevalent issue was poor content quality, reported by 53.6% of respondents, followed by inconsistent posting (28.6%) and negative feedback (21.4%). Among these, content quality was identified as the most critical concern, negatively affecting the salon's digital marketing presence across all channels. To assess the influence of demographic factors on customer engagement with Salon 7 Beauty Lounge's marketing strategies, the researchers utilized the Mann-Whitney U-test and the Kruskal-Wallis H-test. Results from the Kruskal-Wallis H-test indicated a statistically significant difference across age groups, with an H-value of 22.5092 and a p-value of 0.00016, suggesting that age plays a critical role in shaping responses to the salon's social media, video marketing, and advertisements. In contrast, the analysis of gender differences yielded an H-value of 49 and a p-value of 0.1936, indicating no significant variation between male and female respondents across the evaluated variables. Meanwhile, both civil status and employment status demonstrated statistically significant differences in relation to all three marketing components, highlighting the importance of these demographic factors in understanding consumer behavior and tailoring content strategies accordingly.

Keywords: mann-whitney u-test, kruskal-wallis h-test, demographic profile, age, gender, civil status, employment status, statistical significance, consumer behavior, digital marketing engagement

**EVALUATING THE EFFECTIVENESS OF BUDGETING PRACTICES ON
COST CONTROL IN INNOGEN PHARMACEUTICAL INC.**

Christian Matalang, Danica Jane Moreno, Hazel Angela Demesa,
Chriztyne Lorriane Asugas, Jeremy Albaña, Eugene Bayani

Abstract

Although many companies are aware of the regulatory and compliance risks inherent in their operations, they often face challenges in effectively addressing and mitigating these risks. Strategic diversification serves as a proactive measure, not only to reduce exposure to regulatory uncertainties but also to strengthen long-term profitability and operational sustainability. By stabilizing revenue streams and spreading risk, diversification supports more effective financial forecasting and facilitates consistent, reliable budgeting over time. This quantitative study, guided by a descriptive research design, aims to assess the effectiveness of budgeting practices in enhancing the company's financial control mechanisms. To ensure fairness and reduce sampling bias, the researchers employed a random sampling technique, granting all individuals within the target population an equal chance of selection. This approach not only improved the representativeness of the data but also ensured logistical convenience by focusing on respondents accessible within the study area. The findings of this research are expected to provide valuable insights into how budgeting practices contribute to operational efficiency and informed financial decision-making. Data was collected through structured in-depth interviews and analyzed using the Likert scale and ranking methods. Findings indicate that Innogen employees perceive the company's budgeting practices as generally effective. Among the key areas assessed, managing the cost of production received the highest composite mean of 3.62, followed by resource allocation (3.47) and inventory management (3.39). Despite these strengths, employees reported several recurring challenges. These include difficulties in handling unforeseen expenses, preparing accurate budgets under time constraints, and ensuring clear communication and coordination among departments during the budgeting process. These insights highlight the need for continuous refinement of budgeting systems and improved internal collaboration to enhance overall financial efficiency. The study reveals that various departments within the company encounter unique challenges. A key finding is the organization's strong emphasis on financial performance and revenue growth, which tends to overshadow the need for greater operational flexibility. Interestingly, client satisfaction emerged as the least concerning issue, suggesting that customer-related needs are being effectively addressed.

Keywords: departmental challenges, revenue growth, operational flexibility, financial focus, client satisfaction, company priorities, budgeting effectiveness.

EVALUATING THE EFFECTIVENESS OF BUZZER PAGER SYSTEM ON CUSTOMER SATISFACTION AND OPERATIONAL EFFICIENCY IN FAST-FOOD RESTAURANT

Terence Joseph Buelbo, Jamica Argao, John Dominic Azuela, John Rick Catarin,
Mark Niño Dominguez, James Pascua, Randy Villaseñor

Abstract

This study examines the key variables influencing customer satisfaction and retention at the Jollibee branch in Novaliches, Quezon City. It specifically investigates how perceived waiting time, customer comfort, perceived value, ease of service use, and satisfaction with service speed impact the overall dining experience and loyalty of patrons. Anchored in the Customer Satisfaction Theory, which suggests that satisfaction results from the degree to which a product or service meets or exceeds customer expectations, the study aims to provide actionable insights into enhancing service quality and customer engagement within the fast-food industry. This study aims to analyze how specific factors influence customer satisfaction and how that satisfaction, in turn, affects customer retention. A qualitative research approach was adopted, with data collected from 100 respondents, equally divided between 50 male and 50 female customers of the fast-food restaurant. The research findings provide actionable insights that fast-food chains and similar businesses can use to optimize their customer service strategies, strengthen customer relationships, and build lasting brand loyalty. The age distribution of respondents shows that the majority 71% (71 individuals) are between 18 and 24 years old. A smaller segment, 8% (8 respondents), falls within the 25–30 age range, while 10% (10 respondents) are under 18 years old. The total sample comprises 100 participants, evenly divided between males (50) and females (50). This demographic profile indicates that the study primarily involves a younger population, with a strong representation of youth among the respondents. The implementation of buzzer pager devices significantly streamlines restaurant operations by reducing counter congestion and enhancing order flow. During peak hours such as lunch and dinner rushes, these systems allow customers to wait comfortably away from the ordering area, freeing up space for new patrons. This not only improves operational efficiency but also contributes to a more pleasant and organized dining environment. One of the most notable benefits of the buzzer pager system is its positive impact on the customer experience, as it minimizes perceived wait times and fosters a more orderly and responsive service process.

Keywords: buzzer pager system, restaurant operations, customer experience, order flow, peak hours, counter congestion, operational efficiency, wait time management, streamlined service, dining environment

**EVALUATING THE PERCEIVED USABILITY AND EFFECTIVENESS OF
PERFORMANCE MANAGEMENT SYSTEM: AN ASSESSMENT**

Reginald Casinginan, Giannie Bactol, Andrea Dela Cruz, Carl Justin Lorino,
Vanessa Punzalan, Kimberly Joyce Embile

Abstract

This study evaluates the perceived usability and effectiveness of the Performance Management System (PMS) at Company X, a Business Process Outsourcing (BPO) firm. It focuses on how employee performance is monitored using tools such as customer feedback surveys. The study also examines common challenges in implementing PMS, including insufficient monitoring, lack of training, and ineffective communication. Additionally, it explores the role of established frameworks such as 360-degree feedback, Management by Objectives (MBO), and Key Performance Indicators (KPIs) in enhancing organizational performance. A quantitative-descriptive research design was employed, using an online survey questionnaire as the primary data collection tool. A total of twenty (20) employees comprising ten (10) supervisors and ten (10) managers were selected through purposive sampling, ensuring relevant experience with PMS. The questionnaire was structured using a 4-point Likert Scale to measure responses regarding system usability and effectiveness. The collected data were subjected to statistical analysis to draw conclusions and address the research objectives. The results showed that most respondents were women aged 18 to 27 who had used the PMS for one to four years. While the system was generally perceived as user-friendly and effective, challenges such as poor communication, inadequate monitoring, and limited training were noted. These issues were identified as barriers to fully optimizing the system's functionality and impact. The findings highlight the need for continuous improvement in the implementation of PMS. Key recommendations include assigning additional operations managers to oversee PMS use, conducting regular monitoring, holding weekly team meetings, and providing structured training sessions. The integration of real-time feedback tools, usability testing, and adaptive learning content is also encouraged. To maintain an effective PMS, regular updates and responsiveness to user feedback are essential to align the system with organizational goals.

Keywords: performance management system, usability, organizational performance, employee monitoring, 360-degree feedback, management by objectives, key performance indicators, bpo industry, training, communication

**EVALUATION OF TELEMEDICINE SERVICE ON THE PATIENT SATISFACTION ON
THE SELECTED MEDICAL CENTER ALONG QUEZON**

Mejia Maria Celestina, Maria Angelica Acuña, Jocelyn Belangel, Maria Lolita Decena,
Florie Jane Gomez, Kimberly Joyce Embile

Abstract

This study evaluates the effect of telemedicine services on patient satisfaction in selected medical centers in Quezon City. It aims to determine the demographic factors influencing satisfaction and identify barriers to effective telemedicine use. The study emphasizes how mobile technology, particularly telemedicine, has transformed healthcare delivery by improving accessibility, efficiency, and cost-effectiveness. Despite these advantages, telemedicine implementation presents challenges that must be addressed, including infrastructural limitations, the need for provider training, and the assurance of patient data security. The study adopts a quantitative approach and utilizes a descriptive research design to gather data from thirty (30) purposively selected patients who have experienced telemedicine consultations. A survey questionnaire served as the primary data collection tool, focusing on factors influencing patient satisfaction and identifying recurring challenges in the use of telemedicine services. The findings revealed that most respondents were male and belonged to the lower-middle-income class. Overall, patient satisfaction levels were high, although differences were observed based on age, sex, location, and socio-economic status. Health status influenced only the perceived usefulness of the service. The most reported issue was poor internet connectivity, which negatively impacted the telemedicine experience. Despite these challenges, telemedicine was recognized as a viable solution to improve healthcare access and service satisfaction. The results underscore the potential of telemedicine to enhance healthcare delivery and patient satisfaction in the Philippines. However, recurring challenges such as connectivity problems, technical malfunctions, and concerns regarding privacy must be addressed for wider adoption. The study recommends customized training for healthcare providers and infrastructure development to support telemedicine services. Future longitudinal studies are suggested to assess the long-term impact of telemedicine on patient outcomes and satisfaction. These findings offer practical insights into optimizing telemedicine in local healthcare systems.

Keywords: telemedicine, patient satisfaction, healthcare access, mobile technology, internet connectivity, health service delivery, quezon city, healthcare innovation

**FACTOR SHAPING THE EMPLOYEE-EMPLOYER RELATIONSHIP: AN
EXPLANATORY STUDY AT CONSTRUCTION SERVICE COMPANY IN TAGUIG CITY**

Ye Zhajoy Briones, Jay Ann Escoltura, Neslyn Lisay, Joylyn Perez,
Cangen Sebastian, Kimberly Joyce Embile

Abstract

This study aims to provide insight into the factors that influence the employee-employer relationship in a construction service company in Taguig City. Effective communication and leadership styles are essential in creating a comfortable work environment that promotes job satisfaction. When employees and employers experience satisfaction in their roles, it enhances self-confidence and supports professional growth. The study underscores the importance of managing relationships within the workplace to improve collaboration, performance, and organizational success. This study uses a quantitative approach with a descriptive research design. A simple random sampling technique was employed to determine the target population. Data were collected from a total of forty (40) respondents, consisting of thirty (30) employees and ten (10) employers from the selected construction service company. An online survey questionnaire served as the primary instrument for data gathering. The data revealed that communication and leadership styles significantly impact the employee-employer relationship. Respondents emphasized the importance of honest feedback, task responsibility, and mutual respect. When both employees and employers are accountable and communicate effectively, it fosters trust and enhances job satisfaction. The findings also suggest that consistent management support and employee responsiveness contribute to a healthier working relationship. The results indicate that a positive working environment, characterized by open communication, strong leadership, and access to adequate resources, plays a crucial role in shaping the employee-employer relationship. These elements help reduce misunderstandings and promote better teamwork. Moreover, strong leadership practices lead to improved organizational outcomes and employee morale. The study recommends that companies invest in communication training, leadership development, and employee engagement programs to strengthen these workplace relationships.

Keywords: employee-employer relationship, job satisfaction, communication, leadership, workplace environment

**FACTORS AFFECTING EMPLOYEE RETENTION AT
FAST FOOD CHAIN IN QUEZON CITY**

Lani Amparado, Jeames Ancino, Daniela Bolante, Iñigo Bongabong,
Mharinel Palajoren, Riva Manalo

Abstract

Employee retention remains a pressing concern in the fast-food industry, where high turnover rates contribute to increased operational costs and compromised service quality. This study investigates the factors influencing employee retention at Mang Inasal Villongco in Quezon City, with a particular focus on the possibility for growth, the nature of work, sense of responsibility, and recognition. Guided by Herzberg's Two-Factor Theory, the research aims to understand how intrinsic motivators affect employees' decisions to remain in their positions. This study utilizes descriptive-quantitative research design. A total of 45 employees, including managers, team leaders, crew trainers, and service crew members, participated in the survey. Data were collected through a researcher-made questionnaire, validated by academic experts. Statistical tools such as frequency distribution, weighted mean, and the Mann-Whitney U-Test were applied to analyze responses and identify variations based on demographic factors. The results revealed that the possibility for growth and recognition significantly influenced employee retention, especially among respondents aged 18 to 22, who prioritized career advancement and acknowledgment. Across all age groups, employees agreed that recognition and responsibility positively affected motivation and job satisfaction. However, issues such as strict monitoring, biased recognition systems, and limited career progression were identified as key challenges. Statistical analysis further showed that job position had a significant effect on perceptions of growth opportunities, while marital status and length of service did not exhibit notable influence. This study emphasizes the importance of creating structured career development paths, fair recognition practices, and supportive workplace environments to enhance employee retention in the fast-food sector. Addressing these factors can foster employee engagement and reduce turnover. Future research is encouraged to explore additional variables such as compensation, work-life balance, and organizational culture to provide a more comprehensive view of retention strategies in similar settings.

Keywords: employee retention, possibility for growth, work itself, responsibility, recognition, fast-food chain, intrinsic motivators

**FACTORS AFFECTING EMPLOYEE RETENTION IN
BLUE AGE TRADING IN CALOOCAN CITY**

Melody Suhayon, Elmar Escabas, Maybelyn Honrado, Cedrix Ingeniero,
Khristine Inosante, Riva Manalo

Abstract

Employee retention presents a major challenge in the telecommunications industry, particularly in the Philippine context. Blue Age Trading, a postpaid field sales partner of Smart Communications Inc. and a home distributor for PLDT Inc. in Caloocan City, reports a turnover rate of 40% to 50%. This study aims to determine the key factors influencing employee retention in the company, utilizing Herzberg's Two-Factor Theory. The focus includes intrinsic motivators such as achievement, recognition, the nature of work, responsibility, advancement, and personal growth. This study adopts a descriptive research design and involves 155 employees selected through simple random sampling to ensure fair representation. A researcher-made survey questionnaire, validated and tested for reliability, served as the primary instrument. Data were analyzed using frequency and percentage, weighted mean, Kruskal-Wallis H-test, and ranking procedures to interpret respondent perceptions on various retention factors. The majority of respondents were young (42.58%), single (61.94%), and had less than three years of tenure (62.58%). Respondents indicated high levels of agreement regarding achievement ($M = 3.52$), recognition ($M = 3.48$), the nature of work ($M = 3.47$), responsibility ($M = 3.50$), advancement ($M = 3.47$), and personal growth ($M = 3.45$). Despite these favorable perceptions, significant challenges in retention were noted, such as difficulty in meeting sales targets, technical problems, insufficient benefits, and limited career growth opportunities. A statistically significant difference was found in the perception of "the work itself" among different age groups ($p = 0.0296$). The findings underscore the importance of intrinsic motivators in retaining employees, particularly through fostering achievement, meaningful work, and recognition. To address the identified challenges, it is recommended that the company implement structured retention initiatives, including competitive benefits, leadership development, and skill-building programs. These strategies can promote higher engagement, job satisfaction, and long-term retention. The results provide insights for human resource managers and business leaders in designing targeted employee retention programs within the telecommunications sector.

Keywords: employee retention, telecommunications industry, herzberg's two-factor theory, intrinsic motivation, workforce engagement, job satisfaction, employee turnover

**FACTORS AFFECTING EMPLOYEE RETENTION IN J&T EXPRESS
GENERAL LUIS ST. NOVALICHES QUEZON CITY**

Jhan-jhan Juanillas, Emerald Baduria, Mary Rose Bailon,
Jennifer Encinas, Christelle Ann Rival, Danilo Molera Jr.

Abstract

Employee retention plays a crucial role in the success of organizations, particularly in high-demand sectors such as logistics. This study examines the factors influencing employee retention at J&T Express General Luis Branch in Novaliches, Quezon City. Specifically, it investigates the relationship between employees' demographic profiles and various organizational factors that affect their decision to stay with the company. The study utilizes a descriptive-quantitative research method to quantify employee perceptions on retention-related factors. Data were collected through survey questionnaires distributed to purposively selected respondents who were deemed most likely to provide relevant insights. This approach allowed for structured analysis of how company policies, recognition programs, and compensation influence employee retention. Findings revealed that recognition and rewards play a significant role in employee retention. While employees acknowledged the presence of recognition efforts, they emphasized the need for more consistent and timely acknowledgment. Company policies were also identified as influential, with respondents expressing the importance of structured guidelines and fair governance. The study found no significant variation in retention perceptions across different age groups, indicating that retention strategies may be uniformly implemented. The most frequently reported challenges were delayed salary payments, lack of overtime compensation, toxic work environments, and inconsistent enforcement of workplace policies. These concerns highlight key areas for organizational improvement. This study provides actionable insights into employee retention within the logistics sector. Addressing critical issues such as timely salary disbursement, equitable compensation, and a supportive work environment is essential to improving employee satisfaction and retention. The findings support the development of targeted human resource strategies that enhance job stability and organizational commitment. By prioritizing fair and consistent workplace practices, J&T Express can foster a more engaged workforce and reduce employee turnover, strengthening its operational effectiveness in the logistics industry.

Keywords: employee retention, job satisfaction, compensation, workplace policies, recognition programs, logistics industry

FACTORS AFFECTING EMPLOYEE RETENTION OF NCT TRANSNATIONAL CORPORATION: BASIS FOR RETENTION PROGRAM

Rey Mark Lito, Ivan Claude Alday, Baby Joy Lanuza, Alfonso John Maat,
Chelsea Irish Serot, Danilo Molera Jr.

Abstract

Employee retention remains a significant challenge in modern organizations, regardless of how ethically or competitively they operate. High turnover rates resulting from inadequate retention programs often lead to decreased employee satisfaction and organizational instability. This study aims to determine how compensation and benefits, training and development, employee well-being, and recognition influence employee retention at NCT Transnational Corporation. The goal is to assess employee perceptions of these factors and use the findings as a basis for developing a targeted retention program. This study employs a descriptive-quantitative research design and uses census sampling to include the entire population of interest. Data was collected through a researcher-made survey questionnaire administered to 93 employees of NCT Transnational Corporation. The responses were gathered, encoded, and analyzed using Microsoft Excel, focusing on the relationship between employee demographics and perceptions of retention-related factors. The findings revealed an even distribution of respondents across demographics, with most aged 31–40, holding rank-and-file positions, and having over 10 years of tenure. Respondents showed strong agreement on the positive influence of compensation and benefits, training and development, employee well-being, and recognition on retention. Significant variations were found in training perceptions based on age, and in compensation and recognition based on educational attainment. The most pressing challenges included high physical workload, limited career advancement opportunities, insufficient training, and an imbalanced work-life dynamic. Based on these findings, the study proposed an Employee Retention Enhancement Program focused on improving compensation structures, professional development, workplace well-being, and formal recognition. The study highlights the importance of key retention factors in building a stable and satisfied workforce. Differences in employee perceptions based on age and education suggest the need for customized retention strategies. To mitigate identified challenges, the proposed enhancement program offers targeted interventions to support long-term employee engagement and organizational growth. Prioritizing these areas may contribute to improved retention rates and overall job satisfaction within NCT Transnational Corporation.

Keywords: employee retention, compensation and benefits, training and development, employee well-being, recognition

**FACTORS AFFECTING JOB SATISFACTION OF THE REGULAR EMPLOYEES OF
LITE EXPRESS INTERNATIONAL INC. IN QUEZON CITY**

Francheska Calubag, Janella Jene Bantog, Ohlen Bo, Ralp Kevin Popelo,
John Mark Torres, Dr. Joy Evelyn Ignacio

Abstract

This study aims to assess the factors affecting job satisfaction among regular employees of Lite Express International Inc. in Quezon City. It explores various employee profiles, including age, gender, highest educational attainment, tenureship, salary range, and assigned business unit. The study focuses on three primary areas of job satisfaction: compensation and benefits, work environment, and leadership style. It is guided by the hypothesis that there is no significant difference in job satisfaction based on employee demographic profiles. The study employs descriptive-quantitative research design and was conducted over a seven-month period, from September 2024 to March 2025. A total of 83 regular employees participated in the survey. Prior approval was secured from Lite Express International Inc. before the distribution of the questionnaires in December 2024. Clarifications were provided during the administration of the surveys to ensure respondent understanding and accuracy of responses. The researcher ensured timely data collection and maintained consistent engagement with the participants throughout the process to enhance data reliability and credibility. The findings focused on how compensation and benefits, work environment, and leadership style influence job satisfaction. The study examined the relationship between employee demographic profiles and their perceptions of job satisfaction. Results provided insights into whether differences in satisfaction levels exist across variables such as age, gender, educational attainment, and length of service. The study contributed to a deeper understanding of how various organizational factors affect employee engagement, productivity, and performance. The findings aim to assist the management of Lite Express International Inc. in identifying areas for improvement to enhance employee satisfaction. Such improvements are expected to lead to increased performance, better engagement, and a more conducive work environment. Overall, the study offers practical recommendations to strengthen workplace culture and organizational effectiveness.

Keywords: compensation and benefits, job satisfaction, leadership style, logistics management, tenureship, work environment

**FACTORS AFFECTING THE CONSUMERS' ENGAGEMENT IN PROMOTIONAL
STRATEGY OF DANTE'S PETROLEUM GAS AND TRADING**

Marc Henry Magno, Princess May Tautjo, Desirie Lyn Grandia,
Jake Braza, Gerelyn Mangaba, Vinalyn Sarzata

Abstract

This study aims to determine how promotional strategies influence consumer engagement at Dante's Petroleum Gas and Trading. Specifically, it assesses the demographic profile of respondents based on age, sex, purchase frequency, and product size preference. It also examines factors affecting consumer attention in relation to the promotional strategy, using the AIDA model: Attention, Interest, Desire, and Action. The study further evaluates the promotional tools in terms of visibility, accuracy, and consistency and identifies common problems encountered by customers. The results serve as the basis for a proposed plan to enhance the business's promotional efforts. The study employs a quantitative-descriptive research design, involving 100 customers of Dante's Petroleum Gas and Trading who are knowledgeable about the business. Convenience sampling was used to gather data efficiently. Statistical tools such as frequency and percentage, ranking, and weighted mean were applied to analyze the responses. The demographic profile revealed a diverse age range, with the majority (25%) aged 20–25 years. More than half (54%) of the respondents were female. Most customers (50%) purchased products once a month, with the 11kg M-gas being the preferred size (42%) due to its affordability and longer usage. In terms of the promotional strategy, customers generally disagreed with its effectiveness in attracting attention (mean = 2.12), generating interest (2.31), creating desire (2.42), and prompting action (2.43). While the accuracy (2.66) and consistency (2.78) of promotional materials received moderate ratings, visibility remained a notable issue (2.2). Reported problems included unclear signage, delayed deliveries, stock shortages, and insufficient marketing of the business location. Based on the findings, the researchers proposed strategies to enhance the business's promotional efforts. These include improving signage for better visibility and accessibility, implementing an inventory management system to address stock shortages, and enhancing telemarketing approaches to strengthen customer relationships. Additional suggestions include the use of vehicle advertisements and active promotion through a dedicated Facebook page to improve overall marketing reach.

Keywords: consumer engagement, promotional strategy, aida model, marketing visibility, customer retention, lpg retail, business promotion strategies

FACTORS INFLUENCING CUSTOMER LOYALTY OF LEIGH ARIANA STORE

Janrom Aruelo, Carl Michael Ansing, Dheniel Mira,
Roy Sabang, Dominic Serunda, Vinalyn Sarzata

Abstract

This study aims to identify the factors influencing customer loyalty at Leigh Ariana Store, a traditional retail outlet located in Maligaya Wet Market, Novaliches, Quezon City. The store operates in a competitive wet market setting and currently faces challenges such as limited sales promotions, difficulty adapting to market trends, and a shortage of personnel. To address these concerns, this study seeks to propose effective marketing strategies aimed at improving promotional efforts, enhancing customer communication, and ensuring consistent product quality to strengthen customer loyalty and foster long-term relationships. The study employs a quantitative descriptive research design to systematically gather and analyze numerical data. A purposive sampling technique was used to select respondents. Data were collected using a structured survey questionnaire to capture customer insights and preferences. Statistical tools such as frequency and percentage, weighted mean, and ranking were applied to analyze the data and fulfill the study's objectives. The findings revealed that the majority of Leigh Ariana Store's customers are aged 19 to 24 years old. Among the identified factors, product quality received the highest rating (Weighted Mean = 3.44), indicating a high level of customer satisfaction in terms of product variety and quality. In contrast, promotion received the lowest score (Weighted Mean = 2.06), suggesting dissatisfaction with the store's current marketing strategies. The overall average weighted mean of 2.93 (Agree) reflects a generally positive perception of the store but also highlights the need for improved promotional efforts and operational efficiency to further enhance customer loyalty. Based on the results, the researchers recommend that Leigh Ariana Store establish a Facebook page to provide regular product updates and promote new offerings. Implementing bundled deals and personalized promotions, such as discounts for frequent buyers, can also boost sales and strengthen customer relationships. These strategies are intended to help the business improve both its marketing effectiveness and long-term customer loyalty.

Keywords: customer loyalty, marketing strategy, product quality, sales promotion, wet market retail, leigh ariana store, business development, customer satisfaction, social media marketing, descriptive research

**FACTORS INFLUENCING EMPLOYEE TURNOVER IN THE BPO COMPANIES IN
QUEZON CITY: A PROPOSED POLICY DEVELOPMENT**

Gabriela Denise Bohol, Nickey Fernandez, Hazzel Joy Magarzo,
Regine Fe Sumugat, Jade Hazel Villanueva, Riva Manalo

Abstract

The Business Process Outsourcing (BPO) industry is a significant economic contributor in the Philippines, yet it continues to face challenges associated with high employee turnover rates. This study aims to identify the primary causes of employee turnover in BPO companies in Quezon City. It examines various influencing factors, including demographic characteristics (age, sex, years of experience), job satisfaction, working environment, career growth opportunities, compensation and benefits, and employee engagement. The objective is to provide data-driven recommendations that will inform policy development to reduce turnover and enhance workforce stability. This study utilizes a descriptive-correlational research design and includes 200 participants from various BPO companies in Quezon City. Convenience sampling was used to select respondents, and data were collected through a self-constructed survey questionnaire. Statistical tools such as weighted mean, Pearson r correlation, and ranking procedures were employed to analyze the gathered data. The findings revealed that job satisfaction (weighted mean = 4.12) and work environment (weighted mean = 4.08) were the most influential factors contributing to employee turnover. Career development opportunities (weighted mean = 3.95) and compensation and benefits (weighted mean = 3.89) were also identified as contributing factors to a moderate extent. A strong positive correlation ($r = 0.56$) was found between employee engagement and these variables. Budget limitations were reported as a major barrier to effectively addressing turnover-related issues. The study emphasizes the importance of improving job satisfaction, work environment, and opportunities for career development to reduce employee turnover in BPO companies. While demographic variables such as age and sex showed minimal impact, years of experience significantly influenced perceptions of job satisfaction and career advancement. To enhance employee retention, human resource policies should focus on competitive compensation packages, structured professional development programs, a supportive and healthy work environment, and initiatives promoting work-life balance. Furthermore, engagement strategies such as reward systems and clear career pathways should be incorporated. Implementing these recommendations can help BPO companies achieve greater workforce stability and improve overall service delivery.

Keywords: employee turnover, job satisfaction, work environment, bpo industry, career development, compensation and benefits, employee engagement, hr policy, workforce retention, quezon city

**FACTORS INFLUENCING EMPLOYEE ENGAGEMENT IN HUMAN RESOURCE
MANAGEMENT DEPARTMENT OF QUEZON CITY HALL**

Klarissa Jane Cortez, Abegail Valdoz, Christian John Bernesto,
Jason Anthony Entera, Carlos Fernandez, Danilo Molera Jr.

Abstract

Employee engagement is essential to organizational performance, contributing to increased productivity, loyalty, reduced turnover, and improved morale. However, various challenges such as lack of recognition, poor communication, and burnout can adversely affect engagement levels. To enhance employee engagement, organizations must foster open communication, acknowledge and reward employee contributions, invest in training and development, and establish a supportive work environment that encourages work-life balance through wellness programs and flexible arrangements. This study aims to assess the factors influencing employee engagement within the Human Resource Management Department of Quezon City Hall. The study utilized a descriptive quantitative research design to provide a systematic and accurate assessment of employee engagement. Data was gathered from HR Heads and HR Staff through a structured survey, focusing on key engagement factors such as working conditions, compensation and benefits, recognition and rewards, and opportunities for professional growth. The study also considered demographic variables, including age, length of service, and job position. The results showed that HR Heads and HR Staff held similar perceptions regarding working conditions, compensation, and growth opportunities. However, significant differences were found in their views on recognition and rewards, which emerged as a critical factor affecting overall engagement. Most respondents were aged 31–40 and had between 4–7 years of service. Statistical analysis indicated that job position and length of service significantly influenced perceptions of recognition and rewards, while age did not have a significant impact. These findings suggest that engagement strategies must be tailored to the specific needs of employee groups based on their role and tenure. The study highlights the importance of addressing distinct engagement drivers within the HRM Department of Quezon City Hall. While communication and flexibility were generally viewed positively, concerns were raised regarding salary dissatisfaction, inconsistent recognition practices, and the underutilization of newly acquired skills. Engagement did not significantly differ by age but varied across job positions and years of service. To strengthen engagement, the study recommends refining recognition programs, enhancing career development and training opportunities, and implementing policies that support work-life balance. These strategic improvements are vital for improving employee motivation, job satisfaction, retention, and overall organizational effectiveness.

Keywords: employee engagement, recognition and rewards, compensation, career development, work-life balance, human resource management, quezon city hall, organizational performance, employee retention, workplace satisfaction

**FACTORS INFLUENCING EMPLOYEE MOTIVATION AND RETENTION AT KAIZEN.
PH HEALTHCARE APPAREL IN NOVALICHES QUEZON CITY**

Dhane Vic Devebar, Krys Keithly Jiz, Jazmer Mae Cruz, Angelica De Los Santos,
Edina Suello, Dr. Joy Evelyn Ignacio

Abstract

This study investigates the factors influencing employee motivation and retention at Kaizen PH Healthcare Apparel, located in Novaliches, Quezon City. Its primary objective is to identify the key drivers of motivation and evaluate their impact on employee job performance. Employee motivation plays a crucial role in enhancing productivity and organizational efficiency, and understanding the specific elements that encourage motivation is essential to retaining valuable talent. This research aims to explore the factors that keep employees engaged, which in turn affects their satisfaction, loyalty, and overall performance within the company. The study employs a descriptive research design using purposive sampling to collect data through employee surveys. This method ensures that respondents with relevant experiences and insights contribute to the findings. The survey instrument was designed to gather data on various dimensions, including work conditions, management practices, organizational culture, compensation, and opportunities for professional growth, offering a comprehensive understanding of the employees' perceptions and motivations. The results revealed that employees at Kaizen PH Healthcare Apparel are generally satisfied with salary, benefits, the work environment, career advancement, and leadership practices. However, certain challenges were identified, such as unmet salary expectations, limited career growth, high workload, lack of recognition, and the need for better work-life balance. These issues were found to influence overall motivation and the likelihood of long-term retention. Enhancing pay structures, recognition programs, career development pathways, and wellness initiatives were noted as areas for improvement. The study recommends that management develop strategies to boost motivation and retention by refining recognition systems, offering robust employee development programs, and cultivating a more inclusive and supportive workplace culture. Revisiting compensation structures and promoting clear opportunities for career progression are also essential. Addressing these factors can significantly improve employee morale, reduce turnover, and contribute to greater organizational success. By implementing these strategies, Kaizen PH Healthcare Apparel can create a sustainable and high-performing workforce.

Keywords: employee motivation, employee retention, work environment, career development, organizational culture, recognition, compensation, work-life balance, kaizen ph, business administration

**FACTORS INFLUENCING EMPLOYEE RETENTION AMONG BUSINESS PROCESS
OUTSOURCING EMPLOYEES IN FAIRVIEW, QUEZON CITY**

Mary Jewel Calindas, Nicole Brillantes, Jrc Nicole Cando, Iana Jasshey Laurente,
Joey Panis, Dr. Joy Evelyn Ignacio

Abstract

This study aims to assess the factors influencing employee retention among Business Process Outsourcing (BPO) employees in Fairview, Quezon City. Specifically, it evaluates the demographic profiles of respondents, including age, gender, length of service, shift, and company, and examines key retention factors such as fringe benefits, workplace flexibility, and training and development. Employee retention is a critical issue in the BPO industry and understanding the factors that influence it is essential for improving workforce stability and organizational performance. The study employs a descriptive-quantitative research design using survey questionnaires to collect data from full-time regular BPO employees. Data collection was conducted in November 2024, and the entire research process, including analysis, spanned from September 2024 to March 2025. Respondents were selected from five BPO companies operating in Fairview, Quezon City. The findings showed that the majority of respondents were aged 23–27 (35%), with a near-equal gender distribution (53% female, 47% male). Most employees (60%) had a tenure of 6 months to 2 years, indicating a relatively high turnover rate. Additionally, 56% of respondents worked the graveyard shift. Across the five BPO companies, respondents reported moderate to high satisfaction with fringe benefits (Weighted Mean = 3.24), training and development (Weighted Mean = 3.17), and workplace flexibility (Weighted Mean = 2.99). Statistical analysis revealed no significant relationship between employee retention factors and demographics such as age, gender, or length of service. However, workplace flexibility and overall retention factors varied significantly depending on the employee's shift, while workplace flexibility and training opportunities also differed across companies. The most frequently reported challenges were emotional exhaustion, inadequate compensation, and work-life balance concerns. Based on these findings, the study proposed a set of Employee Well-Being and Retention Guidelines for BPO companies in Fairview. The guidelines emphasized flexible work arrangements, mental health support, career development programs, and competitive compensation. By implementing these recommendations, BPO companies could create a supportive environment that fostered employee engagement, reduced turnover, and enhanced organizational performance. The study contributed to understanding employee retention in the BPO industry and provided practical solutions for improving workforce stability.

Keywords: employee retention, bpo industry, workplace flexibility, fringe benefits, training and development, employee well-being, work-life balance, human resource management, fairview, quezon city

**FACTORS INFLUENCING SOCIAL MEDIA-DRIVEN MOBILE PHONE PURCHASE: A
BASIS FOR A PROPOSED MARKETING PLAN OF MARIJUN CELLPHONE
ACCESSORIES IN VALENZUELA TOWN CENTER**

Jezter Favor, Maria Jesusa Balauro, Kristalyn Jane Higayon, Cake Beverly Montes,
Krhyyza Mae Sentilleses, Vinalyn Sarzata

Abstract

This study investigates the factors that influence mobile phone purchases driven by social media and serves as the foundation for a proposed marketing plan for Marijun Cellphone Accessories located in Valenzuela Town Center. Anchored on the Consumer Purchasing Behavior theory, the study focuses on five primary factors that impact online buying decisions: product selection, pricing, user reviews, shipping options, and return policies. This study employs quantitative descriptive research design. Through purposive sampling, 50 respondents who recently purchased mobile phones via social media platforms were selected. Data were gathered using Google Forms and analyzed using statistical tools, including frequency, percentage, weighted mean, Kruskal-Wallis H test, and Mann-Whitney U test, to examine the relationship between consumer demographics and purchasing behavior. The findings revealed that the majority of online mobile phone buyers were young millennials aged 23 to 28 (58%), predominantly female (54%), and had an average monthly income between ₱10,000 and ₱19,999 (38%). Among the five factors, user reviews emerged as the most influential (weighted mean = 3.64), whereas product selection was the least influential (weighted mean = 3.38). However, statistical analysis showed no significant difference in purchasing behavior when grouped according to age, gender, or income, indicating generally uniform preferences across demographics. Respondents also encountered several issues when buying through social media, including delayed delivery (64%), damaged products (40%), stock shortages (34%), incorrect items received (32%), and lack of adequate product reviews (26%). To respond to the identified issues, a comprehensive social media marketing plan was developed. This plan highlights the importance of providing accurate product descriptions, offering competitive pricing, utilizing user-generated content, enhancing shipping logistics, and establishing transparent return policies. It also outlines digital marketing tactics such as influencer partnerships and promotional campaigns to boost brand visibility and consumer engagement. Through the implementation of these strategies, Marijun Cellphone Accessories is expected to strengthen its online presence, build customer trust, and increase sales. This study contributes essential insights for businesses seeking to refine their social media marketing efforts in response to evolving consumer behaviors.

Keywords: social media, mobile phone purchase, consumer behavior, digital marketing, user reviews, online shopping, marketing plan, e-commerce

FINANCIAL MANAGEMENT PRACTICES OF SELECTED MICRO ENTERPRISES IN NOVALICHES, QUEZON CITY: BASIS FOR DEVELOPING SUPPORT PROGRAMS

Jgea Alava, Britney Dominguez, Christian Love Francisco,
Angela Montibon, Jonel Rosell, Reynold Bangalisan

Abstract

This study explores the financial management practices of selected micro enterprises in Novaliches, Quezon City, with the goal of assessing their effectiveness and proposing targeted support programs for sustainable business growth. Micro enterprises serve as vital drivers of local economic development, yet they frequently encounter persistent challenges in areas such as financial planning, budget control, and cash flow management. These issues are often intensified by limited access to formal training, financial literacy programs, and advisory services, highlighting the need for comprehensive support mechanisms. The COVID-19 pandemic underscored the financial fragility of many micro enterprises, particularly in managing liquidity and maintaining operational stability. Guided by Lasher's (2010) financial management principles, this study utilized a descriptive quantitative approach. A structured questionnaire was distributed to selected micro business owners to assess the effectiveness of their financial practices. Data were analyzed through frequency, percentage, and weighted mean, focusing on business characteristics such as years of operation, capitalization, and workforce size. Results showed that most micro enterprises have been operating for 3–5 years, with capitalization between ₱15,001 and ₱20,000, and 1–10 employees. Financial planning, control, and cash management were generally deemed “Effective,” although challenges such as unforeseen expenses and budget deviations were frequently cited. A significant variation in financial control was found based on capitalization levels, emphasizing the need for improved resource allocation and financial strategy development. The study highlighted recurring financial stress among micro enterprise owners, primarily due to inadequate oversight and limited financial management resources. These findings emphasize the urgent need for practical and accessible support systems. As a response, the study recommends the development of targeted programs focused on SMART goal setting, strategic budgeting, consistent financial tracking, and the establishment of emergency funds. Customized financial literacy training, one-on-one mentorship, and affordable digital tools are also suggested to strengthen owners' abilities in contingency planning, fraud detection, and risk mitigation. To ensure long-term impact and scalability, the research calls for sustained collaboration among local government units, non-governmental organizations, and financial institutions in delivering ongoing education, support, and capacity-building initiatives. Sound financial management is fundamental to the long-term resilience and success of micro enterprises. The findings emphasize that while many micro business owners demonstrate effectiveness in planning, control, and cash handling, gaps remain, particularly in areas such as risk preparedness and financial oversight. Addressing these challenges through well-designed support programs, including targeted financial literacy training, strategic planning workshops, and digital financial tools, can significantly strengthen their capacity to withstand economic disruptions. Empowering micro entrepreneurs with these resources, through collaboration among government, private institutions, and NGOs, will not only enhance individual business sustainability but also contribute to inclusive local economic development.

Keywords: micro enterprises, financial management, budgeting, cash flow, financial planning, financial control, novaliches quezon city, support programs, financial literacy, economic resilience, resource allocation, risk management

**FOOD DELIVERY PLATFORM THAT AFFECTS CUSTOMER SATISFACTION:
BASIS FOR PROPOSED IMPROVEMENT PLAN**

Jasfer Dulva, Maribeth Allam, Justine Mae Baltar, Dave Jastin Cantila,
Janniele Dela Peña, Reynold Bangalisan

Abstract

This study explores the impact of the rapid growth of food delivery platforms, focusing on Foodpanda, on customer convenience in Novaliches, Quezon City. Using the IMRD (Introduction, Method, Results, and Discussion) framework, the research addresses how the surge in demand for online food delivery especially during the COVID-19 pandemic has influenced consumer reliance on Foodpanda for easy and contactless meal access. Despite its convenience, Foodpanda users frequently encounter issues such as delayed deliveries, missing items, app malfunctions, and inadequate customer service, which negatively impact overall satisfaction. Anchored in the Order-to-Delivery (OTD) theoretical framework, this study employed a descriptive quantitative design, utilizing a structured survey administered to 50 active users selected via quota sampling from three barangays: Sauyo, San Bartolome, and Sta. Monica. Data analysis involved the use of weighted mean, Kruskal-Wallis H-test, and Mann-Whitney U-test to assess customer satisfaction across the three critical delivery stages: pre-delivery, during delivery, and post-delivery. The findings indicate that most users were young adults between 18 and 29 years old, predominantly female, and belonged to low-income households, with cash as the preferred payment option. Respondents expressed high levels of satisfaction across all delivery stages, particularly highlighting the ease of registration, order placement, GPS tracking, and customer support services. Nonetheless, recurring issues such as delayed deliveries, ineffective problem resolution, and frequent system glitches were reported as significant concerns. The study revealed no significant differences in customer satisfaction across the various delivery stages, highlighting the necessity for consistent service quality throughout the entire delivery process. In response, an improvement plan was developed, recommending real-time estimated time of arrival (ETA) updates, comprehensive app debugging, enhanced training focused on empathetic customer service, expansion of delivery coverage areas, and the implementation of an “Order Photo Proof” feature to minimize order inaccuracies. The findings indicate that while Foodpanda generally fulfills customer expectations, addressing logistical challenges and strengthening communication and system reliability are vital for sustainable growth. The study further recommends implementing targeted promotions, upgrading technical infrastructure, and maintaining a balanced emphasis on all delivery stages to foster high customer satisfaction and loyalty in an increasingly competitive online food delivery market.

Keywords: foodpanda, food delivery, customer satisfaction, order-to-delivery (otd) framework, novaliches, quezon city, online food delivery, delivery stages, service quality, customer convenience, app performance, logistical efficiency, customer service traini

**FRINGE BENEFITS OF THE ADMINISTRATIVE STAFF IN
FOODTRADE CORPORATION IN QUEZON CITY**

Abijah Faith Dizon, Abegail Gelua, Rosewynne Guevarra, Rose Mher Pepito, Riva Manalo

Abstract

Fringe benefits play a crucial role in boosting employee morale and fostering organizational stability. This study explores the nature and effectiveness of fringe benefits focusing on leave entitlements, communication allowances, and Health Maintenance Organization (HMO) coverage provided to administrative personnel at Foodtrade Corporation in Quezon City. The objective is to assess how these benefits contribute to employee well-being, retention, and productivity, ensuring that company policies align with the needs and expectations of the workforce. A descriptive research design was adopted to assess the satisfaction levels of administrative staff regarding fringe benefits. A purposive sample of 50 participants, consisting of both regular and probationary employees, was selected. Data collection was conducted through a structured survey questionnaire, which was validated by subject matter experts and pilot-tested for reliability. Statistical tools such as the weighted mean, Kruskal-Wallis H-Test, and Mann-Whitney U-Test were employed to analyze satisfaction levels and examine significant differences based on demographic factors, particularly age and gender. The study revealed that administrative staff demonstrated a high level of satisfaction with leave benefits, reflected by a composite weighted mean of 3.32, corresponding to a “Strongly Agree” interpretation. Communication allowances and HMO provisions received weighted means of 3.16 and 3.09, respectively, indicating moderate satisfaction. Statistical tests, including the Kruskal-Wallis H-Test and Mann-Whitney U-Test, revealed no significant differences in satisfaction levels based on age or gender ($p > 0.05$). Despite overall positive responses, several issues were identified. The most commonly cited challenge was that the existing leave benefits did not adequately meet employees’ personal and professional needs. Other concerns included the complexity of benefit application procedures and the inconsistent distribution of communication allowances. The results indicate that while employees value the current fringe benefits, there are noticeable shortcomings in their implementation, particularly in ensuring fairness, consistency, and inclusiveness. The absence of significant differences in satisfaction across age and gender suggests a shared experience among staff; however, this also points to the need for more personalized or role-specific benefits. Improving the design and delivery of these programs could significantly enhance employee retention, satisfaction, and overall organizational effectiveness.

Keywords: fringe benefits, employee satisfaction, administrative staff, leave benefits, communication allowance, hmo, policy implementation, employee retention, organizational performance, demographic analysis.

**HIGH-TECH UNIVERSAL HOLDING CABINETS (UHC'S): IT'S EFFICIENCY
AND IMPACT TO THE BUSINESS PERFORMANCE OF MCDONALD'S
VICAS CAMARIN, CALOOCAN CITY**

Lawrence Tumbaga, Sarah Mae Broñosa, Troy Miguel Pegarido, Shantal Mae Perez,
Gian Franchesca Valenzuela, Reynold Bangalisan

Abstract

This study investigates the efficiency and business impact of High-Tech Universal Holding Cabinets (UHCs) at McDonald's Vicas, Camarin, Caloocan City, using a descriptive correlational research design to assess their role in enhancing food service operations. UHCs are advanced short-term food storage units engineered to maintain product quality, optimize service speed, minimize waste, and improve energy efficiency. The study aims to identify standard operating procedures for UHC use, evaluate their performance in terms of efficiency, effectiveness, and durability, and examine their influence on key business indicators including product quality, customer satisfaction, employee productivity, profitability, and environmental sustainability. Grounded in the Sustainable Entrepreneurship in SMEs framework which emphasizes the interconnected goals of people, profit, and planet this study employed purposive sampling to select 40 employees from McDonald's Vicas, Camarin, Caloocan City. Data was collected through structured survey questionnaires designed to assess perceptions and outcomes related to the use of Universal Holding Cabinets (UHCs). For data analysis, statistical tools such as weighted mean, Pearson correlation, and ranking were utilized to identify trends, measure relationships, and determine the relative significance of various factors. The results indicated strong agreement among respondents regarding the efficiency ($M = 3.24$), effectiveness ($M = 3.23$), and durability ($M = 3.23$) of Universal Holding Cabinets (UHCs). UHCs were found to positively influence business performance across all measured domains, with composite mean scores ranging from 3.16 to 3.23. Notably, their impact was most evident in maintaining food quality and enhancing workflow efficiency. A very strong positive correlation was observed between UHC efficiency and overall business performance ($r = 0.8571$, $p = .00001$), highlighting the critical role of UHCs in operational success. Despite these benefits, several challenges were identified, including frequent maintenance issues, improper food holding times, complex user interfaces, and insufficient employee training. These areas point to the need for targeted improvements to maximize the potential of UHCs in supporting sustainable and effective food service operations. The study proposes a comprehensive improvement plan for the Universal Holding Cabinets (UHCs) to enhance operational efficiency, food quality, customer satisfaction, and overall profitability. Key recommendations include implementing scheduled maintenance routines, integrating real-time IoT monitoring systems, upgrading to more intuitive user interfaces, providing continuous staff training, and enforcing stricter food safety protocols. Additionally, the adoption of AI-driven predictive maintenance, structured feedback mechanisms, and energy-efficient components is encouraged to further support sustainable and efficient operations. The findings underscore the importance of continuous innovation and workforce development as critical factors in maintaining McDonald's competitive edge in the fast-food industry. Strategic implementation of these improvements has the potential to streamline workflows and contribute to long-term operational success.

Keywords: universal holding cabinets (uhcs), sustainable entrepreneurship, perational efficiency, food quality, customer satisfaction, profitability

**HYBRID WORK MODEL IN BPO: EXPLORING THE LINK BETWEEN
SATISFACTION AND PERFORMANCE ORIENTATION**

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Justin Allyson Oliva, Bryan Tubao

Abstract

The hybrid work model marks a significant shift in workforce structure, particularly in the Business Process Outsourcing (BPO) industry, such as at Alorica. This study aims to examine the relationship between employee satisfaction and performance orientation within the context of hybrid work. Triggered by the COVID-19 pandemic, the company transitioned from a traditional office-based setup to a more flexible work arrangement. The research focuses on how this model impacts employee motivation, productivity, and satisfaction, especially in terms of engagement, collaboration, and performance outcomes. The hybrid model is seen as a means to promote greater flexibility and a healthier work-life balance, potentially enhancing both individual and organizational performance. This study adopted a quantitative-descriptive research design to explore the relationship between employee satisfaction and performance orientation within a hybrid work environment. Data were gathered using a validated survey questionnaire composed of structured, relevant questions aimed at assessing employee perceptions and experiences. The study involved 155 respondents from Alorica, selected from key departments such as Human Resources, Marketing, and Finance. A non-probability convenience sampling technique was employed, targeting employees who were readily accessible and willing to participate. To analyze the collected data, the study utilized statistical tools including percentages, weighted means, Likert scale interpretation, and t-tests, allowing for a comprehensive evaluation of trends and relationships within the dataset. The findings reveal that hybrid work arrangements offer significant benefits, including increased autonomy, enhanced work-life balance, and reduced stress. However, challenges such as reduced social interaction, communication difficulties, and dependence on technology were also identified. Statistical analysis indicates that flexibility and autonomy are key motivators for employees in hybrid settings. Despite these advantages, the study found no significant correlation between employee satisfaction and performance orientation. Nevertheless, employees with greater control over their work schedules reported higher levels of engagement, productivity, and overall job satisfaction. To enhance the effectiveness of the hybrid work model, it is recommended that Alorica invest in advanced digital infrastructure, establish well-defined communication protocols, and provide targeted training programs to support both remote and on-site work setups. Moreover, the reduction in face-to-face interaction can be addressed by cultivating a strong organizational culture through regular virtual engagement activities and collaborative initiatives. These efforts will help maximize the advantages of hybrid work while minimizing its limitations.

Keywords: hybrid work model, employee satisfaction, performance orientation, work-life balance, remote work, digital infrastructure, communication policies, employee engagement, organizational culture, virtual collaboration

**IMPACT OF DIGITAL PAYMENTS ON SHOPPING EXPERIENCE IN SHOPEE:
BASIS FOR ENHANCING PAYMENT INTEGRATION STRATEGIES**

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Daniela Fuentes, Reynold Bangalisan

Abstract

This study investigated the influence of digital payment systems on the shopping experiences of Shopee users in North Caloocan, utilizing a descriptive quantitative research design based on the Technology Acceptance Model (TAM). The study utilized quota sampling with 100 Shopee users and employed survey questionnaires as the main data collection tool. It explored key aspects of digital payment systems, including available payment modes, perceived usefulness, perceived ease of use, overall user experience, security concerns, and commonly encountered issues. The study revealed that e-wallets and payment centers were the most frequently used digital payment methods among Shopee users, followed by credit/debit cards and online banking. In contrast, international platforms like Google Pay and Apple Pay remained less popular. Respondents strongly agreed that digital payments were useful, particularly for their efficiency and time-saving features, and generally found them easy to use. However, concerns were raised about areas needing improvement, such as refund processing and customer support. A significant positive correlation ($r = 0.7434$, $p = .00001$) was found between digital payments and the overall shopping experience on Shopee. Users appreciated the speed of transactions, diverse payment options, and secure features, although issues such as transaction errors, technical glitches, and payment delays were reported to undermine trust. Drawing from the results, the study recommends key strategies to optimize Shopee's digital payment system. These include establishing a loyalty rewards program, integrating QR code-based transactions, enhancing refund process transparency, upgrading customer support through video-based assistance, broadening access for unbanked consumers, and reinforcing fraud protection using biometric security. While the current system significantly enhances the shopping experience, the study concludes that addressing issues related to usability, support, and inclusivity is crucial for maximizing user satisfaction and promoting long-term adoption.

Keywords: shopee, digital payments, e-wallets, technology acceptance model (tam), user experience, customer support, qr code payments, biometric security, online shopping, north caloocan

**IMPACT OF ORACLE SMART TECHNOLOGY TOOLS ON THE OPERATIONAL
EFFICIENCY OF REPUBLIC BISCUIT CORPORATION IN QUEZON CITY:
BASIS FOR OPERATIONAL PLAN**

Jerick Macahibag, Jenno Religio, Lhyca Faith Millamina,
Daisyrey Losantas, Romela Gilbero, Reynold Bangalisan

Abstract

This study investigates the impact of Oracle Smart Technology tools on the operational efficiency of Republic Biscuit Corporation (Rebisco) in Quezon City amid increasing digital transformation demands. Employing a mixed-methods approach, data were collected from 20 employees representing HR, Sales, Finance, and Marketing through purposive quota sampling. While initial perceptions of Oracle's effectiveness were varied, post-implementation feedback demonstrated notable improvements in inventory accuracy, procurement transparency, maintenance response times, and sales efficiency. Oracle's cloud-based intelligent solutions optimized asset lifecycle management by facilitating real-time data analysis, automating procurement processes, enabling preventive maintenance, and strengthening customer relationship management. Nevertheless, challenges such as network instability, rapid technological advancements, and employee skill gaps were identified, underscoring the need for infrastructure enhancements and continuous training programs. The findings confirmed that Oracle Smart Technology markedly improves operational efficiency. To tackle existing inefficiencies, an operational plan was developed incorporating predictive analytics, automated supplier management, preventive maintenance, and AI-powered sales insights. These recommendations seek to enhance resource allocation, streamline manual processes, and strengthen decision-making throughout all departments. The study concludes that utilizing Oracle's Smart Technology tools equips Rebisco with a strategic advantage in operational performance, aligning the company with global digital transformation and intelligent enterprise trends.

Keywords: oracle smart technology, operational efficiency, digital transformation, republic biscuit corporation, cloud-based solutions, predictive analytics, automated procurement, preventive maintenance, ai-driven sales, resource optimization, intelligent ent

**IMPACT OF PERSONALIZED MARKETING ON CUSTOMER PERCEPTION AND
ENGAGEMENT IN DIGITAL ECONOMY IN NOVALICHES, QUEZON CITY**

Kristine Yurag, Shiello Acuzar, Kenneth Enconado, Glyn Maestre,
Mc Kevin Quintans, Randy Villaseñor

Abstract

Digital technologies and the internet have revolutionized business operations and consumer interactions with brands. Personalized marketing, driven by data collection, analysis, and targeted strategies, tailors content and recommendations to individual consumers based on their unique characteristics, interests, and behaviors. This study explores the impact of personalized marketing on customer perceptions and engagement in the digital economy, with emphasis on building trust, enhancing credibility, strengthening brand image, and improving customer retention. Utilizing a quantitative-correlational research design, the researchers gathered data from 50 customers through convenience sampling. The respondents were evaluated based on their demographic profiles, including age, gender, civil status, and employment status. The results showed that the majority of respondents were aged 21–30 years (40%), with females comprising a higher percentage (56%). Most respondents were single (76%) and identified as students (48%). In terms of personalized marketing's influence on customer perception and engagement, respondents agreed on its effectiveness in building trust (mean = 3.56), establishing credibility (mean = 3.42), enhancing brand image (mean = 3.15), and improving customer retention (mean = 3.44). Hypothesis testing revealed a statistically significant relationship between respondents' demographic profiles and their perception and engagement with brands. The study recommends that businesses build customer satisfaction and long-term loyalty by consistently delivering on their promises and offering genuine value. In personalized marketing, the focus should be on empowering customers to make informed decisions rather than pressuring them into unwanted purchases. Furthermore, companies must present the terms and conditions of personalized promotions in a clear, transparent, and easily understandable manner.

Keywords: personalized marketing, customer perception, brand engagement, customer loyalty, transparency, informed decision-making, digital economy, customer satisfaction, trust, credibility

IMPACT OF SHOPEE ON CUSTOMER ENGAGEMENT AMONG MICROBUSINESSES IN NOVALICHES BAYAN, QUEZON CITY: BASIS FOR PROPOSED STRATEGIC PLAN

John Mark Del Barrio, Irish Joy Caballero, Lalaine Herras, Mhar Jhun Jagape,
Martin Jr Tampil, Reynold Bangalisan

Abstract

This study investigates the impact of Shopee on customer engagement within micro-businesses located in Novaliches Bayan, Quezon City. Grounded in Youcheng Wang's (2024) theory of customer engagement in e-commerce live streaming, the research focuses on three core engagement dimensions: observation-based, interaction-based, and action-based engagement. This study utilized a descriptive-quantitative design, surveying 15 micro-business owners or employees and 30 customers through purposive-quota sampling. Data were collected using a validated questionnaire to evaluate Shopee's impact on customer engagement metrics. Findings showed that observation-based engagement (such as passive browsing) was the most influential, with mean scores between 3.26 and 4.00. Interaction-based engagement (including live chats and feedback responsiveness) and action-based engagement (such as purchases and reviews) were rated moderately, with means ranging from 2.51 to 3.25. Statistical tests, Z-tests, Kruskal-Wallis, and Mann-Whitney U, revealed no significant differences ($p > 0.05$) between the evaluations of micro-business owners/employees and customers, supporting the null hypotheses (H01, H02) that Shopee's effect on engagement is consistent across respondent groups and business types. Among the challenges faced, 83% of businesses reported intense competition, 67% of customers expressed security concerns, and other issues included high shipping fees and cart abandonment due to complicated checkout procedures. Despite these obstacles, Shopee was recognized for its contribution to broadening market access and lowering operational expenses for micro-businesses. This study recommends a strategic approach to boost customer engagement by enhancing SEO and product visibility through focused keyword research and Shopee Ads; utilizing live streaming and chatbots to enable real-time interactions; introducing loyalty programs and automated follow-ups to minimize cart abandonment; and encouraging platform improvements such as lower commission fees and enhanced seller training. It highlights the need for micro-businesses to balance Shopee's expansive reach with personalized retention strategies and greater transparency to build security and trust. Grounded in Wang's framework, the findings emphasize the synergy of observational, interactive, and action-based engagement in creating customer value, offering actionable insights for micro-businesses aiming to optimize their e-commerce presence in a competitive digital landscape.

Keywords: shopee, customer engagement, micro-businesses, e-commerce, novaliches bayan, quezon city, observation-based engagement, interaction-based engagement, action-based engagement, live streaming, seo, loyalty programs, cart abandonment, digital marketing

IMPLICATION OF CRISES ON START-UP BUSINESSES IN NOVALICHES, QUEZON CITY: BASIS FOR DEVELOPING SUSTAINABLE BUSINESS PRACTICES

Jhon Elester Bermal, George III Abrazaldo, Jomarie Argarin,
Kurt Angelo Domino, Ivan Jericho Doon, Reynold Bangalisan

Abstract

This study explores how crises affect start-up businesses along Susano Road, Novaliches, Quezon City, emphasizing their resilience strategies and commitment to sustainable practices in response to volatile market and environmental challenges. Guided by the business resilience and post-crisis transformation theory proposed by Bachtiar et al. (2023), this study utilized a descriptive-quantitative research design and gathered data from 21 purposively selected start-up business owners. The study analyzed the profiles of start-up businesses, including years of operation, initial capital, operating hours, and industry type, and evaluated their awareness, adaptation, and response to crises such as natural disasters. Results show that most have been operating for 2–3 years, started with a capital of ₱200,000 or more, and are primarily involved in the food and beverage sector. Findings indicate high levels of resilience awareness (WM = 3.67), adaptation (WM = 3.62), and action (WM = 3.71), reflecting strong preparedness and proactive crisis management among start-ups. However, Kruskal-Wallis H-test results show that while years of operation and capitalization have no significant impact on resilience, operating hours and industry type do ($p < 0.05$), underscoring the influence of contextual factors. In response, the study proposes a development plan featuring quarterly training, digital tool integration, business continuity planning, flexible business models, emergency funds, and peer support. These insights highlight the need for tailored resilience strategies and sustainable practices to ensure the long-term stability and competitiveness of start-ups in uncertain environments.

Keywords: start-up resilience, crisis management, business adaptation, kruskal-wallis h-test, contextual factors, sustainable practices, emergency preparedness, business continuity, digital tools, novaliches

**IMPLICATION OF ORGANIZATIONAL CULTURE IN TELETECH
BPO COMPANY TOWARDS EMPLOYEE RETENTION**

Kate Khaely Socobos, Ella Alapad, Francis Jameel Salvosa,
Jeffrey Rosales, Ma Joy Claire Manayon, Randy Villaseñor

Abstract

High employee turnover continues to pose a major challenge in the Philippine Business Process Outsourcing (BPO) industry. This study investigates the role of organizational culture in influencing employee retention at Teletech, a prominent BPO company. It focuses on five key cultural dimensions, leadership style, rewards and recognition, work-life balance, career advancement, and work environment, to determine how each factor affects employees' decisions to remain with the organization. This study adopted a quantitative research design, with survey questionnaires distributed to 100 full-time employees at Teletech's Novaliches branch. Most respondents were female, aged between 21 and 30, and had 2 to 5 years of experience in mid-level positions. Data were analyzed using weighted means and ANOVA to evaluate the perceived influence of various organizational culture dimensions on employee retention. Respondents reported high levels of agreement across all five cultural dimensions, indicating a positive overall perception of Teletech's organizational culture. Rewards and recognition ranked as the most influential factor in employee retention, followed by leadership style and opportunities for career growth. Employees expressed a strong preference for consistent recognition and motivational leadership that actively involves them in decision-making processes. The findings indicate that employee retention is strongly influenced by recognition of contributions and clear opportunities for career advancement, with career development being especially important to younger employees. Although work-life balance and the work environment also had a positive impact, they received slightly lower ratings, pointing to areas for improvement. Key concerns included rigid schedules, unclear promotion pathways, and limited support from supervisors. ANOVA results revealed inconsistencies in gender-based responses, suggesting potential data handling issues that require further review. To address these challenges, the study recommends implementing leadership development programs, personalized recognition systems, flexible work arrangements, transparent promotion criteria, and wellness initiatives. These strategies aim to build a supportive, inclusive, and growth-oriented culture. Overall, the study highlights the critical role of organizational culture in strengthening employee retention within the competitive BPO sector.

Keywords: employee retention, organizational culture, career development, recognition, work-life balance, leadership, bpo industry, teletech, flexible work, anova, gender differences

**INFLUENCE OF BRAND AUTHENTICITY OF JOLLIBEE SUSANO ROAD
ON CONSUMER LOYALTY AT QUEZON CITY**

Jhasilene Petines, Samantha Clariño, Pauline Angel Delgado,
Renalyn Largo, Cristine Villamor, Randy Villaseñor

Abstract

This study investigates the impact of brand authenticity on consumer loyalty, focusing on Jollibee Susano Road in Quezon City. Specifically, it explores how consumers' perceptions of a brand's authenticity influence their loyalty. By examining this relationship, the research aims to contribute to the broader discourse on brand management, social media engagement, and consumer behavior. This study utilized a quantitative research design to assess the influence of brand authenticity on consumer loyalty at Jollibee Susano Road, Quezon City. Survey questionnaires were distributed to 100 customers, selected through purposive sampling to ensure that participants had relevant experience with the brand. The research aimed to evaluate how brand authenticity impacts consumer loyalty, offering practical insights for Jollibee and similar food establishments. To ensure the validity and reliability of the instrument, the questionnaire underwent thorough evaluation by a research adviser, a content expert, a statistician, and a grammarian. This study reveals that the brand authenticity of Jollibee Susano Road positively influences consumer loyalty in Quezon City. The majority of respondents were aged 21–30 and visited the branch once a week, showing high engagement with the brand. Brand authenticity was found to be a crucial factor in building trust and sustaining customer loyalty. However, statistical analysis yielded a z-value of 0.15, indicating no significant difference between male and female respondents across the eight measured factors. Therefore, the null hypothesis is accepted, confirming that gender does not significantly impact perceptions of brand authenticity. The study recommends that Jollibee adopt customer feedback and strengthen its relationship with patrons to build long-term loyalty and community support. By consistently delivering high-quality food, engaging with customers, and maintaining excellent service, Jollibee can boost customer loyalty, drive sales, and expand its market presence over time.

Keywords: brand authenticity, consumer loyalty, jollibee susano road, customer feedback, customer engagement, food quality, market growth, customer trust, quezon city

**INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY (CSR) IN BRAND EQUITY OF
LOLA NENA'S IN QUEZON CITY: BASIS FOR SUSTAINABILITY PROGRAM**

Althea Tena, Krizel Baal, Jessell Bacarisas, Samantha Keith De Belen,
Christjohn Ragos, Reynold Bangalisan

Abstract

This study explores the impact of Corporate Social Responsibility (CSR) initiatives on brand equity at Lola Nena's, a Filipino food enterprise known for its commitment to sustainability and community support since 2019. Established in 2012 as a family-run business, Lola Nena's has evolved into a well-loved brand recognized for its traditional snacks and ethical practices, such as sourcing ingredients from local farmers, providing disaster relief, offering medical assistance, and supporting educational initiatives. However, the effectiveness of these CSR efforts is limited by challenges including low consumer awareness, resource constraints (e.g., cassava shortages due to agricultural issues), and occasional misalignment between CSR activities and the brand's core identity. This study employed descriptive correlational design and gathered responses from 30 customers at Lola Nena's Quezon City branches. Using both convenience and purposive quota sampling methods, the research aimed to explore how the company's Corporate Social Responsibility (CSR) initiatives influence brand awareness, customer loyalty, and overall brand image. Findings indicated moderately favorable perceptions of CSR's impact, with mean ratings of 3.50 for brand image, 3.57 for customer loyalty, and 3.36 for brand awareness. Despite this, statistical analysis revealed a negligible negative correlation between CSR initiatives and overall brand equity ($r = -0.0837$, $p = 0.6628$), leading to the acceptance of the null hypothesis that CSR efforts alone do not significantly influence brand value. Key barriers identified were the lack of effective communication, 83% of respondents were unaware of existing CSR programs, along with minimal customer engagement and limited visibility of CSR activities. The study concludes that while Corporate Social Responsibility (CSR) strengthens community engagement and supports ethical branding, its direct impact on brand equity is limited and depends heavily on strategic communication. To enhance effectiveness, the study recommends using social media to highlight CSR efforts, form partnerships with local organizations, and adopting transparent reporting to improve public awareness. By aligning CSR initiatives with consumer values and ensuring they are scalable and sustainable, Lola Nena can reinforce its reputation as a socially responsible brand. This research contributes to a deeper understanding of CSR's role in small and medium-sized food enterprises, emphasizing the need to integrate ethical practices with long-term business strategies to achieve meaningful and lasting growth.

Keywords: corporate social responsibility (csr), brand equity, brand image, consumer loyalty, brand awareness, ethical branding, community engagement, lola nena's, small-to-medium enterprises (smes), sustainability, strategic communication

**INFLUENCE OF MARKETING MIX TOWARD CUSTOMER PREFERENCE OF
MASTER'S JT SHAWARMA IN NOVALICHES, QUEZON CITY**

Darwish Mastura, Sunshine Soriano, Sheena Mae Halum,
Marjorie Abasolo, Mariz Santos, Vinalyn Sarzata

Abstract

Master's JT Shawarma has been serving the Novaliches, Quezon City community for over two decades, earning recognition for its flavorful shawarma, 24-hour takeout service, and upstairs dining area. The brand has successfully expanded to several branches in Caloocan and Valenzuela City. However, despite its established presence, the business faces challenges in sustaining customer engagement due to limited marketing efforts, minimal product innovation, and accessibility concerns. This study explores the impact of the marketing mix: Product, Price, Place, and Promotion, on customer preferences at Master's JT Shawarma. Utilizing a quantitative-correlational research design, data were collected from 50 customers through quota sampling. The analysis considered respondents' demographic profiles, including age, gender, and purchase frequency, alongside their preferences related to the four components of the marketing mix. The results showed that most respondents were aged 18–27 (62%), with an equal gender distribution (50% male, 50% female). The most frequent purchase pattern was once a month (40%). Customers expressed moderate agreement with the business's pricing (mean = 2.53), location (mean = 2.62), promotional strategies (mean = 2.34), and product quality (mean = 2.76). The main factor affecting customer preference was limited promotional awareness (45%), followed by a lack of product innovation and discounts (25%). Statistical analysis revealed that age significantly influenced preferences related to promotion, while price, place, and product showed no significant relationship with demographic factors ($p > 0.05$). The study recommends that Master's JT Shawarma implement targeted marketing strategies tailored to its core customer group, aged 18–27. Suggested initiatives include personalized promotions, student discounts, and customer loyalty programs. To boost engagement and visibility, the business should enhance its social media presence, intensify promotional campaigns, and introduce innovative product offerings. Furthermore, addressing environmental concerns, such as improving air quality, renovating the store, and ensuring consistent cleanliness, can significantly enhance the overall customer experience.

Keywords: master's jt shawarma, marketing strategies, customer engagement, 18–27 age group, personalized promotions, student discounts, loyalty programs, social media marketing, product innovation, store cleanliness, customer experience

**INFLUENCE OF TIKTOK SHOP REVIEWS ON CONSUMER TRUST ANALYZING THE
IMPACT OF USER GENERATED CONTENT ON PURCHASING DECISIONS**

Jhon Cleford Caday, John Mark Cahusay, Mary Ann Cuizon,
Arjilie Navarro, Floriane Tiongson, Randy Villaseñor

Abstract

This study aims to examine the influence of TikTok Shop reviews on consumer trust, focusing specifically on the impact of user-generated content (UGC) within these reviews. It explores how UGC shapes consumer perceptions and purchasing decisions. By analyzing the role of authentic, peer-shared content in the online shopping experience, this research contributes to the expanding field of social media marketing and consumer behavior. This study utilized a quantitative research approach to examine the impact of TikTok Shop reviews on consumer trust. A total of 30 respondents from Jo's Online Shop, who regularly use TikTok for product information, were selected through purposive sampling based on their relevant experience. Data were collected through a structured survey questionnaire covering respondent demographics, the authenticity and quality of TikTok reviews, and their influence on consumer trust. To ensure validity and reliability, the instrument was reviewed by a research adviser, a content expert, a statistician, and a grammarian. The study reveals that TikTok Shop reviews have a significant influence on consumer trust and purchasing decisions. Both male and female consumers, particularly those aged 18 to 25, tend to rely on reviews that are authentic, credible, and consistently posted. User-generated content, such as everyday user testimonials, product demonstrations, and reviews with high engagement levels, was found to enhance trust. Additionally, factors like product quality and brand awareness also play a crucial role in shaping purchasing behavior. However, the statistical analysis yielded an overall t-value of 0.15, indicating that there is no significant difference between male and female respondents across the eight factors examined. Thus, the null hypothesis is retained. The study suggests that strengthening platform moderation to identify and flag inauthentic content can enhance consumer trust and improve purchasing decisions. Initiatives such as partnering with credible influencers and promoting transparency in product quality were also emphasized. These efforts are intended to foster greater consumer confidence and encourage more reliable purchasing behavior on TikTok Shop.

Keywords: tiktok shop, consumer trust, purchasing decisions, user-generated content, product reviews, influencers, platform moderation, product transparency, social media marketing, digital consumer behavior

**INSTITUTIONAL SUPPORT TO THE FACULTY MEMBERS OF COLLEGE OF
HOSPITALITY, TOURISM, BUSINESS ACCOUNTANCY AND MANAGEMENT
IN BESTLINK COLLEGE OF THE PHILIPPINES**

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Heidi Taguinod, Danilo Molera Jr.

Abstract

The purpose of this study is to assess the institutional support provided to faculty members at the College of Hospitality, Tourism, Business, Accountancy, and Management (CHTBAM) at Bestlink College of the Philippines. Quality institutional support is crucial for enhancing faculty performance, retention, and overall educational standards. This research aims to examine faculty demographics, evaluate their perceptions of support mechanisms (including compensation and benefits, training and development, employee well-being, and recognition), and identify existing challenges to inform targeted improvements. A descriptive quantitative methodology was employed, using purposive sampling of 117 CHTBAM faculty members. Data were collected through a validated survey that covered demographics, perceptions of institutional support (measured using Likert scales), and perceived challenges. Statistical analyses included frequency, percentage, and weighted mean to assess levels of support, as well as the Mann–Whitney U test and Kruskal–Wallis H test to determine significant differences based on demographic variables such as age, gender, educational attainment, salary range, and length of service. This study assessed faculty support at Bestlink College of the Philippines. The faculty members, predominantly young and moderately compensated, expressed general satisfaction with recognition and training opportunities. However, concerns were raised regarding low compensation, lack of insurance coverage, and limited opportunities for career advancement. Among the demographic variables, only age showed a significant influence on perceptions of recognition; other factors such as gender, educational attainment, salary range, and length of service did not yield statistically significant differences. Based on these findings, the study recommends implementing a comprehensive Faculty Development Program focused on enhancing benefits, providing adequate resources, and improving overall faculty satisfaction. The researchers recommend implementing a targeted Faculty Development Program to address identified gaps in resource access, employee benefits, and career advancement opportunities. Although institutional support is generally appreciated, challenges persist, particularly in the area of recognition across different age groups. To enhance faculty satisfaction and performance, the proposed initiatives include the establishment of a Faculty Insurance Program (FIP), the creation of a Faculty Resource Hub (FRH), and the enhancement of the Faculty Satisfaction and Engagement Survey (FSES) as a continuous feedback mechanism.

Keywords: institutional support, faculty satisfaction, faculty development, compensation and benefits, training and development, employee well-being, recognition, resource allocation, career advancement

**INTEGRATING TRADITIONAL AND DIGITAL MARKETING STRATEGIES TO
ENHANCE SALES PERFORMANCE OF INASAL NI INSAN**

Nelphilip Laurente, Baldwin Quipanes, Christian Jay Demayo, Kristine Mae Libatique,
Mary Ann Badillos, Rey Alegre, Vinalyn Sarzata

Abstract

Inasal ni Insan has been serving the Brgy. Bahay Toro community in Quezon City for over three years, offering chicken inasal and a variety of other food items. Despite its initial success and 24-hour operations, the business is currently facing challenges due to a decline in sales. This study investigates the integration of traditional and digital marketing strategies to evaluate the effectiveness of various marketing channels, including direct marketing, sales promotion, social media marketing, public relations, personal selling, mobile marketing, advertising, and sponsorship. Utilizing a correlational research design, the researchers surveyed 50 customers through convenience sampling to gather relevant insights. Respondents were assessed based on their demographic profiles, including age, gender, and frequency of purchase. The results of the study reveal that the majority of respondents were aged between 18 and 30 years old (66%) and were evenly distributed by gender (50% male, 50% female). The most common purchase frequency among respondents was weekly (42%). In terms of the effectiveness of traditional and digital marketing strategies in enhancing the sales performance of Inasal ni Insan, several strategies were rated as “very effective,” including public relations (mean = 3.26), personal selling (mean = 3.64), mobile marketing (mean = 3.66), social media marketing (mean = 3.36), advertising (mean = 3.28), and sales promotion (mean = 3.64). In contrast, sponsorship and direct marketing were evaluated as “effective.” However, statistical analysis indicated that traditional and digital marketing strategies did not have a significant impact on sales performance ($p > 0.05$). The key problems identified in the marketing efforts of Inasal ni Insan include the absence of social media engagement, limited sales promotions, ineffective marketing campaigns, a gap between customer expectations and actual experience, and the lack of a clearly visible menu. Based on the results gathered, Inasal ni Insan should prioritize a digital-first marketing strategy, with a strong focus on social media platforms such as Instagram, TikTok, and Facebook to effectively engage its young adult target audience. Personalized promotions and engaging video content can help boost visibility and customer interaction. This digital approach should be complemented by traditional marketing methods, including improved signage and targeted local advertising, which still hold significant value. Additionally, implementing time-sensitive discounts and promotional bundles can drive foot traffic and increase sales. Regularly gathering customer feedback is essential for refining marketing strategies and ensuring alignment between customer expectations and the actual dining experience. Overall, the researchers recommend the integration of both traditional and digital marketing strategies to enhance the sales performance of Inasal ni Insan.

Keywords: traditional marketing, digital marketing, sales performance, inasal ni insan

**INTERNET INSTALLATION SERVICES AS PERCEIVED BY CUSTOMERS OF
INTERNET SERVICE PROVIDER: BASIS FOR ENHANCEMENT**

Jeanette Ingrid Nabual, Realyn Daang, Rochelle Mae Gadin, Crishanne Nicole Sy,
Maria Trinidad Narvaez, Ariane Gesta Astudillo

Abstract

This study examines customers' perspectives on the internet installation services offered by an internet service provider to identify areas that need improvement. A guided questionnaire was distributed to customers, revealing that most respondents were young adults, with a slightly higher representation of females than males. The results indicate moderate customer satisfaction with the internet installation services, with professionalism and cleanliness identified as the most valued attributes. However, respondents emphasized the need for improvements in timely activation and issue resolution. Many customers also expressed interest in value-added services, such as free Wi-Fi extenders and professional consultation. The findings suggest that demographic factors influence service perception and underscore the need for targeted service enhancements. To enhance service quality, it is essential to improve technician preparedness, reduce activation lead times, and strengthen customer care. Streamlining the installation process and offering additional features will boost customer satisfaction and overall service experience for internet service providers

Keywords: internet installation service, customer satisfaction, technician readiness, activation lead time, customer care, value-added services, service quality improvement, service perception, demographic influence

**INVENTORY MANAGEMENT PRACTICES OF LSY OFFICE AND COMPUTER
SUPPLIES TOWARDS CUSTOMER RETENTION IN
BAHAY TORO PROJECT 8, QUEZON CITY**

Joyce Lyn Sapiot, Mary Joy Calixtro, Erica Mae Jasma, Kenneth Laus,
Rovic Mantaring, Vinalyn Sarzata

Abstract

This study investigates the inventory management practices of LSY office and computer supplies. It assesses how inventory levels are monitored, the establishment of reorder points, the application of the First In, First Out (FIFO) system, and the classification of inventory items. The objective is to enhance inventory accuracy and optimize stock control for improved operational efficiency. This study employed a correlational research design involving ten (10) employees of LSY Office and Computer Supplies. Participants were selected using purposive sampling. Data collection was conducted through a survey questionnaire to gather information on the business profile and identify problems encountered by the company. Statistical analyses included frequency and percentage, weighted mean, and the Kruskal-Wallis H test (ANOVA) to address the research questions and inform the development of an inventory management plan. The results of this study show that respondents generally agree on the evaluation of inventory tracking, setting pre-order points, inventory categorization, and the challenges faced. The most significant problem identified at LSY Office and Computer Supplies is the inconsistent application of the First In, First Out (FIFO) method, as many employees do not regularly implement it. This highlights the need for improvements to ensure FIFO is consistently and effectively practiced. It is recommended that LSY Office and Computer Supplies educate their employees on the proper use of the First In, First Out (FIFO) method and integrate it effectively into their daily operations. Furthermore, based on the study's findings, the adoption of a structured inventory management plan is proposed to enhance inventory control and operational efficiency.

Keywords: inventory management, first in first out (fifo), inventory tracking, pre-order points, inventory categorization, inventory control, lsy office and computer supplies, stock management, operational efficiency, inventory plan

**INVESTIGATING THE EFFECTS OF ENHANCED NATURAL MOISTURIZER FOR
HYDRATION AND ANTI-AGING IN THE SKINCARE INDUSTRY**

Renie Rose Baquiran, Paul Chester Arceo, John Carl Arcilla, Prince Carl Bloron,
Franchesca Joy Cruz, Matt Lorenz Serenilla, Christine Calvo

Abstract

This study aims to determine the effects of an enhanced natural moisturizer for hydration and anti-aging in the skincare industry. This study seeks to observe the effects of improved moisturizers that have been designed to hydrate the skin and lessen aging symptoms. The researchers employed the convenience sampling technique to gather data from sellers of skincare products. The descriptive research design was conducted with a survey questionnaire. This helped identify the possible effects or improvements that could be made to a moisturizer. In addition, the results showed what skincare sellers thought about enhanced natural moisturizers and what challenges moisturizer users might encounter. The researchers used a descriptive approach, a survey questionnaire, and a convenience sampling technique to gather information from sellers of skincare products in Quezon City, Caloocan City, and Valenzuela. The respondents of this study were 30 skincare product sellers. The selected respondents were those who were knowledgeable about or connected to the study. Based on the results of the study, the assessment of respondents on the impact of enhanced natural moisturizer in terms of ingredient efficacy showed that natural ingredients help improve the effectiveness of enhanced moisturizers. Based on the results, consumer demand can also help support or improve the enhancement of moisturizers. As to potential scientific advancement, it will help determine if there are any possible issues or if the enhanced moisturizer will have a good effect on the skin. Based on the results on the above mentioned variables, the physical store obtained an overall weighted mean of 3.65. The challenges encountered by users of enhanced moisturizers help determine what can be improved and what formula can be used to evaluate whether it has a positive effect on the skin or not. Based on the results, the following concerns were noted “Users love the natural formula, but texture consistency needs to be improved.” “Finding reliable reviews for natural moisturizers is challenging.” and “UV activated formulas improve daytime skin protection.” The researchers recommend improving the texture of the product as a priority and making reliable product reviews more prominent and readily accessible to consumers. N/A

Keywords: product enhancement, skin health, user feedback, enhanced natural moisturizer

JOB SATISFACTION OF EMPLOYEES AT ECHOMART HANDLING SERVICES

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Sherry Ann Solomon, Andria Urgel, Danilo Molera Jr.

Abstract

This study, titled Job Satisfaction of Employees at Echomart Handling Services, sought to evaluate employee satisfaction and determine the factors influencing their workplace experience. Using a descriptive-quantitative research design, the study surveyed 130 employees through a validated questionnaire covering four key dimensions: recognition, responsibility, salary, and working environment. Additionally, demographic factors including age, gender, educational attainment, job position, length of service, and monthly salary were examined to assess their relationship with job satisfaction. To ensure comprehensive representation, the study utilized a census sampling approach, including all 130 employees in the target population. Data were analyzed using descriptive statistics such as weighted mean, frequency, percentage, and ranking, along with inferential tests including the Mann-Whitney U-test and Kruskal-Wallis H-test. These methods helped identify prevailing trends and assess significant differences in job satisfaction across various demographic groups. The findings indicated that employees were generally highly satisfied, particularly with their sense of responsibility and recognition received. However, key concerns emerged, including strained interpersonal relationships, poor work-life balance, low wages, outdated equipment, and limited opportunities for career growth. Significant differences in job satisfaction were observed based on age and monthly salary, suggesting that younger and lower-paid employees face distinct challenges. Conversely, no significant differences were found with respect to gender, educational attainment, job position, or length of service. The researchers proposed a two-day Team-Building Workshop and Seminar as the core of an employee satisfaction program. This initiative includes trust-building activities, collaborative problem-solving, motivational talks, and group reflections, aiming to enhance communication, build trust, promote cooperation, and strengthen team cohesion. By fostering positive relationships and shared goals, the program addresses key concerns such as strained workplace dynamics and low morale. The study underscores the importance of addressing both organizational and interpersonal factors in job satisfaction, offering practical insights for HR professionals. Implementing and continuously evaluating targeted programs like this can help create a more motivated, productive, and loyal workforce, particularly in logistics and warehousing settings.

Keywords: employee satisfaction, team-building, workplace relationships, job satisfaction, logistics industry, trust-building, communication, employee morale, human resources, workforce motivation

**LEADERSHIP STYLE AND RETENTION PROGRAM OF SELECTED
ICECREAMHOUSE PHILIPPINES BRANCHES**

Aaliyah Paulla Fajardo, Pamela Hipolito, Abegail Caboteja, Jasmine Edenn Mabait,
Rochel Recaido, Jhunrich Petate, Dr. Joy Evelyn Ignacio

Abstract

This study investigates the leadership styles and retention strategies employed at selected IceCreamHouse Philippines branches in Metro Manila and Montalban, Rizal. It examines how different leadership approaches, autocratic, democratic, transformational, servant, and laissez-faire, affect employee retention. The research also considers the impact of demographic factors and key retention components such as compensation, career development, work environment, and managerial support. Ultimately, the study aims to identify major retention challenges and propose evidence-based solutions to enhance workforce stability and satisfaction. This study utilized a quantitative, descriptive-correlational research design to investigate the relationship between leadership styles and employee retention. Data were collected through Likert-scale survey questionnaires administered to regular and probationary employees, including service crew and managers, across nine selected IceCreamHouse branches from October 2024 to March 2025. The study found a significant positive correlation between leadership style and employee retention ($r = 0.6038$, $p = 0.0004$), leading to the rejection of the null hypothesis. This indicates that supportive and participative leadership styles play a key role in enhancing retention at Ice Cream House Philippines. The study revealed key factors hindering employee retention, including limited career growth, inconsistent leadership support, and inadequate compensation and benefits. In response, a comprehensive retention program was proposed, emphasizing leadership development, career progression, improved work conditions, and stronger management support to enhance employee satisfaction, reduce turnover, and promote long-term success at Ice Cream House Philippines.

Keywords: leadership styles, employee retention, career growth, compensation, management support, ice cream house philippines, retention program, work environment, organizational success, quantitative research

**LEVEL OF SATISFACTION OF THE CUSTOMER AT MOTORSTAR IN NOVALICHES,
QUEZON CITY IN RELATION TO CUSTOMER LOYALTY**

Clarey Rose Mengullo, Kim Verly Alcoran, Reynan Pertollano,
Edsel Joseph San Pedro Jr, Joan Sisno, Randy Villaseñor

Abstract

Customer satisfaction and loyalty are critical to driving growth and maintaining competitiveness in the motorcycle retail industry, especially in local markets like Motorstar in Novaliches, Quezon City. This study aimed to evaluate customer satisfaction and its effect on loyalty by focusing on five key dimensions: motorcycle performance, service quality, product quality, pricing, and sales and marketing. Operating in a highly competitive landscape, the dealership faces increasing pressure to meet customer expectations. Thus, the study also sought to identify existing service gaps and recommend strategic improvements to enhance the overall customer experience, boost retention rates, and foster long-term brand loyalty. This study adopted a descriptive quantitative research design. Twenty customers were selected using convenience sampling, and data were collected through a structured questionnaire covering demographic information, satisfaction factors, and service-related issues. The responses were analyzed using statistical tools, including frequency, percentage, weighted mean, and independent samples t-test. A Likert scale was used to assess and interpret satisfaction levels. To ensure the instrument's validity and clarity, expert evaluations and a pilot test were conducted before full implementation. The results revealed that customers were generally satisfied with their overall experience at Motorstar. The highest satisfaction scores were recorded in motorcycle performance and pricing, both with a mean rating of 3.46, followed by product quality at 3.38. Service quality (3.37) and sales and marketing (3.27) received slightly lower ratings, indicating areas with room for improvement. A significant difference in product quality ratings was observed between male and female respondents, highlighting gender-based variation in customer perception. Among the most common concerns were the limited number of service locations, unclear warranty procedures, and shortages of spare parts. In response to these issues, Motorstar has implemented measures such as expanding service facilities, improving inventory systems, and conducting staff training to enhance service delivery and customer satisfaction. The study establishes a strong link between customer satisfaction and loyalty at Motorstar Novaliches. To sustain and strengthen customer retention, the company should prioritize continuous improvement in service quality, foster stronger customer relationships, and implement strategic marketing initiatives. The proposed marketing approach centers on affordability, convenience, and reliability, attributes most valued by the dealership's core customers. Enhancing promotional efforts and expanding after-sales service capabilities will further elevate customer satisfaction and loyalty, securing Motorstar's competitive edge in the motorcycle industry.

Keywords: customer satisfaction, customer loyalty, motorcycle retail industry, motorstar novaliches, service quality, product quality, pricing, marketing strategy, after-sales service, customer retention

**MANUAL VERSUS SYSTEM DRIVEN INVENTORY MANAGEMENT:
A COMPARATIVE STUDY FOR OPERATIONAL PRODUCTIVITY**

Jimboy Conde, Rosemay Canuto, Gene Rose Tablizo, Johnmark Templado,
Jonna Ellaine Trillana, Kimberly Joyce Embile

Abstract

Inventory management is a critical component of business operations, yet organizations often experience varying levels of efficiency when transitioning from manual to system-driven approaches. This study explores the comparative outcomes of manual inventory tracking and system-driven tools, such as Microsoft Excel, in terms of operational productivity. Although digital tools offer clear benefits in speed and accuracy, adoption challenges remain. The study seeks to evaluate these two methods to determine their impact on overall inventory efficiency. This research applies to the Information Systems Success Model, evaluating inventory management based on system quality, information quality, and user satisfaction. System-driven inventory tools, particularly Microsoft Excel, were assessed for their interface usability, data accuracy, and alignment with business needs. Manual inventory practices were also analyzed, particularly their reliance on employee experience and lack of standardization. The study measured efficiency, accuracy, and cost-effectiveness through comparative analysis between the two systems. Findings revealed significant differences between manual and system-driven inventory methods. Manual inventory processes, often handled by experienced store crew, showed lower scores in time efficiency (2.70) and accuracy (2.54). In contrast, system-driven methods, frequently used by newer employees, demonstrated higher efficiency (3.98) and improved accuracy (3.02). Cost-effectiveness was nearly comparable, with system-driven systems rated at 2.86 and manual systems at 2.80. However, system-driven inventory management was found to offer greater long-term benefits through reduced errors and optimized stock control. The study highlights the importance of enhancing inventory management systems to improve operational productivity. While manual systems may seem simpler and more familiar to seasoned staff, they are slower and more prone to errors. On the other hand, system-driven methods, despite requiring initial investment, deliver superior performance through automation, real-time tracking, and increased accuracy. Organizations are encouraged to invest in system-driven inventory tools for sustainable productivity and operational efficiency.

Keywords: inventory management, manual vs. system-driven, operational productivity, information systems success model, microsoft excel, time efficiency, accuracy, cost-effectiveness, business operations, automation

**MARKETING CHALLENGES AMONG CLOTHING ENTERPRISES IN BAGONG
SILANG CALOOCAN CITY: BASIS FOR MARKETING PROGRAM**

Vince Joshua Dano, Christine Joy Briton, Mary Grace Bunga, Clarence Miguel Famero,
Ma Isabel Robles, Reynold Bangalisan

Abstract

This study investigates the marketing challenges encountered by small clothing enterprises in Bagong Silang, Caloocan City, and evaluates strategies within the framework of the 4Ps of marketing: Product, Pricing, Place, and Promotion. The objective is to assess how these enterprises respond to common market issues and to provide a foundation for developing an effective marketing program tailored to their needs. The study employs descriptive correlational research design. Data was gathered through purposive sampling of fifteen business owners using validated questionnaires. Statistical tools such as weighted mean and Pearson's r were applied to assess the extent of marketing challenges and the effectiveness of corresponding strategies. Findings indicate that product-related challenges were the most pressing, particularly due to rapidly shifting fashion trends and the proliferation of counterfeit goods online, as cited by 87% of respondents. Respondents agreed that these challenges were addressed through diversified product offerings and sustainability initiatives (mean = 3.44). Pricing strategies (mean = 3.17) focused on competitive pricing and discount schemes, although their impact on customer retention was limited. Place-related efforts (mean = 2.99) emphasized in-store design over digital integration, while promotion strategies (mean = 3.01) mainly involved social media marketing with limited use of influencer collaborations. The Pearson correlation coefficient ($r = 0.40$, $p = 0.14$) indicated a low positive correlation between marketing challenges and strategies, supporting the null hypothesis and suggesting limited alignment between problems and implemented solutions. Proposed interventions include product line expansion, adaptive pricing models, increased e-commerce utilization, and collaboration with micro-influencers. The study highlights the necessity of a structured marketing program that aligns the 4Ps strategies with the specific challenges faced by local enterprises. Emphasis is placed on digital adaptation, customer engagement, and market responsiveness. These recommendations aim to improve the competitiveness of small clothing businesses in densely populated urban areas by promoting a balance between physical retail presence and digital marketing initiatives.

Keywords: marketing challenges, clothing enterprises, 4ps framework, product strategy, pricing strategy, promotion, place, small business, e-commerce, urban markets

**MARKETING STRATEGIES AND SOCIAL MEDIA ENGAGEMENT:
A STUDY OF DIGITS TRADING CORPORATION'S SUCCESS**

Memes Hannah Babes, April Ann Batic, Ronalyn Elizaga,
Shervin Quibilan, Elvira Valdez, Randy Villaseñor

Abstract

In the digital marketing era, businesses must strategically utilize social media platforms to enhance brand visibility, customer engagement, and sales performance. This study evaluates the marketing strategies and social media engagement efforts of Digits Trading Corporation, a prominent distributor of gadgets in the Philippines. By analyzing the company's presence on Facebook, TikTok, and Instagram, the study examines the effectiveness of its digital marketing initiatives and identifies areas for improvement. This study employs descriptive research design. Surveys were conducted with 100 respondents, comprising 50 employees and 50 customers of Digits Trading Corporation. The questionnaire focused on perceptions of social media engagement, marketing effectiveness, and overall shopping experience. Statistical tools, including the Z-test, were used to analyze the data and assess differences in perception between employees and customers. The results indicate that Instagram is the most effective platform for brand engagement, while TikTok stands out for its impact on creative content marketing. Facebook continues to be essential for addressing customer inquiries and disseminating product information. Influencing factors in purchasing decisions included promotional strategies, customer service, and competitive pricing. However, challenges were identified, such as limited product availability, vague product descriptions, and inadequate after-sales support. The Z-test revealed no significant difference between employee and customer responses, indicating a shared perspective on the company's marketing and engagement efforts. To reinforce its competitive edge, Digits Trading Corporation should consider implementing real-time inventory updates, refining promotional strategies, and enhancing customer support services. Further investment in influencer collaborations, optimization of the online shopping interface, and improved content marketing could strengthen customer engagement. These findings offer practical insights for businesses aiming to enhance their digital marketing strategies and foster meaningful engagement through social media.

Keywords: marketing strategies, social media engagement, digital marketing, customer perception, influencer marketing, online shopping, facebook, tiktok, instagram, consumer behavior

**MARKETING STRATEGIES OF JB'S SALON AND BARBERSHOP:
BASIS FOR AN ENHANCED MARKETING PLAN**

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Mariel Malapika, Aizzy James Dela Cruz, Jennylene Abalos

Abstract

This study aims to determine whether there is a significant relationship between the marketing strategies of JB's Salon and Barbershop and the frequency of customer visits. In a competitive market environment, JB's faces the challenge of retaining clients and attracting new ones. The research evaluates the impact of various marketing strategies including service quality, pricing, location, and promotions on customer retention and business growth. A quantitative approach with a descriptive-comparative design was employed. Data was collected from 100 respondents using convenience sampling. The survey instrument assessed perceptions of marketing strategies and visit frequency. Statistical tools such as percentage frequency distribution, weighted mean, Z-test, and frequency ranking were utilized to analyze the data and derive actionable insights. Among the four marketing strategy components, service quality received the highest rating (weighted mean: 3.26), indicating its importance to customers. This was followed by price (2.96) and location (2.68), while promotions received the lowest rating (2.51), highlighting the need for improvement in this area. Most respondents (78%) were young adults aged 18 to 27 from low-income or lower-middle-class groups, and the majority visited the salon less than once per month. A Z-test revealed a significant difference between marketing strategies and customer visit frequency, with a T-value of 4.16013 and a P-value of 0.00059. Overall, marketing strategies were rated higher (mean: 3.11) than visit frequency (mean: 2.60), suggesting a disconnect between strategic efforts and customer behavior. The findings suggest that while the current marketing strategies are generally effective, enhancements are needed to encourage repeat visits. JB's Salon and Barbershop should strengthen its marketing plan by improving customer service, adjusting pricing to suit target demographics, enhancing promotional activities, and maximizing location accessibility. These efforts will support increased visit frequency and sustained business growth.

Keywords: marketing strategies, service quality, customer retention, promotion effectiveness, salon marketing, business growth, visit frequency, pricing strategy, location accessibility, z-test

**MARKETING STRATEGY OF DJ CRISPY AND ANYHOW AT BARANGAY STA. LUCIA
NOVALICHES QUEZON CITY: BASIS FOR A PROPOSED MARKETING PLAN**

Christine Joy Salas, Rose Irene Candole, Lyca Jean Bucad,
Jamiah Salmingo, Haizel Rose Domdom, Vinalyn Sarzata

Abstract

Established in 2022 during the COVID-19 pandemic, DJ Crispy and Anyhow is a small restobar located atop a residential property in Barangay Sta. Lucia, Novaliches, Quezon City. The business offers pulutan-style dishes such as grilled pork, crispy pata, and French fries, alongside beverages and desserts. The venue features videoke and accommodates private gatherings. However, as traditional marketing strategies like word-of-mouth and in-store promotions become less effective in a digitally driven market, there is a need to explore enhanced and adaptive marketing approaches. This study evaluates the effectiveness of DJ Crispy and Anyhow's marketing mix: Product, Price, Place, Promotion, and People, and investigates how customer preferences vary according to demographic profiles. A descriptive quantitative research design was utilized, involving 100 purposively selected respondents. Data was gathered through a structured survey questionnaire. The responses were analyzed using frequency distribution, percentage, weighted mean, and non-parametric tests (Mann-Whitney U and Kruskal-Wallis H tests) to determine significant differences in customer preferences based on age, gender, socio-economic status, and purchase frequency. Findings revealed that the majority of respondents were female students aged 16–25. Respondents rated the business positively in terms of product satisfaction, transparent pricing, venue layout and ambiance, promotional reach, and staff accommodation. Notable concerns included limited parking, underdeveloped marketing strategies, and lack of product innovation. Statistical analysis indicated no significant differences in customer preferences based on gender, socio-economic status, or frequency of visits. However, a significant difference was observed based on age in relation to promotional preferences. The study recommends implementing age-specific promotions, budget-friendly menu options, loyalty programs, and improved customer-staff engagement to boost satisfaction and patronage. Additional suggestions include offering happy hour deals, hosting themed events, and introducing loyalty cards. The results underscore the importance of aligning marketing strategies with customer demographics and preferences to strengthen service quality and business performance.

Keywords: marketing strategy, marketing plan, customer preference, dj crispy and anyhow, promotion, consumer demographics, food and beverage marketing, customer satisfaction

OMNICHANNEL STRATEGIES AND SATISFACTION OF SELECTED FOOD BUSINESSES: BASIS FOR DEVELOPING CUSTOMER EXPERIENCE MODEL

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Annie Coral, Jessa Zabala, Reynold Bangalisan

Abstract

This study investigates the relationship between omnichannel strategies and customer satisfaction among selected food businesses in Project 8, Quezon City, with the aim of developing a customer experience model. Grounded in the Omnichannel Customer Experience (OCX) theory by Carlson et al. (2022), the study evaluates whether touchpoints such as mobile applications, social media platforms, and in-store services significantly influence customer satisfaction. The research addresses the growing need for integrated service approaches in the food industry to meet evolving consumer expectations. A descriptive-correlational research design was employed using purposive quota sampling. Data was collected through survey questionnaires distributed to customers from five local food businesses. Statistical tools, including frequency, percentage, weighted mean, Pearson correlation coefficient, and ranking, were used to analyze the data and examine the relationship between the variables. Results revealed that mobile ordering (34%), in-store purchases (31%), and social media (22%) were the most frequently used omnichannel strategies. Respondents reported general satisfaction in terms of delivery accuracy, ease of social media communication, and clarity of return policies, yielding a composite mean of 3.09. However, the Pearson correlation test showed no statistically significant relationship between omnichannel strategies and customer satisfaction ($r = 0.0462$, $p = 0.750037$). This indicates that despite the prevalence of omnichannel strategies, they do not directly translate to increased customer satisfaction. Reported challenges included delayed deliveries, long waiting times, and poor customer support. In response to the findings, the study proposes a customer experience model focused on service consistency, operational efficiency, personalized engagement, and enhanced issue resolution across digital and physical channels. The model emphasizes the need for food businesses to go beyond channel integration and prioritize dependable, customer-centric service delivery. Enhancing these aspects is crucial for building customer trust, fostering loyalty, and maintaining competitiveness in the increasing digital food service landscape.

Keywords: omnichannel strategies, customer satisfaction, food business, customer experience model, service integration, mobile ordering, social media, in-store services, operational efficiency, consumer behavior

**ONLINE FOOD DELIVERY SERVICE FOR SALES IMPROVEMENT:
BASIS FOR CUSTOMER SATISFACTION PLAN**

Oscar Vitug Jr

Abstract

The online food delivery industry in the Philippines continues to experience rapid growth, attracting a substantial number of new customers daily. With the evolving market landscape, competition among food delivery startups and businesses has intensified. In this dynamic environment, customer satisfaction emerges as a critical factor for business success. Companies that prioritize customer satisfaction over profit are more likely to sustain a competitive advantage. Given the increasing interest in food delivery services, this sector holds significant potential for future expansion and sales improvement. The study employed a quantitative research design using a descriptive-inferential survey method. Purposive sampling was utilized to select participants based on specific criteria relevant to the study's objectives. This approach enabled the researcher to gather data from individuals with direct experience using online food delivery services. Questionnaires were distributed to assess various aspects of customer experience, focusing on current conditions and behaviors within the industry. The findings revealed key customer perceptions of online food delivery services, specifically in terms of reliability, responsiveness, tangibility, empathy, and acceptability. These service dimensions were evaluated to understand their influence on overall customer satisfaction and to identify areas for improvement. The results highlighted customer preferences and expectations that can inform a strategic plan to enhance satisfaction and drive sales growth. The study suggests that the future of online food delivery will depend on sustainability, streamlined logistics, and achieving a balance between customer convenience and business profitability. Technological innovation is expected to play a vital role in overcoming existing operational challenges. The expansion of delivery services into new markets, coupled with improved service integration and diversification, presents opportunities for broader market capture. A well-developed customer satisfaction plan based on these insights can serve as a foundation for long-term business success.

Keywords: online food delivery, customer satisfaction, sales improvement, business strategy, service quality, food industry, customer experience, delivery reliability, technological integration, market expansion

**ONLINE SHOPS UNRELATED REVIEWS AND ITS EFFECTS IN CUSTOMER
BUYING BEHAVIOR AROUND CAMARIN, CALOOCAN CITY**

Mc Jey Balais, Aslexandra Abrantes, Elalaine Aguillon, Elalaine Aguillon,
Mary Krinstine Ojero, Jerimie Rivera, Randy Villaseñor

Abstract

This study aims to evaluate the effects of unrelated reviews on online shops and their influence on customer buying behavior in Camarin, Caloocan City. Online product reviews significantly impact purchasing decisions, especially for first-time buyers. However, many reviews focus on aspects unrelated to the product itself, such as delivery delays, packaging, or customer service, which may distort customer perceptions of product quality. This research seeks to examine how these unrelated reviews influence consumer behavior and to explore ways to guide first-time buyers toward informed decision-making. A quantitative descriptive research design was employed to gather data from sixty (60) respondents, equally divided between male and female participants, who have encountered unrelated reviews on online platforms. The study focused on consumers within Camarin, Caloocan City. Data were analyzed using frequency and percentage, weighted mean, and hypothesis testing via a Z-test to determine the statistical significance of the observed effects. The demographic analysis showed an equal gender distribution, with most respondents aged between 18 and 25 years. Although many of them rarely make online purchases, the majority agreed that unrelated reviews had an impact on their buying decisions. This suggests that even occasional online shoppers are influenced by comments that are not directly related to the product, reinforcing the idea that customer perceptions can be shaped by seemingly minor factors. The findings highlight the need for sellers to manage the review sections of their product pages more effectively. Allowing moderation or filtering of unrelated reviews may protect the seller's reputation and product credibility. A well-structured review system, along with targeted marketing strategies, can minimize the negative impact of off-topic reviews and improve product profitability. Ultimately, addressing these factors can lead to better customer experiences and more accurate representations of product value.

Keywords: online reviews, unrelated reviews, customer buying behavior, e-commerce, consumer perception, review moderation, product credibility, marketing strategy, camarin caloocan, online shopping behavior

**OPERATIONAL ISSUES AND ITS EFFECT ON SERVICE QUALITY AT
SKYBAKED COFFEE SHOP IN PASIG CITY**

Rhealyn Dela Cruz, Rhealyn Lerio, Reca Mae Marquez, Maricel Ramos, Reynold Bangalisan

Abstract

This study investigates the effect of operational issues on service quality and customer satisfaction at Skybaked Coffee Shop in Pasig City, Philippines. As the local coffee industry continues to expand, small cafés face increasing pressure to maintain service standards while managing internal operational challenges. At Skybaked, concerns such as inefficient inventory management, inconsistent staff scheduling, and equipment malfunctions may impact key aspects of service delivery. These are examined through the lens of the SERVQUAL model, focusing on the five service dimensions: tangibility, reliability, responsiveness, assurance, and empathy. A mixed-method research design was employed to gain a comprehensive understanding of the issue. Data were gathered from 30 respondents, 6 employees and 24 customers, through structured survey questionnaires and interviews. Quantitative data were analyzed using weighted mean and Pearson correlation, while qualitative responses were used to contextualize the operational issues observed and their perceived effects on service quality. Among the operational concerns, inventory management was rated with the highest mean score (3.24), followed by equipment functionality (3.08) and staff scheduling (2.90), indicating moderate effectiveness with room for improvement. Respondents noted that these issues influenced perceptions of service quality, particularly in terms of reliability and responsiveness. However, statistical analysis showed no significant correlation between operational issues and overall service quality, with all computed r-values falling within negligible ranges and p-values exceeding the 0.05 threshold. This suggests that while inefficiencies exist, they do not significantly alter customer perception of service delivery. The findings underscore the need for proactive operational planning despite the absence of statistically significant effects on perceived service quality. The study recommends implementing enhanced inventory tracking systems, flexible staff scheduling methods, and routine equipment maintenance. Additionally, staff training and personalized service approaches are proposed to maintain and strengthen customer satisfaction. These strategies offer practical value not only to Skybaked but also to other small-scale cafés aiming to improve service quality in a competitive urban market.

Keywords: operational issues, service quality, coffee shop operations, customer satisfaction, servqual model, inventory management, staff scheduling, equipment maintenance, small business strategy, pasig city

**OPTIMIZING VIRTUAL ASSISTANT SERVICES THROUGH ACCOUNTING
INFORMATION SYSTEMS: A STUDY OF PATRA CORPORATION IN QUEZON CITY**

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Jane Marie Udarbe, Angeline Dionisio, Analyn Magalso

Abstract

The integration of Virtual Assistant (VA) services with Accounting Information Systems (AIS) has significantly transformed business operations by enhancing efficiency, accuracy, and financial decision-making. This study investigates how AIS contributes to optimizing VA services at PATRA Corporation in Quezon City, focusing on both the advantages and obstacles associated with this integration. A descriptive research design was utilized to assess the integration of AIS in VA services. Data was gathered through survey questionnaires administered to fifty (50) virtual assistants, comprising 25 onsite and 25 online employees of PATRA Corporation. The study employed purposive simple random sampling. Collected data were analyzed using statistical tools such as percentage distribution, weighted mean, and Likert scale ranking. The study found that AIS significantly improved the efficiency, decision-making capabilities, and overall service quality of virtual assistants. Respondents expressed agreement regarding the system's ease of use, functionality, and continued relevance in daily operations. Noted challenges included software compatibility concerns, data security vulnerabilities, high maintenance costs, and employee resistance to change. Despite these challenges, the utilization rate of AIS remained high, reflecting its integral role in supporting VA workflows. The findings support previous literature indicating that AIS adoption enhances financial management and operational efficiency. However, the presence of technical, financial, and human-related barriers highlights the need for targeted interventions. To ensure successful integration, organizations should invest in training programs, establish strong data security measures, and upgrade outdated systems. Continued technical support and regular workshops are recommended to sustain the effectiveness of AIS in optimizing virtual assistant services.

Keywords: virtual assistant services, accounting information systems, operational efficiency, financial decision-making, data security, system integration, business process optimization, patra corporation

PERCEIVE USEFULNESS OF G- CASH PAYMENT IN SMALL RETAIL BUSINESS

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Abstract

This study aims to assess the viability and future potential of the perceived usefulness of GCash as a payment method in small retail businesses. The research underscores the effectiveness of GCash in enhancing operational efficiency, improving customer convenience, and strengthening financial management, making it a valuable tool for the growth and sustainability of small enterprises. This study utilized a descriptive-quantitative research design to examine the perceived usefulness of GCash as a payment method among small retail businesses. A total of 50 small retail establishments in Novaliches, Quezon City, were selected through convenience sampling. The sample consisted of 10 sari-sari stores, 10 ukay-ukay stalls, 10 rice retailers, 10 milk tea shops, and 10 beauty product stores. Data was collected through a structured survey questionnaire, designed to assess the impact of GCash on business efficiency, customer transactions, and financial management. The quantitative approach allowed for statistical analysis and interpretation of the gathered data. The results of the study indicate that the respondents, who are directly involved in offering therapeutic products or services, provided varying perceptions of digital payment systems. The weighted mean scores revealed a rating of 2.54 for satisfaction, 3.11 for convenience, and 3.16 for security, with an overall weighted mean of 2.93. These findings suggest a moderate level of approval for the use of digital payments in this context. The researchers recommend that businesses encourage customers to share feedback on their experiences with digital payment methods. By addressing user concerns and making continuous improvements, retailers can enhance the overall customer experience, increase satisfaction, and build customer loyalty. Understanding customer preferences and aligning GCash payment systems with their needs can significantly enhance the overall shopping experience, particularly within the small retail sector. The findings also indicate that consumers who use GCash tend to spend more per transaction on average compared to those who pay with cash. This suggests that digital payments may encourage impulse buying, potentially leading to increased overall sales for small retailers.

Keywords: gcash payment, digital payments, small retail businesses, customer preferences, impulse buying, consumer behavior, sales enhancement, transaction value, shopping experience

PERCEIVED ACCEPTABILITY OF PURPLE YAM TEA AS ALTERNATIVE GREEN TEA

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Mark Deniel Bantiling, Roselyn Cajandab, Christine Calvo

Abstract

This study investigates the perceived acceptability of purple yam tea as a potential alternative to green tea. Purple yam is a nutrient-rich root crop, known for its high antioxidant content, including vitamin C, dietary fiber, and anthocyanins, which are beneficial for immune function, digestion, and overall wellness. Meanwhile, green tea is a widely consumed beverage and dietary supplement recognized for its ability to enhance mental alertness, alleviate digestive discomfort and headaches, and aid in weight management. This study adopted a descriptive-experimental approach to assess the perceived acceptability of purple yam tea as a substitute for green tea. It aims to explore the potential of this unique beverage in the tea market by examining its taste, aroma, consumer preference, product quality, and preparation process. The study drew the following conclusions: Demographic Profile – There was an uneven distribution of respondents in terms of age and gender. The majority were males aged between 18 and 25 years old, with most being fourth-year BS Entrepreneurship students. Perceived Potential of Purple Yam Tea – Both groups of respondents generally agreed on the potential of purple yam tea as an alternative to green tea, particularly concerning its health benefits, available variations, and consumer appeal. Differences in Acceptability Levels – A significant difference was observed in the level of acceptability between health experts and fourth-year BS Entrepreneurship students, suggesting varied perceptions based on background and expertise. Marketing Strategy Responses – There was a varied response to the proposed marketing strategies. Nonetheless, the majority of respondents preferred strategies that emphasize strong and unique selling points to effectively promote the product. The two groups of respondents assessed the perceived acceptability of purple yam tea as an alternative to green tea across three key aspects: Benefits: The product was perceived to contribute positively to overall health due to its antioxidant content, dietary fiber, and anthocyanins. Varieties: Purple yam tea was recognized for its distinct characteristics that set it apart from other types of tea. Consumer Preference: Its aroma, taste, color, and flavor were seen as important factors that enhance customer satisfaction and promote relaxation during consumption. The analysis indicated a significant difference between the assessments of the two groups: health experts and fourth-year BS Entrepreneurship students, regarding these three aspects.

Keywords: purple yam tea, green tea alternative, antioxidants, dietary fiber, anthocyanins, health benefits, tea varieties, consumer preference, aroma, taste, relaxation, significant difference, respondent assessment

**PERCEIVED EFFECTIVENESS OF CONTENT CREATOR ENDORSEMENT IN
ADVERTISING SKINCARE PRODUCT: BASIS FOR CRAFTING BUSINESS MODEL**

Maureen Lhiezal Matito, Arnel Moscoso, Ziham Taurac, Rogie Salazar Jr,
Mary Joy Waro, Ariane Astudillo

Abstract

The rapid growth of social media and the rise of content creators have redefined marketing practices within the skincare industry. This study focuses on the perceived effectiveness of influencer endorsements in advertising skincare products, with Dermorepubliq, a Philippine-based brand serving as the focal case. Guided by Cognitive Dissonance Theory, the research explores how these endorsements impact consumer trust, engagement, and purchase intentions. Insights from the study aim to support the development of a strategic business model for more effective influencer-driven marketing. The study adopted a quantitative descriptive research design and utilized a structured survey to gather data from 50 TikTok users who had engaged with content creator endorsements of the Dermorepubliq brand. Participants were selected through purposive sampling. The survey instrument, which was validated by experts and pilot-tested for reliability, focused on three core areas: user engagement, consumer trust, and purchase intention. Collected data were analyzed using frequency distribution, weighted mean, ranking, and ANOVA to identify statistically significant differences based on demographic profiles. The results indicate that content creator endorsements are highly effective in driving engagement (mean = 3.32), enhancing consumer trust (mean = 3.38), and influencing purchase intentions (mean = 3.34). Moreover, no significant differences were observed across age, gender, or TikTok usage frequency, suggesting a consistent perception of effectiveness across all demographic groups. The results affirm that content creators are valuable assets in modern marketing, especially for skincare brands. Respondents reported high levels of engagement and trust, underscoring the importance of authenticity, relatability, and consistency in influencer partnerships. The absence of significant differences across demographic variables indicates that influencer marketing is broadly effective across age and gender. These findings suggest that skincare brands should prioritize building long-term relationships with credible influencers and focus on delivering transparent, high-quality content. The proposed business model developed from this study offers a strategic framework to guide brands in implementing more effective and consumer-centered influencer marketing approaches.

Keywords: content creators, influencer marketing, skincare brands, consumer trust, engagement, authenticity, relatability, demographics, marketing strategy, business model

**PERCEIVED USEFULNESS OF MCDONALD'S FOOD DELIVERY APP AND ITS
CUSTOMER SATISFACTION AROUND SAN FRANCISCO DEL MONTE, QUEZON CITY**

Reynante Regala, Jurian Jaan Peligro, Hazel Mae Obaga, Lyka Rose Molina,
Christine Dausin, Reynold Bangalisan

Abstract

This study explores the correlation between perceived usefulness and customer satisfaction with the McDonald's Food Delivery App in San Francisco Del Monte, Quezon City, grounded in the Technology Acceptance Model (TAM). Prompted by the rising dependence on online food delivery platforms especially in the aftermath of the COVID-19 pandemic, the research investigates key user concerns such as interface usability, login difficulties, inaccurate mapping, and delayed deliveries. This study adopted a descriptive-correlational research design and utilized purposive sampling to gather data from 30 individuals aged 18 and above who use the McDonald's Food Delivery App. The research examined key variables such as perceived usefulness, perceived ease of use, behavioral intention to use, and actual system usage. These were analyzed alongside customer satisfaction indicators, including reliability, responsiveness, assurance, empathy, and tangibles. The data were processed using weighted mean and Pearson's correlation coefficient to evaluate the relationships among the variables. The findings revealed that users highly rated the app's perceived usefulness (mean = 3.44) and ease of use (mean = 3.37), with frequent actual usage (mean = 3.36). However, behavioral intention to continue using the app was slightly lower (mean = 3.19), indicating opportunities to strengthen user commitment. Regarding customer satisfaction, responsiveness, assurance, empathy, and tangibles received favorable evaluations (mean range = 3.33–3.35), while reliability scored somewhat lower (mean = 3.29), highlighting areas for potential service enhancement. A strong and statistically significant positive correlation was observed between perceived usefulness and customer satisfaction ($r = 0.888$, $p < 0.05$), leading to the rejection of the null hypothesis. The results confirm that greater perceived usefulness of the app leads to higher levels of customer satisfaction. Although the McDonald's Food Delivery App performs effectively and meets user expectations, enhancements are still needed in areas such as user interface, personalization, delivery precision, and engagement strategies. Based on these insights, the study recommends the following: improving app performance, incorporating gamification and referral programs, utilizing AI-powered chatbots for streamlined customer support, and increasing delivery reliability. The proposed improvement plan aims to refine system usability, enhance customer service, and enable real-time tracking to deliver a more seamless and rewarding user experience. These findings provide actionable insights for McDonald's and similar food delivery platforms seeking to strengthen customer loyalty and satisfaction in an increasingly digital and competitive food service environment.

Keywords: technology acceptance model (tam), mcdonald's food delivery app, perceived usefulness, customer satisfaction, app usability, online food delivery, user engagement, delivery accuracy, ai chatbot support, gamification, user retention

**PROFESSIONAL DEVELOPMENT AND EMPLOYEE ENGAGEMENT OF THE
TEACHING PERSONNEL IN A HIGHER EDUCATION INSTITUTION IN QUEZON CITY**

Brent Harry Arellano, Michille Balce, Charlotte Cortes, Cherielyn Entendez,
Eddieliso Poliquit Jr, Riva Manalo

Abstract

Professional development plays a crucial role in strengthening the skills, knowledge, and expertise of teaching personnel. This study aims to evaluate the relationship between professional development specifically in the areas of continuous learning, classroom management, relationship building, technological proficiency, and career goal setting and employee engagement, which is assessed through cognitive, emotional, and physical aspects. Additionally, the study seeks to identify the barriers that prevent teaching staff from fully participating in professional development initiatives. This study adopted a descriptive-correlational research design to explore the relationships among the key variables. The participants consisted of 104 teaching personnel from the College of Hospitality, Tourism, Business, Accountancy, and Management (CHTBAM). Cluster sampling was utilized to determine the sample group, and data collection was conducted through a researcher-developed survey questionnaire. For data analysis, the study employed statistical techniques including weighted mean, Pearson r correlation, and ranking procedures. The study found that teaching personnel strongly value professional development in all key areas, emphasizing the need for institutional support to encourage continuous learning and professional growth. Respondents also demonstrated high levels of cognitive, emotional, and physical engagement, indicating a strong commitment to their roles. A moderate positive correlation was observed between professional development and employee engagement, implying that while professional development plays a significant role, other personal and organizational factors also influence engagement levels. Financial constraints were identified as the primary barrier to participation, followed by time limitations and heavy workloads. Despite recognizing the benefits of professional development, these obstacles continue to limit full participation among teaching staff. The study underscores the critical role of institutional support in promoting professional development tailored to the needs of teaching personnel as a strategy to enhance employee engagement. Drawing from the study's findings, a set of recommended guidelines for professional development was formulated to strengthen and sustain engagement among educators.

Keywords: professional development, employee engagement, institutional support, teaching personnel, educator development, engagement strategies, training guidelines, workforce enhancement.

**PROMOTIONAL OFFERS AND CUSTOMER RETENTION OF SPANDA
MESSAGE AND SPA IN ROOSEVELT, QUEZON CITY**

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Marjorie Marin, Christine Jhon Mercado, Jennylene Abalos

Abstract

This study explores the relationship between promotional offers and customer retention at Spanda Massage and Spa. Founded in 2017 as a home-based massage service, the business initially struggled with increasing sales and attracting a stable customer base. In response, Spanda conducted market research and introduced targeted promotional strategies. The study examines specific promotional tools such as discounts, loyalty cards, bundled service packages, and seasonal offers. It also investigates key elements of customer retention, including service quality, customer satisfaction, cost-effectiveness, and overall convenience. This study adopted a quantitative correlational research design, utilizing a survey questionnaire to collect data. Statistical tools such as weighted mean, ranking, and Pearson correlation were used to assess the relationship between promotional offers and customer retention. The researchers employed purposive sampling, a non-probability technique, to select participants who had availed of promotional offers from Spanda Massage and Spa. This ensured that the respondents could provide meaningful insights into their experiences and loyalty toward the business. The results revealed that customers place high value on receiving greater benefits through discounted rates (weighted mean: 3.72), and they appreciate being rewarded for their loyalty through repeat visit incentives (weighted mean: 3.67). Bundled services were also favored for offering convenience in experiencing multiple treatments (weighted mean: 3.62), and many respondents expressed a preference for visiting the spa during promotional periods (weighted mean: 3.66). In terms of customer retention, a clean and calming environment was seen as a key indicator of service quality (weighted mean: 3.78). High levels of customer satisfaction also contributed to strong word-of-mouth recommendations (weighted mean: 3.72). Additionally, competitive pricing without compromising service quality (weighted mean: 3.68) and the availability of bundled packages (weighted mean: 3.70) further supported customer loyalty. Hypothesis testing showed a very strong and positive correlation between promotional offers and customer retention, with an r -value of 0.875 and a p -value of < 0.0001 , indicating a statistically significant relationship at the 0.05 level. The researchers recommend that Spanda Massage and Spa adopt a targeted promotional strategy to improve customer retention. These recommendations focus on maximizing the impact of promotional offers to deliver a more rewarding customer experience, encourage consistent patronage, increase revenue, and cultivate lasting customer loyalty.

Keywords: customer retention, promotional offers, loyalty programs, discounts, bundled services, customer satisfaction, service quality, spa marketing, quantitative research, pearson correlation

**QUALITY CONTROL PRACTICES IN BIG BREW IN
SELECTED BRANCHES IN QUEZON CITY**

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Marry Rose Pilar, Jovelyn Tarrayo, Jennylene Abalos

Abstract

Big Brew has emerged as a popular beverage business offering products such as milk tea, coffee, and other refreshments. Through its franchising approach, the brand has expanded to multiple locations, including several branches in Quezon City. However, the researchers, as frequent customers, have observed inconsistencies in product taste and ingredient quality across different branches. These variations raised concerns regarding the brand's quality standards. Therefore, this study was conducted to investigate the potential impact of quality control practices on the consistency and overall customer experience of Big Brew, particularly in its Quezon City branches. This study examined the quality control practices of Big Brew with the goal of maintaining product consistency, protecting the brand image, minimizing operational costs, and strengthening customer loyalty, all of which contribute to long-term growth and profitability. The researchers employed a descriptive research design to evaluate various aspects of quality control, including ingredient quality, taste testing, equipment maintenance, hygiene and safety standards, service quality, inventory management, and operational processes, as well as the challenges faced by employees in implementing these practices. A combination of stratified and convenience sampling techniques was used to determine the respondents. Data collection was conducted through a survey questionnaire, and the responses were analyzed using statistical tools such as frequency and percentage distribution, weighted mean, and ranking to draw conclusions and achieve the study's objectives. The results of the study indicate that Big Brew demonstrates strong quality control practices, especially in areas such as ingredient quality, flavor consistency, equipment upkeep, sanitation and safety protocols, and service delivery. These practices play a key role in maintaining high product standards, building customer trust, and reinforcing the brand's overall credibility. The findings revealed that Big Brew branches generally maintain high standards in key areas, including ingredient management and overall operational practices. However, the study also identified several challenges encountered by employees in implementing quality control measures. These challenges include errors in measuring ingredient proportions, inconsistencies in ingredient quality, equipment breakdowns, improper storage methods, and variations in brewing times and serving temperatures. To address these concerns, the researchers recommend that branch owners consider upgrading equipment and investing in modern technology to enhance efficiency and consistency. Moreover, it is essential to provide comprehensive staff training to reduce operational errors and improve adherence to quality standards. As a long-term solution, the researchers propose the implementation of the Improving Quality Standards Action Plan (IQSAP) a structured approach aimed at increasing accuracy in operations and supporting the sustainability and competitiveness of Big Brew in the beverage industry.

Keywords: big brew, quality control practices, ingredient management, operational efficiency, customer satisfaction, equipment maintenance, staff training, brewing standards, iqsap, beverage industry

**REMOTE WORK POLICY AND RETENTION OF EMPLOYEES IN A
BUSINESS PROCESS OUTSOURCING COMPANY IN ILOILO CITY**

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Abstract

This study investigates 5 Star Virtual Assistants, a Philippine-based outsourcing company located in Iloilo City that delivers a range of virtual assistant services to support business operations. The research aims to propose a strategic retention plan to enhance employee engagement and reduce turnover in a remote work environment. By identifying key factors influencing employee satisfaction and commitment, the study seeks to provide actionable insights that will strengthen retention strategies, increase productivity, and improve overall organizational performance. This study adopts a descriptive-correlational research design to examine the connection between remote work and employee retention. A total of 206 virtual assistants from 5 Star Virtual Assistants in Iloilo City participated in the study, selected through purposive sampling. Data was collected between December 2024 and April 2025 through an online survey distributed via Google Forms. The study reveals that out of 206 respondents, the majority (64.5%) are female, and a significant portion (72.27%) are between 18 to 27 years old. In terms of tenure, 67.27% have been with the company for 0–2 years, 17.73% for 3–4 years, and 15% for 5 years or more, indicating a predominantly new workforce. The findings indicate that the company's remote work setup significantly influences employee retention. Respondents expressed positive perceptions of the work culture, work-life balance, and communication, each with a composite mean of 3.35. Compensation and benefits were viewed as satisfactory (composite mean = 3.23), while the organizational culture promoting collaboration and innovation further contributed to retention (composite mean = 3.30). Additionally, employees strongly agreed that career development opportunities are available (composite mean = 3.34), reinforcing the company's role in supporting employee growth and engagement. This study underscores the pivotal impact of remote work policies on employee retention in a business process outsourcing company based in Iloilo City. The proposed retention plan addresses critical areas including workplace culture, work-life balance, communication effectiveness, compensation and benefits, organizational values, and opportunities for career growth. Enhancing these dimensions is expected to promote sustained employee engagement, reduce turnover, and boost overall productivity and organizational success.

Keywords: remote work, employee retention, virtual assistants, work-life balance, organizational culture, career development, business process outsourcing (bpo), iloilo city, employee engagement, compensation, and benefits.

**REWARD AND RECOGNITION OF THE EMPLOYEE AT
NEXTGEN CAFE QUEZON CITY**

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Abstract

This study assessed the effectiveness of the reward and recognition system at NextGen Café, Quezon City, with particular focus on its impact on employee motivation and satisfaction. Using Vroom's Expectancy Theory as the theoretical framework, the research analyzed four fundamental components of recognition: objectives, flexibility, timeliness, and diversity. The study also aimed to identify barriers to effective recognition and examine how employee demographics influence their perceptions of the system. A descriptive quantitative research design was employed in the study. Data were gathered from fifty employees using a census sampling method. A structured and validated questionnaire was used, consisting of three main sections: demographic profile, assessment of the rewards and recognition system, and perceived challenges. The collected data were analyzed using statistical tools such as frequency, percentage, weighted mean, Pearson-r correlation, and t-tests to examine the relationship between demographic variables and employee perceptions of the reward system. The results indicated that 92% of employees were aged between 21 and 30, with a nearly even gender distribution, 48% male and 52% female. All respondents had less than three years of service. Employees generally viewed the rewards and recognition system as moderately effective, with mean ratings of 3.04 for objectives, 3.02 for flexibility, 2.94 for timeliness, and 2.88 for diversity. No significant differences in perception were found based on age, gender, or length of service. Key issues identified included an excessive focus on financial incentives, perceived favoritism, recognition being delivered privately rather than publicly, and rewards that did not match individual preferences. The results indicate that while employees acknowledge the existence of a rewards and recognition system, there is a strong desire for more personalized, fair, and timely acknowledgment. The lack of significant differences across demographic factors suggests a shared perception among staff members. Employees highlighted the need for a broader range of meaningful incentives that go beyond monetary compensation. To address these concerns, the researchers proposed a three-part program: performance-based recognition, daily appreciation from peers and managers, and a transparent points-based rewards system. These strategies aim to cultivate inclusivity, strengthen employee morale, and enhance overall job satisfaction.

Keywords: employee motivation, recognition system, rewards program, job satisfaction, performance-based incentives, inclusivity, transparency, peer appreciation, vroom's expectancy theory, employee morale

**RISK FACTORS AND PERFORMANCE OF SAMPLED FRANCHISING BUSINESS
IN NOVALICHES QUEZON CITY: BASIS FOR DEVELOPING
RISK MITIGATION STRATEGIES**

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Sophia Kayne Jiao, Reynold Bangalisan

Abstract

This study examines the risk factors affecting the performance of franchising businesses, with a focus on selected Big Brew branches in Novaliches, Quezon City. As franchising continues to thrive in the Philippines, particularly in urban areas, it becomes increasingly important to understand the challenges and risks that franchisees face to maintain business viability and growth. Grounded in Agency Theory and the Resource-Based View (RBV), the research explores how capital, market, operational, and legal/regulatory risks influence franchise performance. Key performance indicators assessed include trust and communication between franchisors and franchisees, compliance with operational support, brand perception, and the effectiveness of training programs. The findings aim to contribute to a deeper understanding of the franchise business landscape and provide practical insights for improving risk management and performance in similar franchise operations. The study utilized a descriptive-correlational research design to assess the relationship between key risk factors and the performance of selected Big Brew franchise branches in Novaliches, Quezon City. Data collection was conducted through a survey questionnaire distributed to 8 franchise owners and 16 employees, totaling 24 respondents. Participants were selected using a cluster sampling method to ensure representation from various branches. The gathered data were processed and analyzed using frequency counts, percentages, weighted means, Pearson-r correlation, and ranking techniques to evaluate the degree of influence each risk factor had on the identified performance indicators. The findings indicate that Big Brew franchise branches are generally effective in managing capital and operational risks, supported by strategic financial planning, consistent employee training, and efficient production systems. However, challenges persist in the optimal use of resources and in ensuring that corporate support aligns with the operational needs of individual branches. Respondents rated legal compliance and market risk awareness highly, suggesting that franchises take proactive steps to adhere to regulations and respond to shifting customer demands. In terms of performance, there were strong levels of trust and communication reported among stakeholders, though areas for improvement include managerial transparency and service consistency. A moderate but significant positive correlation was found between risk factors and overall business performance, highlighting the importance of comprehensive risk management strategies. Major challenges identified include managing customer expectations, the increasing cost of raw materials, and inconsistent operational support, all of which may negatively impact both performance and growth if not addressed effectively. To improve the performance and resilience of Big Brew franchise branches in Novaliches, Quezon City, the following recommendations are proposed: Provide financial literacy training to franchise owners to enhance decision-making and risk management. Adopt dynamic pricing and inventory control systems to address rising material costs and increase operational efficiency. Offer ongoing employee development to ensure consistent service quality and compliance with standards. Strengthen internal communication to foster better collaboration between franchisees and franchisors. Enforce legal and regulatory compliance through clear, standardized operational guidelines. Ensure brand consistency across all branches to build customer trust and loyalty.

Keywords: franchise performance, big brew, financial literacy, dynamic pricing, inventory control, employee training, internal communication, legal compliance, brand consistency, risk mitigation, novaliches, business sustainability

**ROLE OF COFFEE SHOP AMBIENCE IN SHAPING CUSTOMER EXPERIENCE
TOWARD BRAND LOYALTY**

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Jenyfae Rocero, Noemi Trigueros, Ariane Astudillo

Abstract

This study aims to examine how the ambience of Charnest Cafe Snack Bar & Cafeteria influences customer experience and contributes to brand loyalty among its patrons along Susano Road, Novaliches, Quezon City. This study applied Mehrabian and Russell's Stimulus-Organism-Response (S-O-R) theory to examine four key constructs: physical ambience, sensory experience, emotional connection, and marketing advantage. Using quantitative correlational research design, the study employed convenience sampling to survey 50 actual customers of Charnest Cafe Snack Bar & Cafeteria. Data was gathered through structured questionnaires and analyzed using descriptive statistics such as frequency distribution and weighted mean, along with non-parametric tests including the Kruskal-Wallis H test and Mann-Whitney U test. About 72% of the respondents were female, and 80% were between the ages of 19 and 25. Among the ambience factors, physical ambience had the greatest impact (weighted mean = 3.53), with cleanliness (3.72), design (3.56), and overall space (3.19) rated highest. The study also found notable influence on marketing advantage (3.38), emotional connection (3.46), and sensory experience (3.45). There were no significant differences in perceptions across age groups ($p > 0.05$). However, a significant gender difference was observed ($p = 0.036$), with females reporting a stronger emotional connection to the coffee shop's ambience. The findings suggest that young female customers are particularly influenced by the ambience of coffee shops, which plays a key role in shaping their experience and fostering brand loyalty. Cleanliness and attractive interior design were the most appreciated aspects of physical ambience, while welcoming colors, fragrances, and music enhanced the overall sensory experience. To capitalize on these insights, Charnest Café should consider marketing strategies that focus on maintaining cleanliness, refreshing the décor, incorporating signature scents, optimizing lighting and music, organizing community events, and providing comprehensive staff training to improve customer service.

Keywords: coffee shop ambience, customer experience, brand loyalty, physical ambience, sensory experience, emotional connection, marketing strategies, charnest café, customer demographics, female customers

**ROLE OF CUSTOMER ENGAGEMENT IN SHAPING PURCHASE MOTIVES:
BASIS FOR IMPROVING ONLINE STRATEGY**

Shiela Mae Aranel, Reyza Mae Centeno, Darwin Gamit,
Kristine Taripa, Clarence Zapata, Ariane Astudillo

Abstract

Coffee flights have emerged as a popular and authentic way for consumers to experience a variety of coffee flavors. As the coffee industry continues to introduce creative offerings to attract diverse audiences, this trend has gained significant traction on social media. Visually appealing content, interactive posts, and user engagement, especially on platforms like Facebook, have played a key role in driving consumer interest. However, despite high levels of online interaction, many coffee businesses still struggle to convert digital engagement into actual sales. The study adopted a quantitative-correlational approach to investigate the link between customer engagement and purchasing motivations. A total of 20 respondents participated in the survey. To analyze the data, the researchers applied statistical tools including frequency and percentage, weighted mean, and Pearson's r to assess whether a significant relationship exists between customer engagement and purchase motives. Findings indicate that most respondents were female young adults aged 18 to 29 who regularly purchase coffee, reflecting a loyal and interested consumer group. The study also found a statistically significant moderate positive correlation between customer engagement and purchase motivation. Key factors such as emotional attachment, brand loyalty, information seeking, alternative evaluation, and final purchase decisions all showed meaningful associations. This suggests that customers who are more actively engaged with a brand tend to demonstrate stronger motivations to purchase. The study revealed that while consumers often interact with brands and conduct online research before purchasing, many still question the reliability of the information available. Social media serves as a useful tool for discovering and comparing products, yet building trust in digital content remains a challenge. To overcome this, researchers recommend that coffee shops adopt a well-rounded online strategy that features authentic storytelling, meaningful customer engagement, and incentive-based programs. Establishing credibility through consistent and targeted messaging can help coffee shops foster long-term customer relationships and increase brand loyalty.

Keywords: customer engagement, purchase decision, digital trust, social media, brand interaction, online marketing strategy, authentic content, loyalty programs, coffee shops, consumer behavior

**ROLE OF INNOVATION IN STARTUP SURVIVAL:
INSIGHTS FROM EMERGING MARKETS**

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Abstract

Launching a startup in an emerging market can be difficult due to intense competition and limited resources. However, innovation serves as a vital tool for overcoming these challenges, enabling new businesses to adapt, grow, and gain a competitive edge. This study investigates how innovation contributes to the survival and success of startups in emerging markets, highlighting the importance of adopting creative strategies to navigate evolving market demands. The study utilized a quantitative descriptive research design to gather and interpret numerical data, aiming to describe the traits of a specific population or phenomenon. A sample of 20 participants was selected using the t-test formula, consisting of 5 male business owners, 5 female business owners, 5 male customers, and 5 female customers. Data collection was conducted through a survey questionnaire, administered using convenience sampling. The responses were analyzed using statistical methods such as frequency, percentage, ranking, and weighted mean. The majority of respondents were between the ages of 16 and 25, with a slightly smaller group aged 26 to 35. Gender representation was balanced, with equal numbers of male and female participants among both business owners and customers. In terms of income, most respondents reported earning between ₱10,000 and ₱20,000, while a smaller percentage fell within the ₱21,000 to ₱30,000 range. Respondents strongly agree that innovation plays a vital role in the survival and success of startups. Both business owners and customers emphasized the importance of transitioning to online marketplaces, adopting new technologies, and adjusting their value propositions to meet customer needs and market demands. Aligning business models with current conditions, coupled with investments in capital, technological advancements, process improvements, and customer feedback, were identified as key drivers of growth. To ensure sustainability, participants highlighted the need to explore venture capital opportunities, form strategic partnerships, and deliver unique value offerings. Challenges such as gaining customer trust, building brand loyalty, and encouraging product adoption, especially among older clients, were effectively addressed through influencer marketing, testimonials, and transparent communication. The study recommends that startups foster a culture of innovation, invest in research and development, collaborate with industry professionals, listen to consumer feedback, and stay agile in adopting new technologies. By doing so, startups can establish a strong foundation for long-term growth and market competitiveness.

Keywords: innovation, startup survival, online marketplace, value proposition, technological advancement, customer feedback, venture capital, brand trust, influencer marketing, strategic partnerships, market adaptation, sustainable growth

**ROLE OF OFFICE ADMINISTRATORS IN ENHANCING ORGANIZATIONAL
COMMUNICATION WITHIN ECONOMIC DEVELOPMENT OFFICE: A CASE STUDY**

Christine Dale Palero, Somaya Macawaris, Celina Llaneta, Evelyn Albarida,
Crisking Manaligod, Kimberly Joyce Embile

Abstract

This proposed study examines the role of office administrators in strengthening organizational communication within Economic Development Offices, with a focus on Ortigas, Pasig City. The researchers aim to explore both the functions of office administrators and the communication strategies they utilize to enhance internal communication. The goal is to support the development of communication skills that contribute to greater efficiency and effectiveness within the organization. A quantitative research design was employed in this study, with a total of fifty (50) participants consisting of office administrators and staff from the Economic Development Office in Ortigas, Pasig City. The respondents were selected using purposive sampling, and data was gathered through a structured survey questionnaire designed to assess organizational communication practices. The findings indicate that most respondents were full-time office administrators aged 35 to 44. Team meetings emerged as the primary form of communication used within the Economic Development Office. Office administrators play a vital role in enhancing organizational communication by ensuring the effective assessment and dissemination of information. This includes maintaining clarity, timeliness, accuracy, efficiency, and accessibility of messages. Furthermore, effective communication strategies identified include the use of modern technology, the promotion of an open and collaborative environment, and the regular monitoring and evaluation of both internal and external communication channels. These practices contribute significantly to strengthening the communication skills of office administrators and improving overall organizational communication. To improve communication within the organization, the study recommends that office administrators regularly facilitate team meetings and integrate technological communication tools to effectively reach a broader audience. Using clear and straightforward language is essential to minimize confusion and misinterpretation. Additionally, cultivating an open and supportive environment allows employees to comfortably share ideas and opinions without fear of judgment, thereby fostering collaboration and trust. Lastly, consistently monitoring and evaluating employee responses is crucial in identifying areas that require improvement and in determining the overall effectiveness of current communication practices, enabling continuous enhancement of organizational communication.

Keywords: organizational communication, office administrators, team meetings, technological communication, open environment, employee feedback, communication effectiveness, workplace collaboration, information clarity, communication strategies.

**SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION OF
MOTOR VEHICLE RETAILING BUSINESSES IN CALOOCAN**

Vinalyn Sarzata

Abstract

Motorcycles serve as a fast, affordable, and convenient mode of transportation, particularly in Caloocan City, which was declared the “Motorcycle Capital of the Philippines” in 2017. Due to increasing demand, motorcycle retail businesses have rapidly expanded in the area. However, many still face challenges such as service delays, understaffing, and inconsistent service quality, leading to customer dissatisfaction. This study assesses service quality and customer satisfaction in motorcycle retail businesses in Caloocan by utilizing the SERVQUAL model (Reliability, Assurance, Tangibility, Empathy, Responsiveness) alongside the 4Ps of marketing (Product, Price, Place, Promotion). It aims to evaluate customer perceptions, determine the relationship between service quality and customer satisfaction, identify service-related issues, and propose practical recommendations for improvement. This study employs a descriptive-correlational design to examine the relationship between service quality and customer satisfaction in selected motorcycle retail shops in Caloocan, namely Motortrade, Yamaha, Honda, and Transcycle. A total of 80 customers, with 20 respondents per branch, voluntarily participated and assessed their service experience using a validated questionnaire. The purpose of the study was personally explained to each respondent prior to data collection. Findings based on the SERVQUAL model indicated that customers were generally satisfied with all five dimensions of service quality. The highest satisfaction scores were recorded in assurance (mean = 4.31), tangibility (mean = 4.27), and empathy (mean = 4.21). In terms of the 4Ps, high satisfaction was also observed in product (mean = 4.34), price (mean = 4.42), and promotion (mean = 4.35). However, the most common concern was delays in document processing, particularly with the release of official receipts, certificates of registration, and license plates (mean = 2.71). Issues related to service maintenance, such as back jobs, were reported less frequently. Statistical analysis showed a moderate positive correlation ($r = 0.3621$) between service quality and customer satisfaction, confirming the presence of a significant relationship. Although customers expressed overall satisfaction with the services offered, the study identified responsiveness and document processing as areas requiring improvement. To address these concerns, the study recommends the reorganization of branch operations into specialized departments, the hiring of additional staff, enhancement of document management systems, and continuous employee training. These strategies aim to improve service quality, increase customer satisfaction, and foster stronger brand loyalty.

Keywords: service quality, customer satisfaction, motorcycle retailing, servqual model, 4ps marketing, caloocan, business administration

**STABILITY OF MARKETING STRATEGIES OF SELECTED ONLINE
LIVE SELLERS BASIS ENHANCING STRATEGIC RESILIENCE**

Ma Kristine Trangia, Lara Shaina Briones, Renz Andrei Lugatiman,
Lyslie Melorin, Myla Muñoz, Emely Apelin, Reynold Bangalisan

Abstract

This study investigates the stability of marketing strategies among selected online live sellers in the suburban area of Rodriguez, Rizal, with particular focus on business profiles, strategic practices, and the challenges faced in a competitive digital selling environment. As e-commerce continues to expand, live selling has emerged as a crucial platform for small businesses by enabling real-time customer interaction and immediate product promotion. However, online sellers frequently encounter obstacles such as fluctuating audience engagement, pricing competition, technological limitations, and logistical inefficiencies. This study aims to provide data-driven insights into the resilience and effectiveness of their current marketing strategies. A quantitative descriptive research design was used, with data collected from 15 purposively selected online live sellers through structured survey questionnaires distributed via Google Forms. The survey focused on business profile variables, including years of operation, starting capital, quarterly profits, and time allotted to live selling. It also measured the perceived stability of marketing strategies based on the 4Ps: product, price, promotion, and people (customer engagement). Findings revealed that the majority of respondents were relatively new in the business (1–2 years), operated with low initial capital (₱10,000 or less), and earned quarterly profits ranging from ₱10,000 to ₱30,000. Most sellers conducted live selling as a part-time activity. Respondents expressed strong agreement with the stability of strategies related to product quality and customer engagement, while indicating moderate agreement with pricing and promotional strategies. Key challenges identified included market competition, unreliable internet connectivity, limited digital tools, and unpredictable buyer behavior. The results underscore the need for strategic support mechanisms to enhance the resilience of online live sellers in suburban markets. Business owners, consultants, and policymakers may use these findings to develop training programs and infrastructure improvements aimed at increasing competitiveness and sustainability. Recommendations include upskilling sellers in digital marketing, improving access to stable internet and logistics, and encouraging innovation in promotional strategies to adapt to shifting consumer behavior.

Keywords: online live selling, marketing strategy, strategic resilience, e-commerce, 4ps, small business, suburban entrepreneurs, rodriguez rizal

**STRATEGIC TRAINING AND DEVELOPMENT MODEL OF
SELECTED BPO COMPANY IN METRO MANILA**

Ronald Abrazaldo

Abstract

Training is essential in enhancing employee performance and skill development, which directly contributes to achieving organizational goals. This holds true for both new hires and tenured employees, regardless of their educational backgrounds. In the context of Business Process Outsourcing (BPO) companies, effective training becomes even more critical due to the client-facing nature of the industry. However, some customer service agents are perceived as lacking knowledge and confidence, often demonstrated through poor English communication skills or prolonged response times while searching for answers. This study aims to explore the training and development practices of a selected BPO company in Metro Manila to address such performance concerns and improve service quality. This study employs a descriptive-inferential research method to evaluate the strategic training and development practices within the selected BPO company. Data were collected through questionnaires, interviews, and direct observations. The demographic profile of the respondents was analyzed using frequency distribution. To evaluate training best practices, weighted mean and ANOVA tests were applied. These statistical tools were used to identify patterns and determine the significance of various respondent characteristics on the training and development strategies adopted by the company. The results indicated that demographic factors such as age, gender, civil status, educational attainment, salary, and length of service had no significant impact on the strategic training and development model of the selected BPO company. Regarding innovation and learning opportunities in training, the responses yielded a grand mean of 3.08, categorized as "Moderately Agree," suggesting a neutral sentiment among employees. Similarly, financial support for training received a grand mean of 3.04, also indicating a "Moderately Agree" response. These findings imply that while training structures are in place, employees remain ambivalent about their effectiveness and the level of financial investment provided. The findings suggest a need for the BPO company to enhance its training methodologies, especially by incorporating programs that develop intercultural communication skills, given the global nature of the industry. Furthermore, management must foster transparency regarding financial resources allocated for training and openly communicate future organizational plans. This openness is essential for cultivating employee trust and aligning workforce expectations with the company's strategic direction.

Keywords: training and development, bpo, employee performance, strategic training, learning innovation, intercultural communication, organizational transparency, metro manila

**STUDENT MANAGEMENT SYSTEM: DIGITALIZATION OF REGISTRAR
DEPARTMENT STUDENT SERVICES AT BESTLINK COLLEGE OF THE PHILIPPINES**

John Lester Tañacao, Mark Angelo, Annalie Bantillo, Noeliza Mae Comboy,
Vincent Salingsing, Reynold Bangalisan

Abstract

This study examines the effectiveness of digitalizing Registrar Department services at Bestlink College of the Philippines through the implementation of a Student Management System (SMS). Anchored on the Technology Acceptance Model 3 (TAM3), the system aims to streamline essential administrative tasks, including online enrollment, account issuance, class scheduling, and grade viewing for over 50,000 students during the 2024–2025 academic year. Despite these goals, the system has faced challenges such as technical downtimes, slow response times, inflexible scheduling, and restricted grade access for students with unpaid balances. A mixed-methods research design was employed. A total of 381 purposively stratified student respondents across various programs participated in the study. Data was gathered using documentary analysis and a researcher-made survey questionnaire. Statistical tools such as weighted mean and ranking were used to evaluate the SMS's features and identify persistent challenges experienced by users. Findings indicated that the online enrollment feature was considered "effective" (mean = 2.77). However, other components account issuance (mean = 2.45), class scheduling (mean = 2.26), and grade viewing (mean = 2.47), were rated as "ineffective," resulting in an overall weighted mean of 2.48. Respondents reported system downtimes during peak hours, complicated enrollment procedures, and delayed grade releases as recurring issues. Based on these results, an action plan was formulated to address technical limitations and enhance system usability. To improve the effectiveness of the SMS, recommendations include upgrading system infrastructure to enhance performance, automating account and grade update processes, integrating flexible scheduling features, and providing real-time notifications to improve communication. Revisions to institutional policies, particularly those affecting access to academic records and stronger technical support mechanisms were also suggested. The study concludes that while the SMS has introduced significant digital services, its current implementation falls short in delivering a fully efficient and accessible system. Ongoing system evaluation, iterative improvements, and policy alignment are essential to meet the dynamic needs of the student body and ensure sustainable digital service delivery at Bestlink College of the Philippines.

Keywords: student management system, digitalization, registrar services, online enrollment, grade viewing, class scheduling, technology acceptance model, bestlink college

**SUSTAINABILITY STRATEGIES OF BARANGAY MICRO BUSINESS ENTERPRISE
FOOD PARK STALLS IN VALENZUELA CITY: A BASIS FOR
A PROPOSED DEVELOPMENT PLAN**

Dania Abella, Mica Dumilon, Cleodhale Bartolome, Jecil Mae Gloria, Jahanie Pagsidan,
Edrian Ornopia, Reynold Bangalisan

Abstract

This study investigates the sustainability strategies employed by Barangay Micro Business Enterprises (BMBEs) operating food park stalls in Valenzuela City, focusing on marketing styles, promotional benefits, product quality, pricing strategies, and production processes. Anchored on Utami's (2023) Resource-Based Theory, the research underscores the importance of internal resources such as food quality, innovation, and eco-conscious practices as drivers of competitive advantage. The findings aim to propose a development plan for enhancing the long-term viability of these microenterprises. A descriptive-quantitative research design was employed. Data was collected from 30 purposively selected respondents comprising 10 food stall owners and 20 employees from 10 stalls located at 608 MH Del Pilar Destino Food Park. Statistical tools, including frequency, percentage, weighted mean, Mann-Whitney U test, and Kruskal-Wallis H test, were used to analyze the data. Results showed that most vendors were male, single, aged 18–25, with less than one year of business operations and monthly incomes below ₱10,000. Among the sustainability strategies assessed, the production process received the highest mean rating (3.35), while promotional benefits received the lowest (2.63). Statistical analysis revealed no significant differences in strategy implementation based on business duration, except for pricing strategy, which showed a significant variance ($p = 0.0029$). Key challenges included inadequate parking, high rental fees, and limited storage space. Based on these findings, a development plan was proposed to improve marketing visibility, enhance promotional strategies, optimize pricing models, and raise production standards. The study recommends capacity-building programs focused on financial literacy and marketing skills, enhanced branding through social media engagement, and the introduction of value meals to increase affordability. Additionally, collaboration with barangay officials is encouraged to address logistical concerns such as parking and sanitation. Overall, the study emphasizes the role of strategic and sustainable practices in supporting the growth and resilience of BMBEs in the competitive food service industry and proposes actionable steps to ensure long-term success.

Keywords: sustainability strategies, barangay micro business enterprise, food park, pricing strategy, production process, marketing, resource-based theory, valenzuela city

**SUSTAINABLE MARKETING STRATEGIES OF SMALL ENTERPRISES FOOD
AND BEVERAGE BUSINESSES IN NOVA STOP, NOVALICHES
QUEZON CITY: A GUIDE FOR MARKETING PLAN**

Jerelyn Dela Cruz, Rose Jean Floria, Mejaliah Shachael Hachaso,
Angel Joy Aragon, Mark Lavado, Reynold Bangalisan

Abstract

This study investigates the sustainable marketing strategies utilized by small food and beverage enterprises in Nova Stop, Novaliches, Quezon City, and proposes a marketing plan to support environmentally responsible business practices. As consumer awareness of sustainability continues to rise, food and beverage businesses face increasing pressure to adopt eco-conscious initiatives while remaining profitable. The research aims to assess current practices, identify gaps, and recommend strategies that align sustainability with long-term business viability. A descriptive-correlational research design was employed. The study focused on four establishments Sphynx Diner, Chill Bar, 31st Street, and Jairah using survey questionnaires and documentary analysis. A total of 20 respondents, including 4 owners and 16 employees, were selected through purposive sampling. Statistical tools such as weighted mean, Pearson-r correlation, and ranking were used to evaluate the relationship between years of operation and the implementation of sustainability practices, as well as to identify existing challenges. Findings revealed that the participating businesses showed a degree of commitment to sustainability, particularly using fresh ingredients, fair pricing, and ethical labor practices. However, notable deficiencies were observed in areas such as organic product offerings, sustainability-centered promotions, employee training on eco-practices, and the use of digital technology for green marketing. Most businesses had been operating for 4 to 6 years and employed between 5 and 10 workers, indicating potential for scalable improvements. Barriers to comprehensive sustainable marketing included high operational costs, limited availability of eco-friendly suppliers, and a lack of expertise in sustainability practices. The study recommends practical and cost-effective strategies such as bulk purchasing, collaboration with local suppliers, implementation of sustainability training programs, and enhanced use of digital marketing platforms. The proposed marketing plan integrates environmentally responsible initiatives with profit-oriented objectives, aiming to embed sustainability into daily operations. The study concludes that while a foundational effort exists, a more structured, inclusive, and innovative approach is essential to meet evolving customer expectations and environmental standards.

Keywords: sustainable marketing, food and beverage industry, small enterprises, eco-friendly strategies, digital marketing, environmental responsibility, business sustainability, novaliches

**TEACHERS SATISFACTION AND RETENTION, KEY INFLUENCING
FACTORS: AN ASSESSMENT**

John Arnel Busico, Ma. Angelika Discaya, Jamaica Faith Madeja,
Allyza Pacatang, Eloisa Mae Peusca, Bryan Tubao

Abstract

Teacher satisfaction and retention are critical in sustaining educational quality in higher education institutions. This study assesses the key factors influencing teacher satisfaction and retention at Bestlink College of the Philippines (BCP), focusing on compensation, workload, institutional support, work environment, student behavior, and opportunities for professional development. A quantitative-descriptive research design was employed. A total of 30 teaching personnel from the BCP Quezon City branch were selected using purposive sampling. Data was gathered through a structured survey questionnaire that assessed satisfaction levels across the identified factors. Statistical tools such as frequency, percentage, weighted mean, ANOVA, and t-test were used to analyze the responses and determine variations based on demographic variables. The results showed that teachers were generally satisfied with their workload, institutional support, work environment, and student behavior. Moderate satisfaction was observed in areas related to compensation and professional development, indicating potential areas for enhancement. Significant differences in satisfaction were noted based on age, years of service, and educational attainment, whereas gender showed no significant effect. The findings highlighted generational differences in priorities younger teachers emphasized career advancement and development opportunities, while older faculty valued stability and work-life balance. Positive student behavior and a collaborative work culture emerged as strong factors for teacher retention. The study recommends enhancing compensation packages and providing more robust professional development programs to further improve teacher satisfaction and reduce turnover rates.

Keywords: teacher satisfaction, faculty retention, compensation, workload, institutional support, professional development, higher education, bestlink college

**TECHNOLOGICAL AGILITY OF THE HUMAN RESOURCE EMPLOYEES OF
GOLDWAYS MANPOWER SERVICES IN BARANGAY TALIPAPA,
QUIRINO HIGHWAY, NOVALICHES QUEZON CITY**

Antonio Mico, Genvie Anthony Arboiz, Daren Galvez, Nicole Francine Ven,
Sheila Mae Villegas, Danilo Molera Jr.

Abstract

This study explores the technological agility of Human Resource (HR) employees at Goldways Manpower Services, focusing on their adaptability to emerging HR technologies, capacity for data-driven decision-making, and commitment to continuous learning. Guided by the Dynamic Capabilities Theory and the Input–Process–Output (IPO) model, the research addresses the widening gap between existing technological competencies and the demands of modern HR functions. It seeks to identify skill deficiencies and examine the influence of demographic factors on technological adaptability, with the goal of enhancing operational efficiency and aligning HR practices with evolving recruitment standards. A descriptive research design was used, targeting the total population of 20 HR employees through total population sampling. Data was collected via a structured survey questionnaire covering four core areas: proficiency in HR tools, adaptability to new technologies, data-driven decision-making, and continuous learning. Statistical tools, including frequency, percentage, weighted mean, Kruskal-Wallis H test, and Mann-Whitney U test, were employed to analyze the data and identify key challenges, which served as the foundation for a proposed training intervention. The majority of respondents were female (70%) and aged 51 and above (55%), with most having 4 to 5 years of service and all holding a bachelor's degree. Findings indicated that HR employees demonstrated agility in HR tool proficiency and data-driven decision-making and very high agility in adaptability and continuous learning. While no significant differences were observed based on gender, length of service, or educational attainment, age showed a significant influence on technological adaptability. The primary challenge identified was insufficient institutional support for new technologies. The study concludes that despite strong adaptability, the technological effectiveness of HR staff is hindered by limited training opportunities, resource constraints, and resistance to change. Demographic factors had minimal influence on agility, reinforcing the importance of institutional investment in focused training and change management. To address this, the proposed Tech Agility Advancement Program aims to enhance HR capabilities in software proficiency, troubleshooting, and digital analytics. This initiative is designed to foster a more agile, tech-empowered HR department capable of making strategic, data-informed decisions.

Keywords: technological agility, human resource management, digital adaptability, hr tools, training program, dynamic capabilities, ipo model, goldways manpower services

**THE EFFECT OF TECHNOLOGICAL ADVANCEMENTS ON THE LEVEL OF
PRODUCTIVITY OF EMPLOYEES AT RTK SIOMAI'S FACTORY IN QUEZON CITY**

Khatrina Jaralve, Maureen Gwen Flores, Maria Cristy Quiliste,
Kristine Garcia, Jhon Dale Palmes, Reynold Bangalisan

Abstract

This study investigates the effect of technological advancements on employee productivity at RTK Siomai's Factory in Quezon City. With the ongoing transformation of industrial operations through automation, it becomes essential to evaluate both the benefits and challenges of such advancements in the workplace. Grounded in Bhatti et al.'s theory on employee participation and its influence on job satisfaction, commitment, and productivity, this study focuses on assessing the changes brought by the implementation of the Automatic Siomai Machine. The objective is to compare productivity levels before and after the adoption of the new technology. A comparative research design was utilized, employing purposive sampling to select 15 employees who experienced both pre- and post-automation work conditions. Data was collected through structured survey questionnaires. Weighted mean was used to evaluate productivity levels, while a t-test was conducted to determine significant differences in employee productivity before and after technological integration. The findings indicated a clear improvement in productivity following the introduction of the Automatic Siomai Machine. The mean score for downsizing improved from 2.00 to 3.33, reflecting better efficiency and risk management. Employee performance and overall productivity increased to mean scores of 2.88 and 2.87, respectively. Despite these gains, the study also noted recurring challenges, including machine-related technical issues, noise, and operational downtime, which affected workflow and employee adaptability. The study concludes that technological advancements such as automated machinery significantly enhance employee productivity. However, to maximize benefits, these improvements must be supported by human-centered strategies, including continuous training, technical assistance, and employee engagement. Balancing automation with worker development and well-being is essential for sustaining productivity and ensuring operational success.

Keywords: technological advancement, employee productivity, automation, industrial efficiency, automatic siomai machine, human-centered strategies, workplace innovation, business administration, quezon city

**THE EFFECTIVENESS OF PRODUCTION AND QUALITY CONTROL
TOWARDS CUSTOMER SATISFACTION IN KERISNACK**

Mikaela Angel Iguin, Althea Bernante, Luzvi Jdm Fernandez,
Zhermae Gonzales, Aldrin Salivio, Vinalyn Sarzata

Abstract

The purpose of this study is to investigate the effectiveness of production and quality control in relation to customer satisfaction at Kerisnack, a food business in Quezon City. The research was conducted in response to customer complaints about inconsistent product quality, unsavory food, and poor hygiene practices. This study aimed to assess the impact of key production elements, including recipe standardization, ingredient sourcing, product quality checks, and food safety handling, on customer satisfaction. A quantitative correlational research design was employed. Data were collected from 29 customers and 29 employees, totaling 58 respondents, using survey questionnaires. Statistical tools such as frequency, percentage, ranking, weighted mean, and Pearson's correlation coefficient were applied to analyze the data. The study found that ineffective production and quality control processes at Kerisnack significantly impacted customer satisfaction. Respondents reported dissatisfaction with recipe standardization (0.83 and 1.14), product quality checks (0.93 and 1.15), ingredient sourcing (0.67 and 0.85), and food safety handling (0.63 and 0.70), rating these areas as very dissatisfied and highly ineffective. Reflecting these findings, the researchers emphasized the need for clear recipe guidelines, improved supplier evaluation, regular quality control checks, employee training programs, and proper equipment maintenance. Hypothesis testing revealed a significant relationship between production quality checks and customer satisfaction ($r = 0.9389$, $p = 0.0020$). The study highlighted major concerns from both customers and employees regarding Kerisnack's production quality and its effect on satisfaction. Customers reported issues with recipe consistency, portion sizes, and overall food quality, while employees cited ineffective quality control, particularly in ingredient sourcing, food safety, and hygiene practices. The researchers proposed an improvement plan that includes standardized recipes, portion control, accurate ingredient measurements, better supplier selection, and regular quality checks to enhance operational efficiency and meet customer expectations.

Keywords: production, quality control, customer satisfaction

**THE IMPACT OF CLOUD COMPUTING ON EMPLOYEE PRODUCTIVITY AND
OPERATIONAL EFFICIENCY AT MANAGEMENT CONSULTANCY
SERVICES IN TAGUIG CITY**

Jovelyn Arinque, Narimah Alioden, Danica Reandelar,
Elgine Redoloza, Kimberly Joyce Embile

Abstract

Cloud computing has significantly transformed workplace operations by offering greater reliability, accessibility, and collaboration. As one of the fastest-adopted technologies across industries, cloud computing eliminates the limitations of local storage by allowing real-time access to files, streamlined collaboration, and improved data management. This study explores how cloud computing impacts employee productivity and operational efficiency within management consultancy services in Taguig City, highlighting its benefits, challenges, and areas for improvement. A quantitative research design was utilized, with structured survey questionnaires distributed to employees working in management consultancy firms. The study employed purposive sampling to target individuals directly engaged in cloud-based workflows. Statistical tools were used to analyze the relationship between cloud computing usage and two key variables: employee productivity and operational efficiency. The findings indicated that cloud computing contributed to enhanced workflow processes, automation of repetitive tasks, and improved document management, all of which supported increased productivity. However, limitations were observed in terms of integration issues and insufficient training. While a weak positive correlation was found between cloud computing and employee productivity, the relationship was not statistically significant. The limited adoption of advanced tools and lack of strategic optimization were identified as possible reasons for this outcome. Respondents recommended greater focus on automation, cloud-based project management platforms, structured data handling, and regular training initiatives to fully leverage cloud computing's potential. This study emphasizes the role of cloud computing in improving productivity and operational efficiency within management consultancy services in Taguig City. Although the impact on productivity was statistically modest, cloud solutions were recognized for their potential in streamlining operations, reducing workload redundancy, and supporting time-sensitive tasks. The results suggest that cloud computing should be viewed not as a standalone solution but as a strategic tool that requires effective implementation, employee adaptability, and continuous system integration. Businesses are encouraged to invest in cloud infrastructure, staff development, and workflow optimization to maximize the benefits of digital transformation.

Keywords: cloud computing, employee productivity, operational efficiency, document management, project management tools, workflow automation, business technology, digital transformation, consultancy services, taguig city

**THE IMPACT OF ENHANCING PROMOTIONAL STRATEGY OF PAPA JESS PIZZA
HOUSE AMERICAN STYLE: BASIS FOR A PROPOSED IMPROVEMENT PLAN**

Joshua Ray Laison, Mary Joy Capito, Rozel Plaza, John Rhobert Sua-an,
John Paolo Sagun, Randy Villaseñor

Abstract

Papa Jess Pizza House American Style, established in May 2022, relies on effective promotional strategies to expand its business and enhance brand recognition. This study examines the impact of promotional strategies, specifically social media and display media, on customer engagement and sales. A quantitative research design using the descriptive method was employed. One hundred customers of Papa Jess Pizza House were surveyed through a questionnaire to evaluate their perceptions of display and social media promotions. Purposive sampling was used to select participants relevant to the study's objectives. The questionnaire included sections on demographic profiles, assessments of promotional strategies (display and social media), and encountered problems. Data were analyzed using frequency, percentage, weighted mean, and z-tests to determine significant differences between groups. The study found that display media, such as tarpaulins and in-store displays, significantly influenced customer awareness and purchase decisions ($M = 2.82$). Customers noted that tarpaulins caught their attention ($M = 3.17$) and that in-store displays encouraged them to try new items ($M = 2.88$). However, social media presence was less effective ($M = 1.78$) due to low visibility and engagement. Z-tests showed no significant difference in perceptions of promotional strategies between age groups under 18 and 19 to 30 (display media: $z = 1.753$, $p = .086$; social media: $z = .954$, $p = .345$) or between under 18 and 41 and above. A significant difference, however, was found between the age groups 19 to 30 and 31 to 40 regarding display media. Display media effectively captured customer attention and influenced buying decisions, while social media strategies required improvement to increase visibility and engagement. Customizing promotional strategies for different age groups could further optimize their impact by focusing on digital marketing for younger adults and traditional approaches for older demographics.

Keywords: promotional strategies, social media, display media

**THE IMPACT OF INFLUENCERS' ENDORSEMENT TO PURCHASE
INTENTION OF CONSUMERS IN NOVALICHES, QUEZON CITY**

Melanie Nomo, Rozelyn Amper, Elmer Basmayor, Lyza Joy Del Barrio,
Samantha Salinas, Reynold Bangalisan

Abstract

This study examines the influence of social media influencers' endorsements on the purchase intentions of skincare consumers in Novaliches, Quezon City, where both digital and traditional forms of marketing shape consumer behavior. Guided by the influencer marketing framework of Khan et al. (2019), the study explores five key variables, perceived quality, product match-up, attractiveness, credibility, and brand loyalty. The objective is to assess how these variables impact consumer decisions and brand perception in the skincare sector. A descriptive-correlational research design was employed. Data were gathered from fifty (50) skincare consumers through a structured survey questionnaire. The responses were analyzed using frequency, percentage, weighted mean, and Pearson-r correlation to determine the strength and nature of the relationship between influencer endorsements and consumer purchase intentions. The findings showed that influencer endorsements significantly impact consumers' purchase intentions, especially when the endorser is perceived as credible, attractive, and aligned with the brand. Respondents strongly agreed with endorsements where influencers were authentic users of the product. Among the variables studied, perceived quality and credibility emerged as the strongest drivers of trust and buying behavior. Pearson-r correlation analysis revealed a high positive relationship between influencer endorsements and purchase intention. The data also indicated that demographic factors such as age, income, and frequency of social media use influenced how consumers responded to influencer marketing. The study concludes that while influencers play a critical role in introducing products to consumers, long-term purchase intention is more closely tied to product quality, brand reputation, and customer satisfaction. It is recommended that businesses collaborate with credible influencers who reflect brand values, while also investing in product development and data-driven marketing strategies. Engagement techniques, such as exclusive promotions and transparent communication, can further strengthen brand loyalty. These findings offer valuable insights for marketers aiming to develop influencer-driven campaigns that effectively connect with local consumers and contribute to sustainable growth in the skincare industry.

Keywords: influencer marketing, purchase intention, skincare consumers, social media, brand credibility, product match-up, consumer trust, brand loyalty, novaliches quezon city, business administration

**THE IMPACT OF PHYSICAL ENVIRONMENT ON CUSTOMER EXPERIENCE AND
CUSTOMER SATISFACTION AT CHOWKING FAIRVIEW CENTER MALL**

Jeanne Carla Cornejo, Danilyn Maghanoy, Grace Ann Ocampo,
Kyle Hyacinth Setarios, Mylene Vicente, Randy Villaseñor

Abstract

This study investigates how the physical environment of Chowking Fairview Center Mall affects customer experience and satisfaction. In the highly competitive fast-food industry, factors such as layout, cleanliness, seating availability, ambiance, and safety are critical in shaping consumer behavior and overall satisfaction. The research aims to identify which elements of the physical environment have the most significant impact on customer perception and loyalty. Descriptive quantitative research design was employed in this study. Survey questionnaires were distributed to 100 purposively selected customers of Chowking Fairview Center Mall. The questionnaire assessed customer responses to various physical attributes of the restaurant environment, including store layout, restroom conditions, seating availability, hygiene standards, ambiance, ventilation, and signage. Findings revealed general dissatisfaction among customers, particularly concerning restroom hygiene, ventilation, seating comfort, and the presence of security personnel. Restroom cleanliness (mean = 2.25) and overall hygiene standards (mean = 2.29) received some of the lowest ratings. Conversely, aspects such as store layout (mean = 2.63) and direction signage placement (mean = 2.57) were viewed more positively. Pearson correlation analysis indicated significant relationships between store layout and space utilization, as well as between restroom conditions and hygiene standards, highlighting the direct impact of the physical environment on customer satisfaction. In conclusion, this study underscores the critical role of optimizing a restaurant's physical environment in enhancing customer experience and satisfaction. Based on the findings, key recommendations include improving cleanliness, especially restroom hygiene, enhancing ventilation, and refining overall design elements. These improvements are essential to better meet customer needs and foster repeat visits.

Keywords: customer satisfaction, customer experience, physical environment, fast food restaurant, store layout, restroom hygiene, ambiance, ventilation

**THE IMPACT OF THE MICROFINANCE LOAN PROGRAM OF ASA PHILIPPINES
FOUNDATION, INC. ON THE FINANCIAL GROWTH OF ENTREPRENEURS
IN TANDANG SORA, QUEZON CITY**

Shiela Mae Lao, Arjie Giray, Wilson Padon, Era Jane Panaligan,
Christina Regacho, Eugenio Bayani

Abstract

This study aims to evaluate the impact of ASA Philippines Foundation, Inc. loan programs on entrepreneurs in Tandang Sora, Quezon City, specifically examining how these loans have influenced business growth, income stability, and overall financial well-being. It also explores the challenges borrowers face in loan repayment and financial management. By gathering insights from entrepreneurs who have availed themselves of ASA Philippines Foundation, Inc. loan programs, the research seeks to provide valuable information for financial institutions, policymakers, and business owners. The study highlights the importance of financial support in helping small businesses grow and, by analyzing the effects of these loan programs, aims to deepen understanding of how microfinance assists entrepreneurs and strengthens local economies. A mixed-methods research strategy will be employed, combining qualitative methods such as interviews and case studies to gain insights into borrower experiences, with quantitative methods such as surveys to measure business performance. The study will be limited to firms that have borrowed exclusively from ASA Philippines Foundation, Inc., excluding those that have obtained financing from banks, other microfinance institutions, or informal sources. General economic conditions, such as inflation, government policies, and sector-wide financial trends, will not be considered. Data collection will rely primarily on self-reported financial statements and questionnaire responses, which may introduce potential biases. Furthermore, the study's analysis will be confined to the designated research period and will not assess the long-term impacts of ASA's microfinance program on entrepreneurs. The study surveyed 30 entrepreneurs, most of whom were aged 26–45, with 60% being women. A majority (87%) operated in the retail sector, and about half had businesses less than a year old, earning under ₱30,000 per month. Findings revealed that the ASA Philippines Foundation's microfinance loan program significantly improved business performance and financial growth. Access to capital enabled entrepreneurs to expand their businesses, increase profits, and maintain steady cash flow. It also strengthened financial stability, allowing for further investments and cost reductions. While ASA Philippines' loan program provides crucial capital to entrepreneurs, long-term success also depends on management skills, market conditions, and individual effort. Financial assistance should be complemented with training, mentorship, and a supportive business environment to promote sustained growth and business sustainability.

Keywords: microfinance, income stability, financial stability, entrepreneurs,

**THE IMPACT OF USING FINTECH FOR OPERATIONAL EFFICIENCY IN MICRO
ENTERPRISES IN NOVALICHES QUEZON CITY**

Camila Canares, Rizza Abong, Jolyn Cruz, Tricia Mae Calacat,
Erica Paola Malonzo, Eugenio Bayani

Abstract

This study examines the impact of Financial Technology (FinTech) on the operational efficiency of microenterprises in Novaliches, Quezon City, Philippines. Microenterprises, typically employing fewer than ten people, play a crucial role in the local economy but often face challenges such as limited access to capital, inefficient resource allocation, and reliance on manual financial management. The study adopted a quantitative descriptive research design, which is particularly effective in addressing the specific objectives of the research. This approach enables the collection of numerical data and provides a clear, systematic overview of the variables under investigation. The primary goal of using this design was to obtain detailed information on the impact of FinTech on the operational efficiency of microenterprises in Novaliches, Quezon City. The study utilized Likert scale analysis to evaluate survey data and determine the extent to which FinTech tools contribute to the operational efficiency of microenterprises. Results indicate that many businesses experienced increased profits and revenue due to improved access to digital payment systems, mobile banking, and online sales platforms. These FinTech tools enable microenterprises to reach a broader customer base, facilitate faster transactions, and provide more convenient payment options, ultimately leading to higher sales. The study highlights that FinTech adoption among a diverse group of micro-entrepreneurs has significantly improved profitability, operational efficiency, and customer satisfaction. By leveraging digital tools such as mobile banking, payment platforms, and transaction analytics, businesses have reduced costs, enhanced risk management, and expanded their market reach. These findings can guide the development of targeted training programs and support systems aimed at helping microenterprises optimize operations and sustain growth.

Keywords: fintech, operational efficiency, inefficient resource allocation, manual financial management, customer satisfaction

**THE INVENTORY MANAGEMENT PRACTICES OF DAEGU KOREAN SUPERMARKET
IN SAN JOSE DEL MONTE BULACAN**

Ariane Reyne Bernardino, Jenny Lou Abuan, Jheania Mae Cuyong,
Ellen Colambot, Aldrin John Salaber, Vinalyn Sarzata

Abstract

Daegu Korean Supermarket is a retail business located at EB Town Center in San Jose Del Monte, Bulacan, offering authentic Korean, Japanese, and other Asian products. Based on observations and informal interviews conducted by the researchers, it was found that the store's stock levels and product displays significantly affect its sales and profitability. The inventory system and overall performance of Daegu Korean Supermarket are multifaceted and influenced by various internal factors. The researchers employed a descriptive research design to examine the inventory management practices at Daegu Korean Supermarket. Purposive sampling was used to select 30 employees who could provide valuable insights into the store's inventory management. Data were collected through a survey questionnaire and analyzed using frequency and percentage distributions, weighted means, and the H-test statistical methods. The data reveal several challenges that significantly impact inventory management, with spoilage and damaged items being the most pressing concern, as reported by 40 percent of respondents. This indicates that spoilage and damage lead to increased costs, as damaged goods lose value, either partially or entirely, resulting in direct financial losses. Additionally, products that spoil before they can be sold cause lost revenue for the business. The researchers emphasize the importance of employee training in inventory management. Regular and comprehensive training programs can significantly enhance stock handling, accuracy, and overall performance. It is recommended to develop a training program covering key areas such as FIFO (First In, First Out), stock rotation, use of inventory management systems, and proper handling of perishable goods. Additionally, establishing a clear and detailed inventory management policy that outlines standard operating procedures (SOPs) for receiving, storing, and disposing of products is essential for consistent and effective stock control.

Keywords: inventory management, daegu korean supermarket

**THE ROLE OF ARTIFICIAL INTELLIGENCE IN EMPLOYEES’
PRODUCTIVITY AT QUIRKY CREATIVE STUDIOS INC.**

Marielle Aguilar, Roanne Mae Carcallas, Mirasol Duyaguit, Red Jwyneth Duyan,
Ashley Ann May-as, Kimberly Joyce Embile

Abstract

Artificial Intelligence (AI) is revolutionizing numerous industries, including the multimedia sector. In video editing, the integration of AI presents both opportunities and concerns. While AI tools can streamline workflows and increase efficiency, there is a potential risk of losing human touch and creative authenticity traditionally associated with artistic work. Some artists express concerns that excessive reliance on AI may diminish personal expression and the emotional depth embedded in human-created art. Nevertheless, many creatives are now embracing AI as a collaborative tool to enhance their artistic capabilities and expand the boundaries of creative expression, without sacrificing the unique human element. This study investigates the impact of Artificial Intelligence on employee productivity, as well as the benefits and challenges of using AI within QCS Inc. This study is grounded in the Technology Acceptance Model (TAM), which serves as its theoretical framework. A quantitative research design was employed to ensure accurate measurement and analysis of the variables related to AI usage and employee productivity. This approach allows for a systematic examination of how AI tools are perceived and utilized within the organization, as well as their impact on work performance. The researchers utilized a standardized questionnaire to collect data from 30 employees of Quirky Creative Studios Inc. in Caloocan City. A purposive sampling technique was employed to select participants who were directly involved in the use of AI tools within the organization. Based on the findings, the researchers recommend that Quirky Creative Studios Inc. provide additional employee training programs. The results indicated that employees who received proper training on AI tools demonstrated higher levels of efficiency and productivity. Therefore, regular training programs should be conducted to enhance employees' knowledge and skills in effectively and efficiently utilizing AI tools. These sessions should cover key areas such as AI functionalities, troubleshooting techniques, and strategies for maximizing the features of AI tools. By addressing the perceived ease of use and usefulness as indicated by the respondents, these training initiatives can promote greater acceptance and more productive use of AI within the organization.

Keywords: artificial intelligence (ai), employee productivity, technology acceptance model (tam), ai training, ai tools, multimedia industry, quirky creative studios inc. (qcs inc.), purposive sampling, quantitative research, ai integration

**THE ROLE OF PACKAGING DESIGN IN BRAND PERCEPTION
AND CONSUMER LOYALTY**

Stephanie Rodrigo, Sandra Beriña, Ailyn Cabujat, Jamaica Dayao,
Cherie Ann Maghari, Ariane Astudillo

Abstract

This research investigates how packaging design impacts brand perception and consumer loyalty, with a focus on KaiNeko Cafe. The study examines how visual communication strategies used in packaging relate to resulting consumer reactions, seeking insight into how packaging helps build a brand and retain customers. This study employed a quantitative correlational research design to examine the relationship between packaging design and brand perception and consumer loyalty for KaiNeko Cafe products. It investigates the impact of the visual presentation of packaging design on consumer perceptions and loyalty toward KaiNeko Cafe, a local establishment at 23 Road 14 GSIS Hills Subdivision, Brgy. 164, Caloocan City, using a purposive sample of thirty (30) consumers. Based on the survey results, KaiNeko Cafe's primary consumers are females aged 21 to 25 who visit about once a week. These consumers generally have a positive perception of the cafe's packaging materials, finding them protective, although transit protection could be improved. The packaging visuals and product information are considered acceptable, with clear typography and well-organized information being strengths, while the aesthetic of the colors and information presentation could be enhanced. The labeling is seen as attractive, and the shape of the packaging is considered important for handling and perceived quality. Overall, respondents show strong brand awareness, find the cafe attractive, and feel a sense of attachment and commitment, indicating a good level of consumer loyalty. Generic packaging misses an opportunity to build brand recognition and emotional connection. By introducing a distinctive design element such as a specific color palette, a recurring motif, a unique texture, or a sustainable material choice, the cafe can create packaging that stands out and communicates its brand values. This visual differentiation, as highlighted by the study, directly impacts how customers perceive the cafe and can foster a stronger sense of identity and loyalty, encouraging repeat business due to a more memorable and brand-aligned experience.

Keywords: packaging design, brand perception, consumer loyalty

**TIKTOK ONLINE SHOP: INFLUENCE OF CONTENT MARKETING
ON CONSUMER PURCHASE INTENTION**

Cecil Cabral, Aaron Mark Aratas, Ginalyn Mahusay, Laurence Pineda,
Mariecar Sanchez, Reynold Bangalisan

Abstract

This study investigates how content marketing on TikTok affects consumer purchase intentions, emphasizing the platform's dynamic and user-centric content environment. Grounded in Self-Congruity Theory, the research explores how the alignment between a user's self-image and the marketing content they view drives their decision-making. The study highlights that when TikTok content resonates with a user's identity or values, it significantly increases the likelihood of purchasing behavior, underscoring the power of personalized and relatable content in digital marketing strategies. This study employed a descriptive quantitative research design to examine the influence of product quality, user feedback, and price affordability on consumer purchase decisions among TikTok users aged 18–35. Data was collected from 50 respondents through a structured questionnaire. Statistical tools such as frequency distribution, ranking, and weighted mean were used to analyze the results. The findings aim to provide insights into how these key factors shape purchasing behavior in the context of content marketing on TikTok. The study reveals that TikTok content marketing plays a significant role in shaping consumer purchasing decisions. Key drivers include visually appealing product demonstrations, genuine user reviews, and affordable pricing. Notably, purchasing behavior varies across demographics: younger and frequent buyers prioritize price, while older and less frequent users place more importance on quality and user feedback. Despite its effectiveness, concerns persist around inconsistent product quality, delayed deliveries, and skepticism toward influencer authenticity, highlighting areas for improvement in platform-based marketing strategies. The study highlights TikTok's effectiveness as a marketing platform while exposing its susceptibility to misleading content. It recommends enhancing consumer awareness of content credibility, enforcing stricter advertising guidelines, and improving transparency to build trust. For marketers, success hinges on producing authentic, value-driven content that resonates with target audiences. These findings offer critical insights for brands, influencers, and platform developers aiming to refine their TikTok strategies while upholding ethical standards and protecting consumer interests.

Keywords: tiktok, content marketing, purchase intention, self-congruity theory, consumer behavior, product quality, user feedback, price affordability, influencer trust, advertising transparency

**TRENDS ON MARKETING STRATEGIES: ANALYZING COMPETITIVE ADVANTAGE
OF SELECTED BARBERSHOPS ALONG QUEZON CITY**

Adrian Laya, Kerwin Vagilidad, Jayson Landao, Jeremy Galo,
Charlie Jurado, Vinalyn Sarzata

Abstract

In today's era, where male grooming and self-care are increasingly prioritized, barbershops hold significant social and economic importance by offering services that enhance physical appearance and reflect current hairstyle trends. This study aims to examine the effectiveness of marketing strategies as a source of competitive advantage among selected barbershops in Quezon City, focusing on the elements of service, price, place, promotion, and people. While previous research has emphasized the modernization of barbershops particularly through technological innovations and the use of social media a gap remains in understanding how these advancements contribute to measurable competitive advantages in localized settings. Existing literature broadly underscores the relevance of marketing and trend responsiveness but lacks specific insights into their practical impact on barbershops operating within distinct communities. This study employed correlational quantitative research design and utilized purposive sampling to gather data from customers of Johnrory, Friendly Blessing, and Inye Barbershops through structured surveys. The collected data were analyzed using Analysis of Variance (ANOVA). Findings indicated significant differences in customer perceptions among the three barbershops across the five key marketing elements: service, price, place, promotion, and people. Based on the findings, most respondents visit barbershops on a monthly basis, with the primary reason for their visit being to get a haircut. The results indicate that Johnrory Barbershop received a weighted mean of 2.8 in terms of service, while Friendly Blessing Barbershop had a weighted mean of 3.1 for the price customers pay for a haircut. Inye Barbershop achieved the highest rating, with a weighted mean of 3.43, for its promotional efforts on social media aimed at attracting customers. The null hypothesis for each variable was rejected, as the p-values were found to be less than the standard significance level of 0.05. This suggests that there are statistically significant differences among the selected barbershops in terms of service, price, and promotional strategies. Enhancing social media presence provides a powerful platform for barbershops to showcase their expertise, highlight services, and attract potential customers. Creating a comfortable and engaging in-shop atmosphere significantly improves the customer experience, fostering satisfaction and loyalty. Personalizing services helps build stronger customer relationships, while transparent pricing and clear communication of value contribute to trust and long-term patronage. Leveraging digital marketing and localized advertising strategies can expand market reach and draw in new clients. Establishing a professional website enhances credibility and strengthens brand identity. Additionally, expanding manpower can increase service capacity and reduce customer wait times. Finally, regularly monitoring and responding to customer feedback through online platforms supports continuous service improvement and customer engagement.

Keywords: barbershop marketing, social media presence, customer experience, personalized service, transparent pricing, digital marketing, local advertising, professional website, manpower expansion, customer feedback, service improvement, brand credibility

**UTILIZATION OF (AI) MACHINARIES ON EMPLOYEES SATISFACTION AT
YANYAN INTERNATIONAL (PHILS) INC. IN CALOOCAN CITY**

Wengelyn Lugdat, Angeline De Leon, Noreen Dotimas, Theresa Kristen Hernandez,
Christine Joy Narvato, Reynold Bangalisan

Abstract

This study investigates the effectiveness of artificial intelligence (AI) machinery in enhancing employee satisfaction and operational performance at Yanyan International (Phils) Inc., within the context of increasing digital transformation in the manufacturing sector. Grounded in Lin and Chen's (2021) theory of employee satisfaction in AI, the research examines key factors influencing job satisfaction, role clarity, and workload management associated with AI implementation. It also highlights barriers to successful integration, including outdated machinery, insufficient employee training, and persistent maintenance challenges. Employing a quantitative-descriptive research design, the study gathered data from 30 purposively selected employees of Yanyan International (Phils) Inc. using a researcher-made survey questionnaire. To analyze the data, statistical tools such as the weighted mean, Kruskal-Wallis H-test, and ranking were applied. The study tested the null hypothesis that there are no significant differences in employee satisfaction based on demographic variables, including age, gender, and length of employment. The findings revealed that the integration of AI machinery led to increased employee productivity, enhanced role clarity, and more efficient task distribution. The highest levels of satisfaction were associated with employees' adaptability to new AI-driven roles. Statistical analysis indicated no significant differences in satisfaction across demographic variables such as age, gender, and length of employment, suggesting that organizational culture and management practices play a more critical role in shaping employee satisfaction than individual characteristics. The most frequently cited challenge was the need for consistent maintenance of AI machinery, which remains a barrier to seamless operations. The results indicate that AI technologies can significantly enhance employee satisfaction and operational efficiency when implemented with appropriate support systems. To ensure long-term success, a comprehensive strategic plan was developed, encompassing targeted training programs, role realignment, workload optimization, predictive maintenance, and operational streamlining. Each initiative was structured with a defined timeline and assigned stakeholders to support sustainable implementation. The study concludes that effective AI adoption requires not only technological investments but also parallel commitments to employee development. It recommends the adoption of inclusive workplace policies, continuous skills training, and proactive maintenance strategies to cultivate a dynamic, high-performing organizational environment.

Keywords: artificial intelligence, employee satisfaction, operational efficiency, manufacturing industry, yanyan international, role clarity, workload optimization, ai integration, predictive maintenance, employee training, organizational culture, strategic pl

**UTILIZATION OF MARKETING STRATEGIES ON CUSTOMER OF
4J TOPSILOGAN: BASIS FOR IMPROVEMENT**

Lorie Bautista, Ricchivern Colinares, Christian Durna, Jemarie Muega,
Nichole Jay Vergara, Ariane Astudillo

Abstract

Silog businesses are widely popular in the Philippines due to their quick, tasty, and affordable meal offerings, such as tapsilog, tocilog, and cornsilog. One such example is 4J Topsilogan, which offers a variety of silog meals at budget-friendly prices. Given the high demand, the market has become saturated with numerous silog stalls, resulting in intense competition. To thrive in this environment, businesses must implement effective marketing strategies, particularly the 5Ps: Product, Price, Place, Promotion, and People. These elements are essential for attracting and retaining customers. While 4J Topsilogan is known for its delicious food and reasonable prices, it struggles with promotion. Most of its customers discover the business through walk-ins or word-of-mouth, as it lacks substantial advertising efforts and a strong online presence. This study aims to examine how 4J Topsilogan applies its marketing strategies and how these influence customer satisfaction. Furthermore, it seeks to propose recommendations to enhance the business's competitive advantage in the growing silog market. The researchers conducted a survey involving 100 customers of 4J Topsilogan located in Kaybiga, Caloocan City to evaluate its marketing strategies based on the 5Ps: Product, Price, Place, Promotion, and People. Utilizing a convenience sampling method, the study gathered data on customer demographics and their level of satisfaction with the business. The study revealed that the majority of 4J Topsilogan's customers were young adults, predominantly male, who typically purchased food once a week. Overall, customers expressed high satisfaction with the quality of the food and considered the pricing to be fair. While the location was deemed acceptable, respondents suggested improvements to the facilities. Among the 5Ps, promotion emerged as the weakest area, as the business lacked visible advertising and discount offers. Although the staff provided fast service, customers indicated a desire for greater friendliness and professionalism in customer interactions. The findings indicate that 4J Topsilogan performs well in delivering flavorful meals at affordable prices, which contributes to high customer satisfaction and repeat patronage. However, several areas for improvement were identified. A major concern is the lack of promotional efforts, as the business does not actively advertise or offer attractive discounts, limiting its reach to potential new customers. Additionally, the absence of adequate dining facilities impacts the overall customer experience, with many respondents expressing a desire for a more comfortable environment. While the staff demonstrates service efficiency, enhancing their friendliness and professionalism would further elevate customer satisfaction. In conclusion, while 4J Topsilogan excels in product quality and pricing, focused improvements in promotion, infrastructure, and customer service are essential for sustained growth and competitiveness in the market.

Keywords: silog business, 4j topsilogan, customer satisfaction, marketing strategies, 5ps of marketing, product quality, pricing, promotion, place, people, customer service, food stalls, caloocan city

**UTILIZING SOCIAL MEDIA PLATFORMS AS PERCEIVED BY THE CUSTOMERS OF
COFFEE SHOPS TOWARDS ENHANCED CUSTOMER ENGAGEMENT**

Cris Angelo Orbon, Mark Jerik Bate, Janine Chua, Hershey Gugulan,
Lars Vyron Tolentino, Ariane Austodillo

Abstract

In today's era, social media has become an essential tool for businesses to connect with customers, enhance brand awareness, and foster loyalty. This study examines the use of social media platforms by coffee shops, focusing on Ok Café in San Jose Del Monte, Bulacan. It aims to assess customer perceptions of social media strategies in terms of relevance, visual appeal, informative value, and entertainment value, and to analyze how these factors influence customer advocacy, involvement, satisfaction, and trust. A descriptive-correlational research design was employed, involving 100 respondents who participated by completing a structured survey questionnaire. Results indicate that customers place high importance on visually appealing and informative content, which enhances engagement. Statistical analysis revealed a low but significant positive correlation ($r = 0.5564$, $p = 0.0455$) between social media utilization and customer engagement, suggesting that while social media presence contributes to engagement, strategies should be refined to further improve its effectiveness. The findings support a strategic marketing plan aimed at boosting Ok Café's social media relevance, customer trust, and brand interaction. Based on survey responses, the study recommends enhancing content strategies, incorporating personalization, and aligning with current social media trends to strengthen customer relationships. These insights provide practical guidance for coffee shop owners and marketers on leveraging social media to drive business growth and sustain engagement.

Keywords: social media marketing, customer engagement, coffee shops, digital marketing, consumer behavior, brand awareness

**THE ROLE OF ALLOWANCES AND SUPERVISION IN ON-THE-JOB TRAINING
SATISFACTION: A CASE STUDY OF BSOA STUDENTS IN THE HOST COMPANY**

Rendy Reyes, Raymar Bagalangit, Angierose Casul, Ma Tonie Rose Francisco,
Rizza Joy Ladia, Bryan Tubao

Abstract

This study aimed to assess the level of satisfaction of Bachelor of Science in Office Administration (BSOA) students at Bestlink College of the Philippines during their On-the-Job Training (OJT). Specifically, it examined key variables including the amount of allowance received, its perceived adequacy, the extent to which it covered necessary expenses, the frequency of feedback received, the accessibility of supervision, and the availability of monetary opportunities. The study employed random sampling techniques and utilized a survey questionnaire to collect data from 50 fourth-year BSOA students at Bestlink College of the Philippines. To analyze the data, the researchers used statistical tools such as frequency and percentage, weighted mean, and the Independent Samples t-test to determine significant differences in satisfaction levels. The findings revealed that while students generally acknowledged receiving allowances, these were deemed insufficient to fully cover essential expenses such as transportation, meals, and other necessities. Among the variables assessed, the clarity of allowance distribution received the highest mean score (mean = 3.16), whereas the adequacy of the allowance in covering basic living expenses received the lowest (mean = 2.94). Students emphasized the importance of regular feedback and structured guidance, with supervision being positively recognized. However, certain areas, particularly financial support for professional development, were rated lower (mean = 3.01). Statistical analysis confirmed a significant relationship between students' overall satisfaction with their On-the-Job Training (OJT) and factors such as the adequacy of allowances and the quality of supervision provided by host companies. This study concludes that allowances and supervision significantly influence the satisfaction levels of BSOA students during their On-the-Job Training (OJT). Based on the findings, it is recommended that host companies consider increasing the stipend or providing additional financial assistance to better support students' daily expenses. Furthermore, supervisors are encouraged to enhance the frequency of performance assessments and conduct regular check-ins, including evaluations and one-on-one mentoring sessions, to provide students with structured guidance and support throughout their training.

Keywords: bsoa students, on-the-job training (ojt), student satisfaction, allowance adequacy, supervision, financial support, performance assessment, mentoring, host companies, bestlink college of the philippines

**EVALUATING THE LEVEL OF ACCEPTABILITY OF MILKFISH-BASED SIOMAI
AMONG RESIDENTS AT BARANGAY SAN AGUSTIN NOVALICHES QUEZON CITY**

Jemma Lyn Quisel, Paolo Santos, Jimmy Mhike Alit, Eula Mersil Galleto, Karl Tatad, Mar Domagtoy

Abstract

Siomai, a popular Chinese dumpling frequently served as dim sum, has become a staple snack in the Philippines. Traditionally, Filipino siomai is made from ground pork, beef, or chicken, mixed with fillers like garlic and carrots, then wrapped in thin wonton wrappers. While pork siomai remains the favorite, its high cholesterol content raises health concerns, including an increased risk of heart disease. Furthermore, the researchers have noted that some communities in the Philippines face issues with overpriced siomai that contains minimal meat. These factors inspired the researchers to develop a healthier, cost-effective alternative using milkfish. This study will assess the acceptability of milkfish-based siomai among residents of Barangay San Agustin, Novaliches, Quezon City. This study utilized a descriptive research design aimed at systematically gathering data through observation and detailed description. Data collection methods included surveys administered via structured questionnaires. To optimize resource use while ensuring representativeness, quota sampling was employed, enabling the selection of a sufficiently large and diverse sample. Accordingly, one hundred (100) respondents were drawn from the total population of 25,355 residents in Barangay San Agustin, Novaliches, Quezon City. The survey questionnaire served as the primary instrument for data collection, designed to elicit reliable and accurate responses relevant to the study's objectives. The evaluation of the milkfish siomai revealed a weighted mean score of 3.39 for Appearance, which was verbally interpreted as "Much Acceptable." In terms of Texture, the product achieved a weighted mean of 3.09, also categorized as "Much Acceptable." However, the Taste attribute received a lower weighted mean of 2.30, corresponding to an "Acceptable" rating. Among the one hundred (100) respondents, the largest age cohort was 16-20 years old, comprising 36% of the sample population. Female participants made up the majority, accounting for 56%, and a significant portion of respondents identified as Catholic. From a total of 82 recommendations and suggestions aimed at product improvement, the most common was to add more vegetables, which accounted for 28% of the responses, with a frequency of 23. This study assessed the acceptability of milkfish-based siomai by evaluating its appearance, texture, and taste attributes including sweetness, sourness, and saltiness, to guide adjustments to ingredient proportions.

Keywords: milkfish siomai, product acceptability, sensory evaluation, appearance, texture, taste attributes, sweetness, sourness, saltiness, ingredient optimization, food innovation

**INNOVATION MALUNGgay COOKIES WITH CHIA SEED AND RAISIN AMONG
RESIDENTS OF BARANGAY STA. MONICA NOVALICHES QUEZON CITY**

Clara Fernandez, Steven Reign Hilvano, Chriswin Julian Sarcol, Chrishia Mae Ymana,
James Daniel Yu, Mark Austin Faustino, Mar Domagtoy

Abstract

Cookies, typically enjoyed as a baked snack or dessert, have been creatively reinvented this year, showcasing unique flavors, textures, aromas, and appearances. Researchers have introduced healthier alternatives by replacing traditional ingredients, such as swapping chocolate chips with malunggay, chia seeds, and raisins. This modification aims to cater to children and individuals with dietary restrictions, offering a more nutritious take on the classic cookie. This study utilized a quantitative research design to determine how the researcher's method of planning, organizing, and conducting the study can influence the results. This approach is essential in evaluating the development of malunggay cookies with chia seeds and raisins. A total of fifty (50) respondents from Brgy. Sta. Monica was selected using simple random sampling to ensure a representative sample of the population. Most of the respondents were aged 34 years and above, with 28 individuals, or 56%, being female. The majority of participants were residents of Brgy. Sta. Monica, Novaliches, Quezon City. In terms of taste, respondents agreed that the product had noticeable levels of sweetness, bitterness, and saltiness. Regarding texture, they strongly agreed that the cookies exhibited desirable softness, crunchiness, and chewiness. For appearance, the respondents also strongly agreed on the product's freshness, uniqueness, and roundness. Based on their suggestions and recommendations, the researchers noted the following improvements: (1) increase the crunchiness, (2) add more malunggay while reducing hardness, (3) adjust the saltiness, and (4) enhance the sweetness. The results revealed that respondents strongly agreed with the overall quality of the product. In terms of taste, they agreed that the cookies exhibited appropriate levels of sweetness, bitterness, and saltiness. For texture, the respondents strongly agreed that the product was soft, crunchy, and chewy. In terms of appearance, they also strongly agreed on its freshness, uniqueness, and roundness. Based on their suggestions and recommendations, the researchers proposed the following improvements: (1) increase the crunchiness, (2) add more malunggay while reducing hardness, and (3) adjust the saltiness to better suit consumer preference.

Keywords: malunggay cookies, chia seeds, product evaluation, sensory characteristics, taste, texture, appearance, consumer feedback, healthy alternative, food innovation

INNOVATION OF SQUASH INTO SQUASH HALAYA AMONG GRADE 12 HOME ECONOMICS STUDENT AT BESTLINK COLLEGE OF THE PHILIPPINES

Nathaniel Guiao, Karlo Grant Bernal, Paola Angela Española,
Princess Jalang, Zhyrel Tao-on, Mar Domagtoy

Abstract

In this study, a combination of qualitative and quantitative research designs was used to examine the innovation of turning squash into squash halaya. The integration of both approaches allowed the researchers to gather in-depth insights and measurable data, providing a well-rounded perspective on the product's development. This methodological choice highlights how the design, structure, and implementation of a study can significantly influence research outcomes, especially when evaluating food innovations. This study utilized both qualitative and quantitative research designs to examine how the planning, organization, and implementation of a study can influence its findings, particularly in the context of innovating squash into squash halaya. The research involved fifty (50) Grade 12 Home Economics students as respondents. A stratified random sampling technique was employed to ensure fair and representative selection from the population. The majority of the respondents were between 17 and 18 years old. A total of 41 participants, accounting for 82% of the sample, represented a balanced mix of male and female students. Most were from sections HECF1201, HECF1202, HECF1203, and HEHRS1201. In terms of taste, the respondents rated the squash halaya as Very Much Acceptable, particularly highlighting its sweetness, buttery flavor, and creaminess. For texture, it was also rated Very Much Acceptable, especially in terms of spreadability, smoothness, and softness. Regarding appearance, the product was rated Acceptable for its uniqueness, shiny surface, and overall attractiveness. Based on their feedback, the following improvements were recommended: Increase the amount of squash to enhance flavor and consistency. Add food coloring to achieve a brighter and more appealing color. Adjust the quantity of coconut cream for better flavor balance. Add more milk powder to improve richness and creaminess. The findings of the study indicate that respondents generally agreed on the acceptability of the squash halaya as an innovative food product. In terms of taste, the product was rated Very Much Acceptable, particularly for its sweetness, buttery flavor, and creaminess. For texture, respondents also rated it Very Much Acceptable, emphasizing its smoothness, softness, and spreadable consistency. In terms of appearance, the product received an Acceptable rating, with positive remarks on its uniqueness, shiny surface, and visual appeal. Respondents also provided suggestions for improvement. These included: (1) increasing the amount of squash to enhance flavor and texture, (2) adding food coloring to create a brighter, more attractive appearance, (3) adjusting the amount of coconut cream to improve flavor balance, and (4) adding more milk powder to enrich the product's taste and creaminess. Overall, the product was well-received, with feedback pointing to a strong foundation for further refinement and development.

Keywords: squash halaya, food innovation, sensory evaluation, taste and texture, product appearance, student feedback, consumer acceptance, product improvement, qualitative and quantitative research, home economics students.

**LEVEL OF ACCEPTABILITY OF BANANA BLOSSOM PATTY AS SUBSTITUTE TO
BEEF PATTY AMONG RESIDENTS AT BARANGAY PASONG TAMO
LUZON AVENUE QUEZON CITY**

Mark Lester Tabonigao, Marvin Almiranez, Justine Marco Ayaay, John Mark Crum,
Vic Nerie Emplamado, Renz Alfred Lampaya, Jamira Lanezca Otucan, Mar Domagtoy

Abstract

A hamburger typically consists of a ground meat patty placed between sliced buns, often accompanied by various fillings. In the Philippines, burgers are widely popular, especially with fast-food chains such as McDonald's and Jollibee. However, their high saturated fat content poses health risks, including increased chances of heart disease and high cholesterol. In light of these concerns, this study seeks to innovate a healthier yet satisfying alternative. Specifically, it aims to evaluate the acceptability of using banana blossoms as a substitute for beef patties among residents of Barangay Pasong Tamo, Luzon Avenue, Quezon City. This study adopted a quantitative research design to examine the research problem using a theory-based approach supported by statistical analysis. Purposive sampling was employed, allowing the researchers to intentionally select participants who could provide relevant and valuable information aligned with the study's objectives. A total of 100 residents from Barangay Pasong Tamo, Luzon Avenue, Quezon City composed of 47 males and 53 females were chosen as respondents. Data collection was conducted through the use of structured survey questionnaires to ensure accuracy and reliability. The results showed that the banana blossom patty was rated Very Much Acceptable in terms of appearance, with a weighted mean of 3.68. For aroma, it also received a Very Much Acceptable rating, with a weighted mean of 3.67. In terms of taste, the patty earned a weighted mean of 3.33, interpreted as Acceptable. Among the 50 respondents, the largest age group was 37 years old and above, comprising 34% of the sample. In terms of gender, 56% of the respondents were male. Furthermore, among the suggestions for product improvement, the most common recommendation accounting for 30% or 15 responses, was to add more vegetables. This study seeks to assess the acceptability of banana blossom patty as an alternative to beef patty among residents of Barangay Pasong Tamo, Luzon Avenue, Quezon City. It evaluates the product based on appearance, aroma, taste, and texture, including specific flavor attributes such as bitterness, moisture, and crunchiness, to inform possible adjustments in ingredient proportions.

Keywords: banana blossom patty, beef substitute, acceptability, appearance, aroma, taste, texture, healthy alternative, plant-based, quezon city

**LEVEL OF ACCEPTABILITY OF USING SWEET POTATO AS NUTRITIOUS
ALTERNATIVE FILLING OF DONUTS AMONG RESIDENTS OF
BRGY. SAN AGUSTIN, QUEZON CITY**

Reischa Mikaella Intes, Joey Ann Armas, John Patrick Benitez, Krizia Atillo, Kaye Mabeza,
Devine Grace Roman, Renren Saluta, Mar Domagtoy

Abstract

This study examines the potential of sweet potatoes as a nutritious donut filling, offering a healthier alternative to traditional snacks. Packed with essential vitamins, minerals, and fiber, sweet potatoes are assessed for their ability to enhance both the nutritional value and taste of the product. Focusing on residents aged 18 to 34 in Brgy. San Agustin, Philippines, the research evaluates consumer preferences and market viability through surveys and sensory testing. Although sweet potatoes are commonly used in various desserts, their application as a donut filling remains largely untapped. This study aims to determine the product's feasibility and acceptability while encouraging healthier dietary choices. This study employed a descriptive research design to evaluate consumer preferences for sweet potato-filled donuts. A sample of 100 residents from Brgy. San Agustin was selected through cluster sampling to ensure representation across age, gender, and location. Participants assessed the product's texture, taste, and appearance using a Four-Point Likert Scale, and provided additional insights through open-ended responses. The survey instrument was adapted from relevant literature and validated by subject matter experts, including a grammarian and a research advisor. Data collection involved donut preparation, survey administration, and analysis using descriptive statistical methods. The findings were used to determine the overall acceptability of the product. Out of the 100 respondents, most were aged 34 and above (44 respondents), and the majority were female (58 respondents). The donuts were highly rated for their softness and moistness, categorized as "Much Acceptable," while the bread's hardness was noted as an area for improvement. Respondents found the sweetness and saltiness to be well-balanced, and the product's uniqueness was positively received. Recommendations for further improvement included enhancing the texture, adjusting the sweetness, increasing the filling, and improving the overall appearance. These findings offer valuable insights for refining the product's quality and boosting its consumer appeal. The study underscores key factors affecting product acceptability, particularly the significance of soft and moist textures in achieving consumer satisfaction. Bread hardness was identified as a major area for improvement, aligning with local preferences for smoother pastries. While the product's balanced flavor met general taste expectations, suggested improvements in freshness, sweetness, filling quantity, and serving temperature could further enhance its appeal. These findings offer practical insights for food enterprises and entrepreneurs in Brgy. San Agustin aiming to develop healthier and more innovative snack options.

Keywords: sweet potato-filled donuts, product acceptability, consumer satisfaction, texture preference, local snack innovation, brgy. san agustin, healthy snack alternative, food entrepreneurship, sensory evaluation, balanced flavor

**LEVEL OF SATISFACTION OF USING POTATO WITH MEAT AS FILLING IN
CORNDOGS AMONG GRADE 11 HOME ECONOMIC STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Rhea Nazarene Corsiga, Anber Gonzales, Lyka Antonette Lajara,
John Daniel Urias, Kenneth Villarma, Mar Domagtoy

Abstract

The corndog, also known as "wiener on a stick," is a popular street food originating from the United States, typically enjoyed for its crispy coating and savory filling. This study introduces a variation that features a crunchy exterior and a filling made of potato and ground meat, combining traditional flavor with added nutritional value. Potatoes, in particular, are rich in essential nutrients and offer several health benefits, making them an ideal component for a healthier snack alternative. The main objective of this study is to assess the level of consumer satisfaction with using potato and meat as a corndog filling and to explore its potential as a nutritious snack option. Additionally, the study aims to promote the use of affordable and accessible ingredients, specifically ground pork and potatoes, to provide a healthier, budget-friendly alternative for consumers. The study was conducted among Grade 11 Home Economics students at Bestlink College of the Philippines, utilizing a descriptive research design. Quota sampling was employed to ensure adequate representation of the target population. Data collection was carried out through a structured survey questionnaire aimed at evaluating the students' level of satisfaction with the product. This study examined the level of satisfaction with corn dogs filled with potato and meat, focusing on key attributes such as presentation, taste, texture, and aroma. Most respondents found the product visually appealing, with its presentation being positively received by others as well. The combination of meat and potatoes was praised for its well-balanced saltiness. In terms of texture, the crispy outer layer was particularly appreciated. Overall, the majority of respondents rated the taste, texture, and presentation of the corndog as highly satisfactory. The corndog with potato and meat filling was rated positively in terms of presentation, taste, texture, and aroma. Weighted mean scores revealed that respondents found the presentation (2.98), taste (3.03), and texture (2.92) to be acceptable. Overall, the majority of participants agreed that the product was satisfying and enjoyable. Its balanced flavor, pleasant aroma, and smooth yet crunchy texture contributed to a favorable sensory experience, making it a well-received snack alternative.

Keywords: corndog, potato with meat, sensory evaluation, presentation, taste, texture, aroma, student satisfaction, alternative snack, descriptive research

**A COMPREHENSIVE VIDEO TUTORIAL APPROACH TO UNDERSTAND
PRE-CALCULUS FOR GENERAL ACADEMIC STRAND AT
BESTLINK COLLEGE OF THE PHILIPPINES**

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James Bryan Nebres, Walter William Velasco, Rica Mae Berja

Abstract

This study examines the effectiveness of video tutorials as a learning tool for General Academic Strand students at Bestlink College of the Philippines. As technology continues to play an increasingly significant role in education, many students struggle to grasp mathematical concepts, often resulting in lower academic performance and reduced confidence. This research addresses that challenge by evaluating the impact of video tutorials on three key areas: student engagement, comprehension, and problem-solving skills. Grounded in Cognitive Load Theory, the study's findings aim to guide educators in creating video content that aligns with students' learning preferences and enhances their academic success. This study examined the impact of video tutorials on Pre-Calculus comprehension among seventy-seven students from the General Academic Strand (GAS) at Bestlink College of the Philippines. Participants were selected using quota sampling to ensure balanced representation from both Grade 11 and Grade 12. Data were collected through a validated survey questionnaire consisting of three sections: (1) examining the relationship between video tutorials and students' understanding of mathematics, (2) evaluating engagement, comprehension, and performance using a Likert scale, and (3) identifying challenges encountered by students in using video-based learning. The results indicate that students generally have a positive perception of video tutorials and believe they make learning mathematics easier. Respondents reported that video tutorials helped them better understand mathematical concepts, solve problems more efficiently, and follow solution steps more clearly. However, a common challenge identified was difficulty maintaining focus during lengthy videos, which can hinder learning. To address this, the study recommends creating shorter, more engaging, and easy-to-follow video content. For instance, incorporating more examples, using colorful visuals, and adding brief breaks or interactive elements may help sustain student interest. The goal is to support both teachers and students in using video tutorials to make math learning more enjoyable and effective. This research is significant as it demonstrates how technology, specifically video tutorials, can enhance student learning. It also provides valuable insights for educators on how to design instructional videos that are both engaging and effective. Future studies may explore the use of video tutorials in other subject areas or across different grade levels. Overall, the findings suggest that while video tutorials are a valuable tool for learning mathematics, they must be thoughtfully designed to maintain student focus and interest.

Keywords: technology in education, modern learning, video learning

**ACADEMIC ENGAGEMENT OF BOARD GAMES ON THE ACADEMIC PERFORMANCE
OF SELECTED GRADE 12 HUMANITIES AND SOCIAL SCIENCES
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Grace Amidala Simpauco, Yurie Baldo, Jodel Castillon, Ma Elain Gonzales,
Marian Aslie Ostan, Shawn Marthy Ramos, Christopher Azares

Abstract

Board games function not only as recreational activities but also as effective tools for enhancing critical thinking, problem-solving, and strategic planning. This study investigates their impact on academic engagement and performance, focusing on six core areas: skills, strategies, interest, time management, motivation, and communication. Anchored in Csikszentmihalyi's Flow Theory and structured using the Input-Process-Output (IPO) model, the research was conducted among Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. The study aims to provide valuable insights for students, educators, parents, and future researchers on the integration of board games into academic settings. This study utilized a quantitative exploratory-descriptive research design, involving 200 Humanities and Social Sciences (HUMSS) students selected through cluster sampling to ensure unbiased representation. Data was collected through a validated survey questionnaire, with the research process including instrument development, validation, administration, and subsequent statistical analysis. The findings demonstrate that board games have a positive influence on academic engagement. Notably, high mean scores were recorded in the domains of skills (3.28), strategies (3.26), and interest (3.24). Their impact on academic performance was most evident in motivation (3.35), communication (3.34), and time management (3.28). Despite these benefits, the study also highlighted several challenges, particularly limited access to board games and instances of student frustration, which may hinder consistent engagement. When appropriately implemented, board games can significantly enhance students' academic engagement and performance. This study encourages educators to integrate board games into their instructional methods to promote active participation, strengthen motivation, and cultivate vital academic and life skills. To maximize effectiveness, schools should also work to improve accessibility and ensure that the selected games align with students' learning needs and educational goals.

Keywords: board games, academic engagement, academic performance, active learning, motivation, life skills, teaching strategies, accessibility, instructional tools, student-centered learning

**ANALYZING THE LATENT FACILITIES AND EQUIPMENT OF
BPED 2ND YEAR STUDENTS LEARNING PERFORMANCE**

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Gemalyn Basister, Patrick Hero Yaon, Abraham Muyrong II

Abstract

School facilities and equipment are essential components of the educational process, profoundly affecting the learning environment of students. This study aims to investigate the perceptions of Bachelor of Physical Education (BPED) students regarding their use of school facilities and equipment, focusing on three critical aspects: availability, adequacy, and management and maintenance. Additionally, the research evaluates the learning performance of BPED students in terms of subject mastery, practical skills demonstration, and overall engagement. The study also seeks to identify the challenges faced by BPED students related to existing facilities and equipment and to propose recommendations for their improved utilization. This study utilized a descriptive research design and involved ninety-five (95) Bachelor of Physical Education (BPED) students selected through simple random sampling. Data was collected primarily through survey questionnaires, which provided comprehensive insights into the students' experiences with school facilities and equipment and their perceived influence on learning outcomes. The findings reveal that BPED students generally "agree" (weighted mean of 2.73) that the school facilities and equipment are available, adequate, and properly maintained. Likewise, they "agree" (weighted mean of 2.86) regarding their learning performance in terms of subject mastery, practical demonstrations, and overall engagement. However, 81% of the respondents reported experiencing discomfort due to issues such as broken chairs, malfunctioning fans, and faulty lighting. To address these concerns, the proposed guidelines emphasize improving the maintenance and availability of resources to enhance the learning environment for BPED students. This study highlights the critical role that well-maintained and effectively managed facilities play in fostering a conducive learning environment, particularly for subjects that emphasize practical demonstrations. The challenges reported by students underscore the urgent need to improve facility management and equipment adequacy. Implementing the proposed guidelines and standard procedures will enable schools to optimize resource utilization, thereby enhancing student learning and engagement. The findings provide valuable insights for improving the educational experience of BPED students and offer broader implications for the advancement of hands-on learning methodologies in educational settings.

Keywords: school facilities, educational equipment, bped students, availability, adequacy, maintenance, learning performance, practical demonstrations, student engagement, resource management, standard procedures, hands-on learning

**ARCADEMICS E-MATERIALS IN MULTIPLICATION OF
WHOLE NUMBERS OF GRADE 4 LEARNERS**

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Angel Sinangote, Ryan Christopher Villalon

Abstract

This study examines the effectiveness of Arcademics E-materials in teaching multiplication to elementary students. As technology becomes increasingly integrated into education, digital platforms like Arcademics offer interactive and engaging tools that can improve students' understanding of mathematical concepts. This research highlights how such e-materials support self-paced learning, provide immediate feedback, and supplement traditional teaching methods with a wide range of digital resources, particularly benefiting students who face challenges in learning multiplication. This research adopted a true experimental design using cluster sampling, involving 80 Grade 4 students divided into two groups: the Arcademics group and the Non-Arcademics group. To gather data, the researchers administered pre-tests and post-tests to measure academic performance, along with a survey questionnaire to assess student engagement, motivation, and interactivity. The collected data were analyzed using statistical tools such as frequency and percentage distribution, weighted mean, and z-tests to determine the effectiveness of Arcademics e-materials in teaching multiplication. The results showed that Arcademics had a significant positive impact on student motivation, conceptual understanding, and engagement. Students expressed strong agreement that the use of Arcademics enhanced their learning experience. Initially, both the Arcademics and Non-Arcademics groups demonstrated similar proficiency in multiplication during the pre-test. However, post-test outcomes revealed a substantial increase in performance among the Arcademics group, which recorded a mean score of 17.90, compared to 8.78 in the Non-Arcademics group. Statistical analysis confirmed a significant difference between the two groups ($p < 0.00001$), supporting the effectiveness of Arcademics in improving multiplication skills. These findings align with the MCI E-learning Theory proposed by Jeong Yong Ahn (2023). Despite the success, limited access to devices posed challenges to student participation and engagement. The researchers proposed a set of guidelines to effectively incorporate Arcademics into the curriculum. These guidelines emphasize the importance of providing clear instructions, using follow-up activities that relate multiplication concepts to real-life situations, and applying strategies that promote active student participation. The study underscores the potential of digital learning tools like Arcademics to enhance multiplication skills. It also highlights the critical roles of teacher proficiency, reliable access to devices, and the careful integration of educational technology to achieve optimal learning outcomes.

Keywords: arcademics, multiplication skills, educational games, grade 4 students, interactive learning, student motivation, digital tools, e-learning, mci e-learning theory, experimental design

**ARTIFICIAL INTELLIGENCE (AI) GENERATION: CRUCIAL ROLE IN
HONING STUDENTS' KNOWLEDGE AND SKILLS**

Benjamin Eroy, Richton Austria, Mhon Darlin Dollente, Kyrach Mae Loplop,
McLanrod Marbibibi, Abraham Muyrong II

Abstract

This study examines the integration of artificial intelligence (AI) in education, focusing on its impact on student creativity and teacher collaboration. It investigates how AI tools are being adopted within the Philippine educational system by analyzing the perspectives of both students and educators. The research aims to identify the benefits, challenges, and ethical considerations surrounding AI use in the classroom. The study offers insights that can help enhance AI-driven learning strategies and support the development of critical, creative, and collaborative skills among learners. The study adopts a descriptive quantitative research design and involves seventy (70) second-year Bachelor of Secondary Education students from Bestlink College of the Philippines, selected through stratified random sampling. A researcher-designed survey questionnaire was utilized as the main tool for data collection. The study found that artificial intelligence (AI) significantly enhances student creativity by facilitating access to new ideas and supporting the generation of original content. It also contributes to the development of problem-solving and critical thinking skills, helping students explore multiple solutions to academic challenges. AI further supports time management and multitasking, though it may occasionally present an overwhelming amount of information. Additionally, AI positively influences key academic skills such as communication, digital literacy, and writing. It aids in understanding vocabulary, introduces efficient digital tools, and promotes academic integrity by helping students identify and avoid plagiarism. This study emphasizes the vital role of artificial intelligence in enhancing students' knowledge and skill development. The proposed user-friendly worksheets are designed to facilitate the meaningful integration of AI into the learning process, enabling students to harness its potential as a transformative educational tool. By adopting the study's recommendations, Bestlink College of the Philippines can enrich student learning, foster essential competencies, and better prepare learners for the challenges of an increasingly digital future.

Keywords: artificial intelligence (ai), student creativity, critical thinking, digital literacy, educational technology, ai integration, problem-solving skills, time management, philippine education, skill development

**ASSESSING THE ONLINE DIGITAL TOOL USING MODERN WRITING TO
GRADE 12 HUMANITIES AND SOCIAL SCIENCES AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Yzabel Cortez, Giane Bacotoy, Bhea Mae Cajipo, Angel Famisan,
Jay R Guan, John Henrix Romero, Rica Mae Berja

Abstract

Writing is a fundamental skill in learning a foreign language, particularly for English language learners. It is essential in academic settings, as it enables students to express ideas, emotions, arguments, and plans with clarity and precision. Effective writing requires the ability to analyze information, apply appropriate vocabulary, and use correct grammar, sentence structure, spelling, and punctuation. Although academic writing differs from fiction in style and purpose, both forms demand coherence, organization, and careful attention to language. This study adopted a descriptive-quantitative research design to analyze the perceptions of the respondents. A total of 212 Grade 12 Humanities and Social Sciences (HUMSS) students from Bestlink College of the Philippines participated in the study, selected through a quota sampling technique. Data was gathered using a researcher-made survey questionnaire. To address the research questions, the study employed various statistical tools, including frequency and percentage, mean, ranking, Slovin's formula, and a four-point Likert scale. Responses were interpreted using the following scale: Strongly Agree, Agree, Disagree, and Strongly Disagree. The findings of the study reveal that Grammarly was identified as the most effective digital tool for modern writing, with 196 respondents (18.46%) selecting it. Furthermore, students assessed modern writing in terms of vocabulary, grammar, and critical thinking with an overall weighted mean of 3.43, which falls under the interpretation of Strongly Agree. Lastly, an action plan was proposed to address the challenges encountered in assessing and utilizing digital tools for modern writing among Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. The study identified Grammarly as the most effective digital tool in modern writing, with 196 respondents (18.46%) selecting it. Students strongly agreed that digital tools enhance writing performance, particularly in vocabulary development, grammar accuracy, and critical thinking. Based on these findings, the study recommends that modern writing instruction should incorporate reliable and relevant digital resources to support academic learning. Educators are encouraged to promote the use of online platforms to help students improve their writing skills, especially in structuring essays and organizing ideas effectively in a digital format.

Keywords: modern writing, digital tools, grammarly, academic writing, vocabulary, grammar, critical thinking, online platforms, writing skills, humss students, bestlink college

**ASSESSING THE LEVEL OF PRODUCTIVITY OF LEARNING PLATFORMS IN
SELECTED GRADE 12 HUMANITIES AND SOCIAL SCIENCE STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jonel Lyn Rose Diolas, Katrina Mae Bacnat, Princess Bodeña,
Shiela Funa, Jasmine Masujer, Rica Mae Berja

Abstract

Digital technology has transformed education by enabling flexible, interactive learning environments. During the COVID-19 pandemic, institutions shifted from face-to-face classes to online instruction, relying on learning management systems and video-conferencing platforms such as Zoom, Google Meet, and Microsoft Teams. These platforms provide instructional materials, foster student motivation, and support diverse teaching methodologies. This study assesses the productivity of these learning platforms for Grade 12 Humanities and Social Science students at Bestlink College of the Philippines. This study employs evaluative quantitative research design. Purposive sampling selects Grade 12 Humanities and Social Science students who regularly use online platforms for instruction. A structured survey questionnaire measures three dimensions of productivity student interest, interactive learning, and academic performance using a four-point Likert scale. Data are collected online and analyzed through weighted means to determine overall productivity levels. Students had high productivity ratings for learning platforms, with an overall weighted mean of 3.35. Interest in course content scored a mean of 3.34, indicating sustained engagement. Interactive learning features, such as real-time discussions and multimedia resources, also scored 3.34. Academic performance, assessed by self-reported improvement in grades and mastery of concepts, achieved a mean of 3.35. These results underscored the positive impact of digital platforms on learning outcomes during remote instruction. The study found that learning platforms significantly enhanced student productivity by fostering engagement, supporting interactive pedagogies, and improving academic performance. As a result, it was recommended to integrate diverse platform features such as breakout rooms, quizzes, and discussion forums, into regular instruction. Training workshops for both students and instructors were advised to maximize platform effectiveness. Future research could examine long-term effects on learning retention and compare synchronous and asynchronous tools.

Keywords: learning platforms, student productivity, interactive learning, academic performance, digital education, grade 12 humanities

**ASSESSMENT OF DISASTER PREPAREDNESS AMONG GRADE 12 HUMANITIES AND
SOCIAL SCIENCES STUDENTS IN BESTLINK COLLEGE OF THE PHILIPPINES**

Juvylin Ramos, Mark Anthony Carillo, Sep Christian Galonia, Joshua Segui,
Mark Joseph Valenzuela, Christopher Azares

Abstract

This study assesses disaster preparedness among Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines, drawing on Ajzen's Theory of Planned Behavior to understand how attitudes, subjective norms, and perceived control influence readiness. It examines essential preparedness components, learning skills, planning, and securing belongings, and considers how these translate into effective responses during emergencies. The findings aim to inform educators, parents, and policymakers by mapping the flow from inputs (student knowledge and resources) through processes (training and planning) to outputs (actual preparedness behavior). An exploratory descriptive quantitative design is employed to evaluate disaster preparedness in a sample of 200 Grade 12 students selected via cluster sampling to ensure representativeness. A three-part survey questionnaire, covering preparedness strategies, anticipated challenges, and overall assessment, was developed and validated by the research adviser. Data collection involved administration and retrieval of the instrument under standardized conditions, and responses were analyzed using descriptive statistics to derive weighted means and identify prominent challenges. Students reported strong agreement on preparedness strategies, with mean scores of 3.46 for learning skills, 3.42 for planning, and 3.40 for securing belongings. Overall preparedness behavior achieved a composite mean of 3.43, indicating high self-reported readiness. In preparation for imminent disasters, respondents also strongly endorsed measures related to temporary shelter (3.49), communication (3.39), and emergency kit assembly (3.45), yielding an overall composite mean of 3.44 for anticipatory actions. The most frequently cited obstacle was lack of resources (23.23%), prompting the formulation of a targeted action plan. The findings demonstrated that Grade 12 students perceived themselves as well prepared in key domains but were constrained by resource shortages. As a result, an action plan was proposed to strengthen resource allocation and training opportunities. Recommendations include integrating regular disaster drills into the curriculum, ensuring access to essential supplies, and conducting further research to refine evidence-based policies. These measures are expected to enhance students' capacity for effective disaster response and resilience.

Keywords: disaster preparedness, learning skills, emergency planning, resource challenges, grade 12 students

**ASSESSMENT OF LEARNING PLATFORM IN ENHANCING STUDENT
ENGAGEMENT IN HUMANITIES AND SOCIAL SCIENCE AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Libi John Tablada, Prince John Kenneth Delrosario, Ned Goyala, John Lloyd Medoramente,
Aeron Clark Mallari, Raymond Garrido, Rica Mae Berja

Abstract

This study examines how the expansion of learning platforms for Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines is transforming education. These platforms deliver personalized content, interactive activities, and immediate feedback, thereby enhancing academic performance and fostering critical thinking, creativity, and collaboration skills. However, challenges such as digital inequalities, limited resources for platform development, and potential impacts on student well-being are also evident. To optimize platform implementation, digital literacy instruction, educator professional development, and robust data privacy measures are essential. An evaluative quantitative research design is employed to assess the impact of learning platforms on student engagement. A cluster sampling technique is used to select 200 Grade 12 Humanities and Social Sciences students. Data is collected through a structured survey questionnaire designed to measure engagement indicators such as participation, knowledge retention, and technology accessibility. Statistical analysis of weighted means and frequencies is conducted to interpret the results. Findings revealed that the learning platform improved knowledge retention and encouraged active participation in academic tasks. However, many students experienced technical difficulties and uneven access to devices, which hindered their ability to engage fully. A lack of contextually relevant content was also reported, contributing to occasional declines in academic performance. The study highlighted critical gaps in existing platform content and digital access. As a result, content audits were undertaken to correct inaccuracies and update materials, and efforts were made to integrate more contextually relevant resources. Additionally, targeted interventions addressed the digital divide by improving device availability and offering time-management workshops to enhance student productivity. These measures collectively increased critical evaluation skills and engagement levels, demonstrating the importance of continuous platform refinement and support structures in digital education.

Keywords: learning platforms, student engagement, digital literacy, knowledge retention, technology access

**ASSESSMENT OF SOCIAL MEDIA NETIQUETTES AMONG GRADE 11 HUMANITIES
AND SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

John Carlo Benitez, Rainier Acuram, John Phillip Dacillo,
Marich Mae Jamandron, Venice Paja, Christopher Azares

Abstract

Social media plays a vital role in the daily lives of senior high school students, underscoring the need to emphasize social media netiquette as platforms and user behaviors continuously evolve. This study explores students' awareness of appropriate digital conduct, privacy issues, and the influence of their online interactions. It also highlights the advantages of social media through the lens of the Social Media Integration Theory, particularly how peer-to-peer communication fosters stronger brand engagement and interaction. This research specifically investigates the importance of social media netiquette among Grade 11 Humanities and Social Sciences students at Bestlink College of the Philippines. This study employs a descriptive quantitative approach, utilizing cluster sampling and survey questionnaires to gather data on students' perceptions of their social media behavior. The results will provide valuable insights into the effectiveness of current social media netiquette practices and guide recommendations for enhancing digital conduct among students. This summary effectively encapsulates the core findings of the research. The focus on courtesy, privacy, authenticity, and communication skills highlights crucial elements for creating a respectful and secure digital environment. The proposed action plan outlines concrete strategies to combat issues like cyberbullying and misinformation, while emphasizing the importance of educational programs that cultivate digital responsibility and empower users to engage thoughtfully online. This study reviews social media netiquette with a focus on key principles such as courtesy, politeness, accuracy, communication skills, authenticity, and privacy. It highlights the necessity of fostering positive online behavior and adopting strategies to improve digital etiquette. Findings indicate that 22.75% of students experience challenges with oversharing. To combat issues like cyberbullying, the study proposes guidelines and recommends an action plan aimed at encouraging respectful and responsible interactions on social media platforms.

Keywords: social media netiquette, courtesy, politeness, accuracy, communication skills, authenticity, privacy, oversharing, cyberbullying prevention, digital responsibility, online behavior

**ASSESSMENT OF SOCIO-ECONOMIC STATUS AMONG 4TH YEAR BACHELOR OF
SECONDARY EDUCATION STUDENT MAJOR IN SOCIAL STUDIES: BASIS A MODULE**

Garcia Felipe Jr II, James Ryan Oliva, Abigael Mesa, Airalyn Dolo,
Jomari Dela Cruz, Abraham Muyrong II

Abstract

This study explores the demographic and socio-economic characteristics of the respondents, with a particular focus on how these variables impact their academic performance and overall educational outcomes. This study utilized a correlational research design to examine the relationship between socio-economic status and academic performance among fourth-year Bachelor of Secondary Education students majoring in Social Science at Bestlink College of the Philippines. The design was chosen to explore the degree of association between the identified variables without manipulating them. The study underscores the profound influence of socio-economic status on students' academic performance, particularly among those facing financial and resource-related challenges. The results reveal that students from lower socio-economic backgrounds often experience limited access to educational materials, technology, and support systems, which can hinder their learning outcomes. These findings emphasize the importance of implementing targeted interventions, inclusive policies, and resource allocation to bridge the educational gap and promote academic success for all students. The majority of respondents are between the ages of 20 and 22 (59.57%) and are predominantly female (40.43%). A significant portion (59.57%) reported not receiving any form of financial aid or scholarship, suggesting a reliance on personal or familial financial resources, either due to economic self-sufficiency or belonging to higher-income households. In terms of academic performance, 55.32% of the participants have a General Weighted Average (GWA) ranging from 1.26 to 1.50, indicating a strong dedication to academic excellence. When assessing socio-economic status, respondents expressed awareness of its influence on educational outcomes, with a mean score of 3.23 reflecting recognition of the barriers faced by students from low-income backgrounds. Additionally, 55.31% of the participants come from families with a monthly income of PHP 25,000 or less, underscoring a significant representation of economically disadvantaged students whose financial limitations may hinder access to quality education.

Keywords: socio-economic status, academic performance, financial aid, general weighted average (gwa), income level, educational access, student demographics

**ASSESSMENT OF VOCABULARY PROFICIENCY IN ENGLISH AMONG
GRADE 11 HUMANITIES AND SOCIAL SCIENCES STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Mary Eisel Marabillo, Allyson Judy Abungan, Jelly Ann Barrientos,
Xyrille Joy Leoparte, Xyra Elisha Lizardo, Christopher Azares

Abstract

This study aims to promote a deeper understanding of English vocabulary by encouraging students to actively reflect on word meanings, connections, and usage in various contexts. Vocabulary learning strategies play a crucial role in helping students determine the meanings of unfamiliar words and reinforce those they encounter repeatedly, as highlighted by Norbert Schmitt (1997). The research evaluates the vocabulary proficiency of Grade 11 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines, focusing on subject-verb agreement, pronunciation, and syntax. It also investigates the effectiveness of different vocabulary learning strategies, including discovery, social, and metacognitive approaches, as reported by the respondents. This research adopts an evaluative-quantitative approach and uses quota sampling to collect responses from 133 Grade 11 Humanities and Social Sciences students at Bestlink College of the Philippines. A structured survey questionnaire was administered to evaluate their vocabulary proficiency in English. The findings reveal that students demonstrated strong agreement regarding their vocabulary proficiency in English, specifically in subject-verb agreement, pronunciation, and syntax. Additionally, the vocabulary learning strategies applied were deemed effective by the respondents. The proposed action plan includes targeted activities such as vocabulary memorization, pronunciation enhancement exercises, English terminology training, and deeper exploration of word meanings and distinctions. These indicate that students' vocabulary proficiency in English particularly in subject-verb agreement, pronunciation, and syntax is supported by the effective use of vocabulary learning strategies, including discovery, social, and metacognitive approaches. However, memory-related difficulties were identified as the most prevalent challenge among respondents. To address this, an action plan was developed, featuring targeted interventions such as grammar reinforcement, pronunciation drills, and vocabulary retention exercises. The researchers recommend enhancing foundational language skills to build a more advanced vocabulary, enabling students to communicate complex ideas with greater fluency and accuracy.

Keywords: vocabulary proficiency, subject-verb agreement, pronunciation, syntax, vocabulary learning strategies, discovery strategy, social strategy, metacognitive strategy, memory retention, english language skills, communication skills, grade 11 humss, bestl

**ASSESSMENT ON THE VISUAL AND SPATIAL FEATURES AS PERCEIVED BY
GRADE 11 HUMANITIES AND SOCIAL SCIENCES STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Gerson Borca, Gerson Borca, Charlene Kaye Lozada, John Paul Pantila,
Bhejie Cataytay, Johnmark Gane, Christopher Azares

Abstract

This study explores the challenges faced by Grade 11 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines in assessing visual and spatial features, which play a crucial role in their academic performance. Visual and spatial processing are vital cognitive skills that enhance learning across various disciplines. The research specifically examines components such as visual description, spatial perspective, and visual perception. Grounded in Howard Gardner's Theory of Multiple Intelligences, the study highlights the significance of visual-spatial intelligence in supporting students' academic success and overall cognitive development. This study utilized a descriptive-quantitative research design to evaluate the ability of Grade 11 Humanities and Social Sciences (HUMSS) students to assess visual and spatial features. A simple random sampling method was employed to ensure that every student had an equal opportunity to be selected, allowing for an unbiased representation of the population. To analyze the data, frequency and percentage distributions were used to interpret student responses effectively, supported by the appropriate statistical formulas for accurate results. This study explores the key features of visual and spatial understanding among Grade 11 students, with data presented in ranked tables. Results indicate that spatial perspective scored the highest with a mean of 3.19, followed by visual description at 3.12, and visual perception at 3.10. These findings suggest a relative strength in spatial orientation among students. In response, the proposed action plan aims to strengthen visual-spatial skills through early detection of learning difficulties and the implementation of strategies to help students effectively navigate visually complex environments. This study examines the visual and spatial features relevant to Grade 11 Humanities and Social Sciences students, evaluating their level of understanding and the challenges they encounter. Results indicate that students generally acknowledge the influence of these features on their academic performance. One major challenge identified is the boundary problem, which hampers students' ability to accurately interpret proportions and spatial relationships. Based on these findings, the study recommends the implementation of targeted interventions aimed at strengthening students' visual processing and spatial reasoning skills to enhance learning outcomes.

Keywords: visual features, spatial features, boundary problem, visual processing, spatial reasoning, grade 11 humss, cognitive skills, academic performance, descriptive research, targeted intervention

**BENEFITS OF MEDIA AND INFORMATION LITERACY AS PERCEIVED
BY GRADE 12 HUMANITIES AND SOCIAL SCIENCE STRAND**

Lani Diolata, Jowen Ambrocio, Amihan Banila, Aivan Cabe, Althea Rickselle Macatane,
Crystal Mhay Ricafranca, Christopher Azares

Abstract

The study of Media and Information Literacy (MIL) plays a crucial role in empowering individuals to take control of their interactions with information and media. It provides learners with the skills to critically evaluate, create, and responsibly engage with various forms of content. MIL fosters informed decision-making by helping individuals analyze the reliability, accuracy, and intent behind the information they consume daily. This research aims to assess the perceived benefits of MIL among Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines, emphasizing its role in promoting critical thinking, digital responsibility, and active citizenship in a media-saturated environment. To obtain comprehensive data, the researchers conducted a survey involving 200 Grade 12 Humanities and Social Sciences (HUMSS) students from Bestlink College of the Philippines. This study adopted a descriptive-quantitative research design to explore students' perspectives on media and information literacy. A cluster sampling technique was employed to ensure fair representation across the target population. The collected data were analyzed using appropriate statistical tools, including frequency and percentage distribution, ranking, weighted mean, and a 4-point Likert scale, to interpret patterns, assess the level of understanding, and evaluate the perceived benefits of media and information literacy among the participants. To collect the necessary data, the researchers administered structured survey questionnaires to the respondents. The results show a strong consensus among students regarding the positive impact of media and information literacy, particularly in improving communication skills and supporting personal growth. In response to these findings, the proposed action plan highlights the importance of integrating media and information literacy into the curriculum to strengthen critical thinking, enhance fact-checking abilities, and promote holistic personal development among learners. The discussion highlights that respondents' media and information literacy was evaluated in relation to their communication skills and personal growth. The results show that the most pressing concern among students is the widespread issue of fake news and misinformation. To address this, the recommended course of action focuses on enhancing digital literacy, strengthening critical thinking, and improving the ability to assess the credibility of information sources. Ultimately, the study emphasizes the critical role of media and information literacy in empowering students to become responsible, discerning, and informed consumers of media content.

Keywords: media and information literacy, communication skills, personal growth, fake news, misinformation, critical thinking, digital literacy, source credibility, grade 12 humss, bestlink college of the philippines

**BENEFITS OF PEER TUTORING ON ACADEMIC PERFORMANCE OF GRADE 12
HUMANITIES AND SOCIAL SCIENCES STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Blessie Villanueva, Jellian Kelly Austria, Kathleen Barrera,
Ma Louesa Roco, Kathlyn Terrano, Christopher Azares

Abstract

Peer tutoring programs are collaborative learning strategies that allow students to support one another academically by sharing knowledge, clarifying concepts, and reinforcing understanding. These programs not only enhance student learning but also cultivate essential interpersonal and cognitive skills. However, peer tutoring is not without challenges. Variations in knowledge levels, learning styles, and communication skills among students can hinder the consistency and quality of learning. A particularly common issue is the lack of self-confidence and the presence of self-doubt in both tutors and tutees, which can negatively impact engagement and effectiveness. Despite these challenges, peer tutoring has been shown to yield significant educational benefits. It can foster improved academic performance, enhance critical thinking, and strengthen socialization and communication skills. Grounded in Vygotsky's Sociocultural Theory (1978), peer tutoring reflects the principle that cognitive development is deeply influenced by social interaction. Learning occurs more effectively when facilitated by more knowledgeable peers, as such interactions promote awareness, internalization of knowledge, and behavioral development. This study aims to investigate the impact of peer tutoring on the academic performance of Grade 12 students in the Humanities and Social Sciences (HUMSS) strand. Specifically, it seeks to assess how peer tutoring affects students' academic achievement, responsibility, learning quality, communication skills, self-confidence, and cognitive development. The insights gained will serve as the basis for formulating a comprehensive action plan to enhance the design and implementation of peer tutoring programs within the academic setting. This study aimed to evaluate the perceptions of 200 Grade 12 Humanities and Social Sciences (HUMSS) students using an exploratory descriptive-quantitative research design. To ensure representativeness and minimize selection bias, the researchers employed cluster sampling as the sampling technique. Data collection was conducted through a structured survey questionnaire, which served as the primary research instrument. The gathered data were analyzed using descriptive statistical tools, including frequency, percentage, ranking, and mean, to interpret and summarize the respondents' answers effectively. To measure the participants' levels of agreement and perceptions, a five-point Likert scale was utilized, with response options ranging from "Strongly Agree" to "Strongly Disagree." This study explores the impact of peer tutoring on multiple dimensions of student development, including academic performance, sense of responsibility, learning quality, academic achievement, communication skills, self-confidence, and cognitive growth. Results reveal that 20% of the respondents attributed improvements in their academic performance to increased self-esteem and confidence gained through peer tutoring. These enhancements were linked to better grades, stronger critical thinking and problem-solving skills, improved reading comprehension, and more effective time management. The findings further emphasize the significance of a collaborative approach involving students, parents, and teachers in supporting and sustaining the success of peer tutoring initiatives. The findings of the study indicate that peer tutoring plays a vital role in enhancing students' sense of responsibility, time management skills, and intrinsic motivation. Moreover, it significantly improves the overall quality of learning, which positively impacts academic performance. To maximize the benefits of peer tutoring, it is recommended that the program be continuously evaluated and refined. Ongoing assessment and

enhancement of the peer tutoring experience will ensure its effectiveness, relevance, and sustainability in meeting students' academic and developmental needs.

Keywords: peer tutoring, academic performance, responsibility, time management, motivation, learning quality, program evaluation, student development, cognitive skills, educational intervention

**BLENDED LEARNING SYSTEM AND ITS EFFECTIVENESS AS PERCEIVED BY
GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENT AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Kristylle Joy Papina, Mohammadnur Sultan, Julieta Espinosa, Rogie May Hernandez,
John Harold Magracia, Marvin Tamayo, Rica Mae Berja

Abstract

This study examines the effectiveness of the blended learning system from the perspective of the students. The introduction presents the background of the study. Students must understand the importance of learning modalities. Learning modality systems are helpful for students to gain knowledge that they can use for their convenience. The Review of Related Literature and Studies presents works that other academics have conducted on the topic. This section introduces and explores concepts that support the research. The theoretical framework contributes to the underlying ideas of the study and establishes the correlation between the study's variables. Conceptually, this study covers the effects of utilizing a blended learning modality system on student engagement among Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines, specifically discussing the independent variable of the system. It also includes the statement of the problem, scope and delimitation of the study, significance of the study, and definition of terms. Chapter 2, or the Methods section, includes the research design, which utilizes an exploratory descriptive quantitative design. The respondents of the study and the sampling technique are also described. The researchers used a cluster sampling method to divide the population into smaller groups. This chapter also presents the instrument used, its construction, validation, administration, and the retrieval of the instrument, as well as the statistical treatment of data. The research tool used was a survey questionnaire, and all Grade 12 Humanities and Social Sciences students were surveyed. The survey data revealed that students generally have a positive perception of the blended learning system, particularly regarding technology access. There are areas for improvement, especially in the consistency of internet connection and the development of digital skills. The research findings highlight the need to address challenges related to internet reliability, enhance digital skills, and further strengthen teacher support. This study examined the blended learning system at Bestlink College, revealing challenges in technology access, teacher support, feedback mechanisms, and student well-being. Recommendations include improving internet connectivity, providing devices, enhancing teacher professional development, improving communication, and implementing structured feedback systems using multiple platforms. Addressing these issues will optimize the blended learning system and improve student outcomes.

Keywords: blended learning system, improvement, consistency, development

**BRIDGING THE DIGITAL DIVIDE: THE ROLE OF TECHNOLOGY IN INCLUSIVE
EDUCATION OF GRADE 11 HUMANITIES AND SOCIAL SCIENCES AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Honey Joy Apolonio, Ash Lhean Dela Cruz, Jessusa Gulapa,
Jan Cesar Sabillo, Davril Robert Cenita, Rica Mae Berja

Abstract

This study examines the role of technology in fostering inclusive education among Grade 11 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines (BCP), with particular emphasis on addressing the digital divide. It highlights the impact of mobile devices, online learning platforms, and adaptive technologies in supporting diverse learning needs and ensuring equal access to educational opportunities. While the integration of technology enhances flexibility, personalized learning, and communication, students continue to face challenges related to digital accessibility, affordability, and ease of use. The research is anchored in the Digital Divide Theory, which frames the analysis of how unequal access to technology affects educational inclusion. This study utilized an evaluative-qualitative research design to assess the role of technology in promoting inclusive education among Grade 11 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines (BCP). The researchers employed cluster sampling to ensure representative participation, with the final sample size of 128 students determined using Slovin's formula. Data was collected through a validated survey questionnaire, which aimed to capture students' experiences, access, and perceptions regarding the use of mobile devices, online platforms, and adaptive learning technologies in their academic environment. This study explores the influence of technology on inclusive education among Grade 11 Humanities and Social Sciences (HUMSS) students, emphasizing its role in enhancing collaboration, personalized learning, and communication. The results revealed that students overwhelmingly acknowledged the positive contributions of technology, particularly in promoting cooperative learning (mean = 3.53), tailoring instruction to individual needs (mean = 3.48), and facilitating effective communication (mean = 3.47). Nevertheless, significant barriers remain, especially limited access to digital devices and unstable internet connectivity, with 22.88% of respondents identifying lack of device access as the most critical issue. In light of these findings, the researchers proposed a targeted, one-month action plan designed to strengthen digital literacy, expand internet availability, and implement affordable technological solutions to promote equitable and inclusive learning opportunities for all students. This study outlines comprehensive recommendations to strengthen key dimensions of inclusive education, particularly in the areas of collaboration, personalized learning, communication, accessibility, internet connectivity, and technology usability. It proposes conducting a systematic needs assessment to accurately identify students who lack access to digital devices, coupled with the development of offline learning materials to ensure educational continuity in low-connectivity environments. Additionally, the study underscores the importance of equipping educators with targeted training to effectively leverage digital tools for inclusive and differentiated instruction. Lastly, it advocates for sustained institutional investment in educational technologies and infrastructure as a strategic approach to promoting equity, enhancing student engagement, and improving overall learning outcomes.

Keywords: inclusive education, educational technology, digital divide, personalized learning, collaboration, accessibility, internet connectivity, technology integration, humss students, teacher training.

**BUDGETING PRACTICES PERFORMED BY THE SELECTED PART-TIME JOB
HUMANITIES AND SOCIAL SCIENCES STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Maureen Francisco, Maureen Francisco, Mark Justin Buriol, Piolo Carreon,
Angelica Momo, Clark Daryl Nogara, Christopher Azares

Abstract

This study examines budgeting practices among part-time working Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines, emphasizing the role of psychological and social factors in shaping financial behaviors. Anchored in Ajzen's (1995) Theory of Planned Behavior, the research explores how students' attitudes, subjective norms, and perceived behavioral control influence their ability to allocate resources efficiently, meet financial obligations, prioritize debt repayment, and develop disciplined saving habits. Given the unique financial challenges faced by students balancing academics and employment, the study highlights the importance of strategic budgeting and self-regulation in their financial decision-making. This study utilized purposive sampling to select 50 Senior High School students from the Humanities and Social Sciences (HUMSS) strand at Bestlink College of the Philippines. Employing an evaluative, descriptive-quantitative research design, the study systematically assessed budgeting practices through the collection of measurable data. A structured survey questionnaire, carefully crafted to align with the research objectives, served as the primary data collection tool to capture participants' financial behaviors. This approach ensured accurate representation of the target population's budgeting experiences, providing a reliable foundation for analysis and interpretation. The study found that part-time Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines view budgeting methods especially zero-based budgeting and the envelope system as effective financial management tools. Key factors influencing their budgeting behaviors include peer influence (16.33%), lessons from past experiences (17%), age and life stage (17.69%), and family influence (21.77%). The most significant motivator, reported by 27.21% of students, was personal financial goals such as saving for future needs and achieving financial independence. These findings indicate that students' budgeting practices are shaped by a combination of social, developmental, and goal-oriented influences, with personal aspirations playing the leading role. This study provides a comprehensive evaluation of budgeting practices among part-time Senior High School HUMSS students at Bestlink College of the Philippines, highlighting the effectiveness of zero-based budgeting and the envelope system in managing limited financial resources. Based on the findings, the researchers developed a proposed action plan aimed at enhancing students' ability to prioritize financial obligations, foster disciplined spending, and make informed budgeting choices. The initiative supports the development of financial literacy and equips students with vital skills to meet their immediate financial needs while pursuing long-term goals.

Keywords: budgeting practices, part-time students, humss strand, bestlink college of the philippines, zero-based budgeting, envelope system, financial literacy, disciplined spending, financial responsibility, action plan

**CHALLENGES ENCOUNTERED AMONG WORKING STUDENTS AND ITS RELATION
TO ACADEMIC PERFORMANCE OF BSED 3RD YEAR IN SOCIAL STUDIES**

Jame Rafael Nimer, Marco Bartolome, Justine Ruan Calvero, Almira Therese Dela Cruz,
Yuri Adrian Fajardo, PJ Ryan Garduce, Abraham Muyrong II

Abstract

This study aims to determine the relationship between challenges encountered by working students and their academic performance in the third-year Bachelor of Secondary Education Social Studies program. It examines specific challenges, such as time management, attendance, performance tasks, and use of the Learning Management System for analysis, application, exploration, evaluation, assignments, and major exams, and highlights the need for institutional guidance to support students facing these obstacles. This study employs a quantitative correlational design using a structured survey questionnaire administered to 31 purposively sampled third-year BSED Social Studies students who engage in paid work. Data were analyzed through frequency distributions, percentages, weighted means, Pearson's product-moment correlation coefficient, a four-point Likert scale, and ranking procedures to assess the strength and direction of relationships between challenges and academic performance. Findings indicated that most respondents, aged 19 to 21 and from low-income families, struggled with time management and attendance due to work commitments. Respondents remained resilient, actively engaging in performance tasks, Learning Management System activities, and major examinations. Final exam scores in SSM-9 World History 2 varied, with a score of 35 achieved by 16 percent of students. Moderate performance was prevalent, reflecting diverse achievement levels. A strong positive correlation (Pearson $r = 0.90$) was found between the extent of challenges encountered and academic performance, suggesting that navigating increased challenges contributed to the development of skills that enhanced students' capacity to balance work and academic responsibilities. The study highlighted significant challenges faced by third-year BSED Social Studies working students and emphasized the need for institutional support. Recommendations included offering flexible scheduling, providing online learning options, and delivering time management workshops to help students balance work and academic demands. Such measures were found to foster improved responsibility management, leading to enhanced educational outcomes and personal growth.

Keywords: challenges encountered, working students, academic performance, bsed social studies, time management, learning management system

**CHALLENGES ENCOUNTERED IN USING LABORATORY AMONG SHS STUDENTS:
BASIS IN CRAFTING MANUAL AND VIDEO PRESENTATION**

Mary Joy Tercio, Stephanie Andres, Lovely Centura, Darlene Tungala,
Nenia Villar, Abraham Muyrong II

Abstract

Laboratory sessions are integral to scientific education, enhancing theoretical understanding and fostering critical thinking. However, these sessions present challenges such as intricate procedures, time constraints, limited resources, safety concerns, and groupwork dynamics. These factors can impede students' grasp of scientific concepts, execution of experiments, and confidence in laboratory skills. This study investigates these challenges among senior high school students and identifies targeted interventions such as improved instructional strategies, upgraded facilities, and enriched learning environments to support effective laboratory learning. This study employs a descriptive research design involving 80 Grade 12 students in the Home Economics strand at Bestlink College of the Philippines. Participants were selected through purposive random sampling. Data was collected using a structured survey questionnaire that probed the nature and extent of challenges encountered during laboratory sessions. Responses were analyzed using mean scores to determine the relative impact of each challenge on student learning. Findings indicated that time constraints (mean = 3.10) significantly limited students' ability to complete tasks, while complex procedures (mean = 2.95) tended to overwhelm participants. Limited resources (mean = 3.27) restricted experimentation, and safety concerns (mean = 2.96) due to inadequate precautions increased risk and reduced participation. A lack of practical experience (mean = 3.16) hindered the connection between theory and practice, and insufficient equipment (mean = 3.13) compromised experimental accuracy. Additionally, low engagement and motivation (mean = 3.13) correlated with reduced participation and lower academic performance. The study demonstrated that female students aged 18 and above comprised the majority of participants. Students emphasized that effective laboratory operations depended on well-maintained equipment, cleanliness, and strict adherence to safety protocols. The results highlighted the need for enhanced resource allocation, reinforced safety measures, refined instructional methods, and engaging activities. The development of comprehensive laboratory manuals and video tutorials was found to be a promising approach to standardize best practices and foster continuous improvement, thereby creating a safer and more effective learning environment.

Keywords: laboratory challenges, senior high school, time constraints, resource scarcity, safety concerns, instructional strategies, video tutorials, education.

**COPING SKILLS OF OVER-AGE STUDENTS OF BESTLINK COLLEGE
OF THE PHILIPPINES BULACAN CAMPUS: BASIS FOR
MODIFICATION AND ACCOMMODATION**

Mae Peña Rona, Jeziel Quilaton, Rhea Mae Ednalgan, Joyce Camas,
Micaella Bedio, Ma Fernanda Llenaresas, Romeoul Karl Flores

Abstract

Over-age students, those aged 28 and above, face unique challenges in balancing academic work with personal, family, and employment responsibilities. At Bestlink College of the Philippines, Quezon City, many over-age learners demonstrate resilience and determination despite these obstacles. This study explores how overage students cope with age-related barriers, what motivates their persistence, and how educational modifications and accommodations support their success. According to UNESCO, 9.82 percent of Filipino students were classified as overage in 2017. Appropriate instructional adjustments play a crucial role in reducing stress, boosting confidence, and enhancing problem-solving skills, thereby helping over-age students navigate their academic journeys. This study uses descriptive quantitative design. Thirty overage students were selected via purposive sampling. A validated questionnaire was administered to collect data on demographic profiles, learning challenges, coping strategies, and accommodation needs. Reliability and validity were confirmed through expert review and pilot testing. Collected responses were analyzed using frequency and percentage distributions and weighted mean calculations. Of the thirty respondents, 63.3 percent were female and 83.3 percent were aged 28 to 35. The majority were single (76.6 percent) and unemployed (63 percent). Key challenges in self-paced learning included managing multiple responsibilities, effective communication, and lesson retention. Critical thinking, time management, and communication emerged as the top skills students aimed to improve. Accessibility needs centered on visual aids, flexible deadlines, peer tutoring, and hearing assistance. Although adaptation to online learning was vital, 61 percent of respondents reported low motivation due to academic pressure, workload, and unclear goals. Findings highlighted that over-age students in Bestlink College relied on cognitive and behavioral strategies such as prioritizing tasks and seeking targeted accommodations to manage their dual roles. As a result, it was recommended that the institution expand learning support services by providing visual and auditory aids, establishing peer-tutoring programs, and offering flexible scheduling. Strengthening guidance and counseling, clarifying academic expectations, and implementing targeted motivational initiatives were also advised to enhance engagement and academic success among over-age learners.

Keywords: over-age students, coping mechanisms, self-paced learning, time management, academic motivation, learning accommodations, online learning, higher education

**DEVELOPING NUTRITIOUS ALTERNATIVE FLOUR IN
BREAD MAKING USING WATER SPINACH**

Nikki Navales, Blesslie Aludino, Margie Alabarta, Romalyn Lumbao,
Erica Mostero, Romeoul Karl Flores

Abstract

This study explores the use of water spinach (*Ipomoea aquatica*) as a nutritious alternative flour in breadmaking. Given its rich content of vitamins A, C, and K, as well as essential minerals such as calcium and iron, water spinach presents a cost-effective and health-promoting ingredient for bread products. The research aims to assess the nutritional benefits, practicality, and acceptability of water spinach flour as a substitute for conventional flour, with a focus on promoting healthier food options. The study employed purposive sampling to align the participant's profile with the research objectives, following the methodology outlined by Campbell et al. (2021). Data collection focuses on the evaluation of water spinach's characteristics in bread production, particularly its nutritional profile, sensory attributes, and processing challenges. The respondents provided feedback through structured surveys based on their experience with the product. The findings revealed that 65% of respondents were aged 18–21, 20% were aged 22–25, and 15% were 26 years old and above. In terms of gender, 60% were female and 40% were male. Respondents rated the water spinach bread as “excellent” in terms of vitamin and mineral content, health benefits, and affordability. Challenges in production, including consistency of texture, flavor balance, and shelf life, were also rated as “excellent,” indicating their manageable nature. The production method and processing techniques for water spinach flour received positive feedback, highlighting their feasibility. The study supports the development of a guide intervention plan to promote the use of water spinach flour in bread making. The study concluded that water spinach is a viable alternative flour for bread production due to its nutritional value, high fiber content, and antioxidant properties. Despite benefits, challenges such as inconsistent ingredient quality, temperature sensitivity during mixing, and dough handling must be addressed. Recommendations include using freshwater spinach leaves, selecting moisture-tolerant yeast, and supervising students during preparation for safety. A step-by-step baking procedure was also developed to ensure replicability and instructional use. These findings offer practical insights for educators, food innovators, and health-conscious consumers seeking affordable and functional bread alternatives.

Keywords: water spinach, alternative flour, bread making, nutritional bread, functional food, food innovation, high-fiber bread, vitamins and minerals, food science, education

**DIGITAL LITERACY AND IT'S INFLUENCE ON ACADEMIC SUCCESS OF
GRADE 12 HUMANITIES AND SOCIAL SCIENCES AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Aldren Colaljo, Aldren Colaljo, Aldren Colaljo, Stephanie May Lanting, Karen Kate Anangilan,
Mark Melorin, Saven James Bigayan, Rica Mae Berja

Abstract

This study investigates the relationship between digital literacy and academic success among 212 Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. It focuses on key components of digital literacy, including access to information, information literacy, time management, critical thinking, and communication skills. The study also explores the advantages and challenges associated with digital learning. Anchored on the constructivist learning framework, this research holds relevance for students, educators, and future researchers aiming to enhance academic performance through digital competence. The researchers adopted a descriptive research design and employed convenience sampling to select participants. Data were collected using a standardized survey instrument divided into four sections: digital literacy, academic success, core competencies (time management, critical thinking, and communication), and strategies for enhancement. A four-point Likert scale was used to evaluate responses. The gathered data were analyzed using statistical tools such as frequency, percentage, ranking, and mean. To ensure validity and reliability, the questionnaire was reviewed by a research adviser and a grammarian. The results revealed a significant correlation between digital literacy and academic success. Online education received a weighted mean of 3.53, access to digital tools scored 3.50, and information literacy garnered 3.51, resulting in a composite mean of 3.51, which corresponds to "strongly agree." Similarly, time management scored 3.54, communication 3.50, and critical thinking 3.46, leading to an overall composite mean of 3.50, also interpreted as "strongly agree." Based on the findings, the researchers proposed an action plan aimed at enhancing digital literacy and its influence on academic success among Grade 12 HUMSS students. The discussion highlights the strong connection between digital literacy and academic performance, particularly in relation to time management, communication, and critical thinking. Challenges such as excessive use of social media, technological distractions, and sleep disruption were also noted. The study concludes that improved digital literacy contributes positively to student performance and recommends targeted interventions to address existing barriers.

Keywords: digital literacy, academic success, humanities and social sciences, constructivist learning, time management, critical thinking, communication skills, online education, information literacy

DIGITAL POP-UP BOOKS: REMEDIATION MATERIAL FOR GRADE 3 LEARNERS

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Leumas Joy Verzosa, Ryan Christopher Villalon

Abstract

Digital pop-up books serve as versatile instructional materials for teaching English and other subjects. They help identify areas requiring reteaching and reinforce foundational skills to improve student performance. By integrating diverse teaching strategies, these materials enhance learners' visual comprehension and engagement. As effective remedial tools, digital pop-up books bridge learning gaps, boost understanding and retention, and actively involve students in the learning process. This approach supports deeper lesson mastery and promotes long-term retention through interactive and visually stimulating content. The researchers employed a quantitative, causal-comparative research design. Using purposive sampling, they selected 48 Grade 3 learners from Bagong Silang Elementary School as respondents. A 40-item survey questionnaire, administered as both pre-test and post-test, was developed to gather data. The collected responses were analyzed using various statistical techniques, including percentages, rankings, weighted and composite means, and the z-test to determine significant differences. The findings of the study strongly indicate that digital pop-up books are highly effective remediation materials for enhancing comprehension, improving retention, and increasing student engagement. Statistical analysis revealed a highly significant difference between the pre-test and post-test scores of Grade 3 Robin learners, with a p-value of less than 0.00001, underscoring the positive impact of digital pop-up books on reading performance. In light of these results, it is strongly recommended that educators and curriculum developers prioritize the development and integration of digital pop-up books as essential remediation tools. These resources can substantially augment students' reading skills by fostering deeper comprehension and facilitating long-term retention. The study demonstrates that digital pop-up books are highly effective remediation tools that support a wide range of learners in understanding and retaining complex academic concepts. This approach is grounded in Main P.'s (2023) theory of visual learning, which highlights the critical role of visual techniques in enhancing comprehension and memory by engaging students' cognitive processes. The findings emphasize the importance of integrating digital learning environments into foundational education, especially for young learners. By leveraging various teaching methods that foster visual learning, educators can revisit and reinforce fundamental skills, thereby significantly improving student performance and long-term retention.

Keywords: digital pop-up books, remediation materials, visual learning, reading comprehension, memory retention, cognitive process, visual learning theory, student engagement, teaching methods, foundational education, digital learning environment, academic per

**E-LEARNING MATERIALS AS TOOLS IN TEACHING PHYSICAL EDUCATION AMONG
GRADE 11 STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Leira Angel Lecias, John Maynard Boyles, Princess Joy Castillo, Marichu Dequina,
Ma Cristina Lualhati, Abraham Muyrong II

Abstract

The Philippine education system faces persistent problems and challenges, particularly in logistics. These issues include insufficient facilities, instructional materials, and schools, as well as overworked and underpaid teachers. This study aims to develop a comprehensive plan for integrating e-learning tools into Physical Education classes. However, several challenges and factors significantly impact the effectiveness of e-learning systems, especially for Physical Education teachers who may need proper guidance and support. The researchers employed a quasi-experimental design along with a quantitative approach for their study. Participants consisted of seventy (70) Grade 11 students from the Humanities and Social Sciences (HUMSS) track. For data collection, a survey questionnaire was utilized to gather reliable and accurate information, thereby enhancing the validity of the research. The questionnaire included two sections: the first focused on the demographic profiles of the respondents, and the second assessed the teaching methods experienced by the two groups. These methods included lecture-based, technology-based, individual-based, and kinesthetic-based approaches. The data analysis process began with a systematic review of the collected information, followed by the aggregation of responses to quantify the frequency of each occurrence. The evaluated frequencies were then expressed as percentages, providing a clearer representation of data distribution. The E-learning materials highlighted the significant impact of technology on students within the context of physical education instruction. The online cohort achieved a composite mean score of 16.70. Among the participants, 43% scored between 17 and 22, while 17% reached scores in the highest range of 23 to 26. The findings highlight the substantial potential of e-learning materials to improve the teaching methods used in physical education. The E-Connect website is a valuable platform that enables students to gain new skills, knowledge, and certifications at their own convenience, regardless of their location. As a result, the evidence indicates that e-learning can significantly enhance the accessibility and convenience of education.

Keywords: e-learning materials, physical education, grade 11 students, bestlink college of the philippines, digital learning tools, online teaching strategies, blended learning, educational technology, student engagement, instructional effectiveness, remote le

**EFFECT OF BEING A WORKING STUDENT ON ACADEMIC PERFORMANCE
OF GRADE 12 HUMANITIES AND SOCIAL SCIENCE AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Gina Coronas, Renz Dela Rosa, Glessilyn Ramos, Kristhal Joy Miguel,
Jhon Kirven Rupinta, Christopher Azares

Abstract

The study reveals that working while studying significantly affects the academic performance of Grade 12 students in the Humanities and Social Sciences strand. As the cost of education rises in the Philippines, many senior high school students are taking on part-time or full-time jobs to support themselves. This trend presents unique challenges for students who need to balance their academic responsibilities with work obligations. Key factors impacted by student employment include time management, class attendance, and financial stability. High-intensity jobs, particularly those requiring 35 or more hours per week, tend to negatively affect academic outcomes by reducing the time and energy available for school activities. Common consequences of these challenges include procrastination, stress, and burnout, which often result in poor academic performance. To investigate this issue, the researchers utilized a descriptive quantitative research design and employed purposive sampling to collect data from 200 Grade 12 students in the Humanities and Social Sciences track. Data was gathered through a face-to-face survey questionnaire, which was validated by the research adviser, a statistician, and a grammarian. The results indicate that being a working student significantly impacts academic performance. In terms of time management, students reported a strong agreement with their ability to handle deadlines (3.26), maintain a personal-life balance (3.28), and address issues related to procrastination (3.22). Class attendance was also rated as strongly agreed upon (3.28), influenced by transportation problems (3.10), health-related concerns (3.32), and poor time management. Financial limitations had a moderate effect (3.14), with students noting challenges in saving emergency funds (3.22) and the need to work more hours, which diminished their academic focus and energy levels. The study concludes that employment among Grade 12 Humanities and Social Sciences students significantly influences their academic journey. Recognizing the specific challenges they encounter can help establish support systems and policies that enable students to succeed academically while addressing their financial needs.

Keywords: working students, academic performance, grade 12, humanities and social sciences, bestlink college of the philippines, time management, student workload, educational outcomes, work-study balance, student motivation, academic challenges, socioeconomic

**EFFECTIVENESS OF ADJECTIVE WHEEL IN TEACHING DESCRIBING
WORDS IN ENGLISH AMONG GRADE 2 PUPILS**

Realyn Mae Alangilan, Mary Grace Alejo, Regieleen Cortes, Bridgette Izen Laoc,
Andreinne Collene Pine, Rheza Camilla Ricablanca, Abraham Muyrong II

Abstract

The Department of Education (DepEd) released a directive in 2020 regarding the use of the Adjective Wheel in instructional activities. This directive aims to ensure both the appropriateness and safety of using these tools in various learning environments. The use of the wheel can significantly enhance student engagement and learning outcomes. The purpose of this study is to evaluate the effectiveness of these tools in improving Grade 2 pupils' ability to recognize, understand, and apply descriptive words in English, thereby contributing to their academic performance. The students were selected using purposive sampling. A total of thirty (30) students were chosen from the enrolled students at the Academy of Saint Andrew Caloocan Inc. The researcher developed a pre-test and a post-test, consisting of 20 modified standardized items, to assess the English performance of the grade 2 pupils. The researcher sought assistance from the research adviser to ensure the appropriateness and coherence of the test questions. The data obtained from the survey were analyzed and evaluated using various statistical treatments, including frequency and percentage, weighted mean, ranking, and t-test. The results highlight key findings regarding participants' experiences. In terms of Curiosity, the average weighted mean is 3.67, which is considered Highly Significant. For Critical Thinking, the average mean is 3.57, also classified as Highly Significant. Lastly, Collaboration received an average weighted mean of 3.93, deemed Highly Significant as well. Furthermore, there is a significant relationship between the Pre-test and Post-test scores of the respondents, with a t-value of -72.218 and a P-value of less than 00001. This led to the rejection of the null hypothesis and indicates significant results. The formulated guidelines provide instructions on how to effectively utilize the Adjective Wheel in the classroom. Recommendations suggest necessary improvements for better integrating the Adjective Wheel to help students construct sentences. In conclusion, the proposed solution can be developed by addressing the study's weakest point: students' limited vocabulary, which presents challenges in their learning. However, the Adjective Wheel has the potential to enhance both learning effectiveness and student engagement. Its effectiveness can help improve students' retention of new vocabulary during class discussions.

Keywords: adjective wheel, describing words, grade 2 pupils, english language learning, vocabulary development, teaching strategies, elementary education, language instruction, visual learning tool, grammar skills, english proficiency, interactive learning

**EFFECTIVENESS OF C.L.E.A.N TO ENHANCE ENVIRONMENTAL
CONSERVATION IN LEARNING SCIENCE 5**

Valmoria Aceil, Jashmine Elaine Banania, Jonna Corporal, Jonna Corporal,
Edmar De Ramon, Margelyn Meyor, Abraham Muyrong II

Abstract

There is a shortage of effective instructional materials specifically designed to enhance students' understanding and academic performance in environmental conservation. While many instructional materials are available, few focus on this critical area. David Kolb developed the theory of experiential learning, which positions students as active participants in their education by immersing them in real-world learning situations. Kolb asserts that learning is most effective when individuals engage in four stages of the learning cycle: concrete experience, reflective observation, abstract conceptualization, and active experimentation. This study introduces CLEAN (Children Learning Educational Activities in Nature), a manipulative instructional material. The goal of this research is to explore the potential of CLEAN as an innovative teaching tool aimed at improving environmental education and fostering a deeper understanding and appreciation of environmental conservation among fifth-grade science students at Commonwealth Elementary School. The study employed a quasi-experimental design and utilized quantitative methods to observe significant differences between the variables. The primary objective was to analyze these variables mathematically using statistical techniques, including frequency and percentage ranking, weighted means, Likert scales, and z-tests. The sample consisted of forty (40) fifth-grade pupils from Commonwealth Elementary School. The pre-test results indicated that the average performance of forty (40) respondents was notably at the High Proficient level, demonstrating their strong understanding of the subject matter even prior to the intervention. Additionally, the respondents "Strongly Agree" that the use of C.L.E.A.N. materials, particularly in enhancing practical skills, promoting hands-on learning, fostering environmental awareness, and increasing class participation, significantly contributed to a deeper understanding of environmental conservation and its relevance to their daily lives. The results of the pre-test conducted before utilizing CLEAN show that respondents had an average level of understanding of Environmental Science 5. After implementing CLEAN, the majority of respondents scored between 13 and 19 on the post-test, representing 70% of the scores. These findings indicate that the educational materials were effective, as demonstrated by the improved post-test scores. The researcher recognizes that CLEAN enhances practical skills and positively impacts students' critical thinking abilities.

Keywords: c.l.e.a.n program, environmental conservation, science 5, environmental education, grade 5 students, teaching strategies, sustainability awareness, science learning, eco-friendly practices, classroom intervention, environmental responsibility, conser

**EFFECTIVENESS OF CB IN FACEBOOK PLATFORM IN TEACHING
HISTORY OF SELECTED PHILIPPINE FOLK DANCES**

Jerome Manlupig, Jericho Ahute, John Romeo Anastacio, Earl John Bonagua,
Keira Juriel Caballero, Abraham Muyrong II

Abstract

The aim of this study is to explore the effectiveness of Competency-Based (CB) approaches on the Facebook platform for teaching the history of selected Philippine folk dances to students. Understanding the results of this study has significant implications for education. By recognizing Facebook's potential as an instructional tool for first-year Bachelor of Physical Education (BPED) students, this research seeks to assess how effective the CB approach is when utilized in this social media context for teaching the history of selected Philippine folk dances. Using a quasi-experimental quantitative research design, the study involves seventy-six (76) first-year BPED students through a cluster sampling technique. Survey questionnaires and checklists serve as the primary instruments for data collection. The results of the study highlight several key findings. A total of 76 participants were involved in the research. The analysis revealed a significant difference between pretest and posttest scores, with a p-value of 0.000, indicating statistical significance ($p < 0.05$). The negative Z score of -6.996 suggests that posttest scores were significantly higher than pretest scores, demonstrating substantial improvement among the students. The study examines the effectiveness of the learning material, specifically the CB (course material), on the Facebook platform. The data collected indicates that posttest scores were significantly higher than pretest scores, demonstrating substantial improvement among the students. Based on these findings, we reject the null hypothesis, concluding that the intervention had a significant positive effect. Most participants showed improvement, underscoring the effectiveness of the CB on the Facebook platform in enhancing their understanding of Philippine folk dance. This further indicates that the instructional material, CB on the Facebook platform, is effective for both learning and teaching.

Keywords: content-based instruction, facebook platform, philippine folk dances, history teaching, digital learning, online education, social media in education, blended learning, cultural education, folk dance history, e-learning tools, grade-level instruction

**EFFECTIVENESS OF COMPARING SET VIDEO CLIP IN DEVELOPING
MATHEMATICS SKILLS IN GRADE 1 PUPILS**

Pamela Ayoc, Florence Mae Dela Cruz, Jonalyn Floria, Naomi Ramos,
Marielle Anne Tapar, Abraham Muyrong II

Abstract

Mathematics is a foundational subject in early childhood education, essential for developing logical reasoning, problem-solving, and critical thinking skills. This study examined the impact of integrating a video clip on comparing sets into mathematics instruction for Grade 1 pupils. The use of multimedia aimed to foster greater engagement and enhance the learners' conceptual understanding through interactive and visually supported learning. The primary objective was to evaluate whether this instructional tool effectively improved pupils' abilities in counting, numeracy, problem-solving, and creative thinking. By focusing on the effectiveness of video-assisted instruction, the study contributes to the growing body of research on technology-enhanced learning in early mathematics education. The study adopted a qualitative research design employing a causal-comparative approach, which enabled the analysis of existing differences or relationships between variables without manipulating any conditions. The participants were Grade 1 pupils from San Bartolome Elementary School, selected through purposive sampling to ensure alignment with the study's objectives. To measure the development of mathematics skills, the researcher designed a 20-item assessment tool grounded in an extensive review of relevant literature and prior studies. This ensured that the test items were both contextually appropriate and aligned with the intended learning competencies. The results indicated that the use of the comparing sets video clip was highly effective in enhancing students' abilities to solve mathematical problems, improve numeracy, and foster critical thinking. Statistical analysis showed a significant difference between pre-test and post-test scores ($p\text{-value} < .00001$) after the video clip was introduced to the students in Grade 1 – Section Daisy and Santan. In light of the findings, the study recommends enhancing teacher-student communication and fostering collaborative learning to create a more engaging classroom environment. Improving the accessibility of instructional materials is also crucial to support active participation and learning continuity. To sustain students' interest and enthusiasm, it is further suggested that educational video clips be consistently integrated into lessons, especially when teaching basic mathematical skills.

Keywords: comparing sets, mathematics skills, grade 1 pupils, educational video clips, visual learning, early childhood education, instructional media, learner engagement, concept development, multimedia learning

**EFFECTIVENESS OF CREATIVE WRITING PROMPTS IN COMPOSING
FICTION STORIES AMONG GRADE 12 HUMSS STUDENTS**

Cyrine Alfonso, Wenna Lou Amado, Romelyn Buen, Jurry Lozano,
Angeline Merueñas, Venus Rosal, Dr. Romeo Fernandez

Abstract

Crafting a compelling story is a creative endeavor that can be both rewarding and challenging. While some students naturally excel in storytelling, others often struggle with generating ideas or initiating their narratives. Creative writing prompts are valuable tools that stimulate imagination and provide direction, enabling students to construct engaging fictional works. These prompts not only inspire creativity but also offer structure, helping learners overcome writer's block and cultivate essential writing skills. Integrating creative writing prompts into classroom instruction fosters a dynamic and supportive learning environment that encourages self-expression and literary exploration. This study aims to evaluate the effectiveness of creative writing prompts in enhancing the fiction writing abilities of Grade 12 HUMSS students. This study employed a quasi-experimental research design to evaluate the effectiveness of creative writing prompts in enhancing the fiction writing skills of students. Forty (40) Grade 12 HUMSS students enrolled in the Creative Writing course at Bestlink College of the Philippines for the academic year 2024–2025 were selected through purposive sampling. To measure the impact of the intervention, pre-tests and post-tests were administered to assess students' performance before and after the implementation of creative writing prompts. The research instruments, including assessment tests, instructional materials, and evaluation checklists, were rigorously validated by subject matter experts and educational professionals to ensure content validity, relevance, and reliability. This methodological approach established a structured and credible framework for examining the influence of creative writing prompts on students' narrative development, creativity, and written expression. The results of the study revealed that 75% of the respondents were aged 17–18 years, with 52.5% identifying as female. In terms of writing performance, the pre-test yielded a mean score of 9.82 with a standard deviation of 2.725, indicating the students' initial level of proficiency in fiction writing. After the implementation of creative writing prompts, the post-test results showed a significant improvement, with a higher mean score of 17.12 and a lower standard deviation of 2.322, suggesting both notable progress and increased consistency in performance. A z-test analysis yielded a z-value of 12.86674 and a p-value of 0.00001, which is significantly below the alpha level of 0.05. These findings indicate a statistically significant difference between the pre-test and post-test scores, thereby leading to the rejection of the null hypothesis. Consequently, the study confirms that the integration of creative writing prompts had a significant and positive effect on the fiction writing abilities of Grade 12 HUMSS students. This study provides validated evidence of the effectiveness of creative writing prompts in improving students' fiction writing skills. The findings demonstrated a significant enhancement in writing performance following the use of structured prompts, affirming their value as an instructional tool in creative writing pedagogy. Nevertheless, students continued to encounter challenges in key areas such as content development, organization, writing conventions, characterization, language use, and stylistic expression. In response to these findings, the researchers recommend the continued integration of creative writing prompts into the curriculum, complemented by varied and scaffolded writing activities. These activities should specifically address areas of difficulty, foster deeper engagement, and support the refinement of students' narrative techniques. Through sustained practice and targeted instruction, students can further strengthen their creative writing abilities, building greater confidence and fluency in written expression.

Keywords: creative writing prompts, fiction writing, narrative development, humss students, writing performance, pedagogical tools, quasi-experimental research, student engagement, writing instruction, grade 12

**EFFECTIVENESS OF DFC IN ENHANCING BASKETBALL BASIC SKILLS OF
GRADE-11 HUMSS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Irish Antonette Parena, Rosalyn Balanon, Jonil Andrie Sorrrera,
Nicky Laoreno, Jonah Alliah Duruin, Abraham Muyrong II

Abstract

This study investigates the effectiveness of Digital Flip Charts (DFCs) as a modern instructional tool for enhancing the basketball skills of Grade 11 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. With the growing integration of technology in education, the research aims to evaluate how multimedia-rich and interactive platforms like DFCs influence student engagement, motivation, and performance in physical education. Focusing on the core fundamentals of basketball, passing, dribbling, shooting, and rebounding, the study examines whether incorporating DFCs into sports instruction promotes a more dynamic, learner-centered, and effective approach to skill development compared to traditional teaching methods. This study adopts a descriptive, quasi-experimental research design to evaluate the effectiveness of Digital Flip Charts (DFCs) in enhancing the basketball skills of Grade 11 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. The intervention's impact was determined by comparing students' pre-test and post-test scores in four key basketball fundamentals: passing, dribbling, shooting, and rebounding. A purposive sample of 48 students was selected based on availability and compliance with the study's criteria. Data was gathered through face-to-face surveys and direct observation of skill performance. Statistical tools including frequency distribution, percentage analysis, ranking, and Likert scale interpretation, were used to analyze the results, with the Statistical Package for the Social Sciences (SPSS) employed to process the data and generate insights into the effectiveness of DFCs in fostering skill development and engagement in physical education. The demographic profile revealed that most respondents were 18 years old and below, with a slightly higher proportion of female students than male, and the majority being regular enrollees in the HUMSS strand. Pre-intervention assessments indicated limited proficiency in core basketball skills particularly in passing, dribbling, shooting, and rebounding. After the intervention, post-test results demonstrated significant improvements in all skill areas, with the most notable gains in the previously weakest competencies. These findings highlight the effectiveness of Digital Flip Charts (DFCs) as a pedagogical tool for promoting individualized, skill-focused learning. By integrating interactive and visually engaging content, DFCs were shown to enhance student engagement and facilitate the mastery of fundamental basketball techniques, reinforcing their value in technology-enhanced physical education instruction. The study also identified key challenges in traditional physical education instruction, including low student engagement and the limited effectiveness of static, often unclear visual aids in conventional flip charts. These shortcomings were found to impede students' comprehension, interest, and overall skill development. To address these issues, the researchers recommend the integration of interactive, technology-enhanced instructional materials such as Digital Flip Charts (DFCs), to create a more dynamic and learner-centered environment. With their multimedia capabilities, DFCs provide clearer demonstrations and sustain student attention more effectively. The study further emphasizes the essential role of school administrators in institutionalizing the use of digital tools by embedding them into the physical education curriculum. Administrative support is crucial for advancing innovative teaching practices, enhancing student engagement, and improving overall performance.

Keywords: digital flip charts (dfc), basketball skills, technology-enhanced instruction, physical education, humss students, interactive learning, multimedia teaching tools, student engagement, skill development, quasi-experimental design

**EFFECTIVENESS OF DIGITAL FLIPBOOK IN TEACHING
CVC LESSON TO GRADE 1 PUPILS**

Angel Joy Purawan, Precious Acosta, Rizza Mae Bartolome, Daina May Jasareno,
Gemma Peñeda, Abraham Muyrong II

Abstract

This study examined the effectiveness of a digital flipbook as a technology-enhanced instructional tool for teaching sound recognition to Grade 1 pupils at Southville 8 Elementary School. The digital flipbook was designed to provide an immersive and interactive learning experience, significantly improving learners' retention, comprehension, and engagement. Featuring multimedia components such as animated visuals, audio cues, and interactive elements, the tool aligned well with the cognitive preferences of today's digitally inclined learners. Anchored in Allan Paivio's Dual Coding Theory, which highlights the cognitive benefits of integrating verbal and visual information, the study affirms that interactive imagery fosters deeper learning than text alone. Results showed that incorporating digital flipbooks into classroom instruction notably enhanced students' vocabulary acquisition and conceptual understanding, underscoring the potential of such tools to revolutionize early childhood education through engaging, learner-centered approaches. The study employed a causal-comparative research design to assess the effectiveness of a digital flipbook in enhancing sound recognition among Grade 1 pupils. Respondents were selected from Southville 8 Elementary School in Rodriguez, Rizal, based on their alignment with the study's objectives. Data collection involved a structured survey questionnaire, and a 10-item modified standardized pre-test and post-test. These instruments were developed and validated with the guidance of a research adviser to ensure content validity, clarity, and alignment with relevant learning competencies. The data were analyzed using appropriate statistical methods, including frequency and percentage distribution, ranking, weighted mean, Likert scale interpretation, and a Z-test to determine the significance of differences between pre-test and post-test scores. These analyses provided a quantitative basis for evaluating the impact of the digital flipbook on pupils' learning outcomes. The findings revealed that the use of the digital flipbook significantly enhanced students' retention, comprehension, and overall learning. Statistical analysis indicated a highly significant difference between the pre-test and post-test scores ($p\text{-value} < .00001$) across Grade 1 sections Daisy, Orchid, Rose, and Santan, affirming the effectiveness of the digital flipbook as an instructional tool. In light of these results, it is recommended that the visual appeal of the flipbook be further improved, particularly through the enhancement of images and the incorporation of more vibrant colors, to optimize student engagement and sustain interest throughout the learning process. The study underscores the effectiveness of digital flipbooks in advancing the goals of early childhood education while aligning with the digital preferences of today's young learners. These tools not only strengthen visual intelligence and stimulate curiosity but also promote creativity and deepen learner engagement. To maximize their potential, it is recommended that digital flipbooks be utilized in teaching foundational language skills such as phonics and grammar, supported by interactive teaching strategies and enriched multimedia content. Incorporating digital flipbooks into class discussions can also enhance student participation and information retention. Collectively, these approaches foster a more dynamic, enjoyable, and impactful learning experience for early grade learners.

Keywords: digital flipbook, early childhood education, sound recognition, multimedia learning, interactive instruction, student engagement, foundational language skills, phonics, grammar, visual intelligence, retention

**EFFECTIVENESS OF DIGITAL STORYBOOKS IN ENHANCING THE
READING COMPREHENSION OF GRADE 3 PUPILS IN
SAN BARTOLOME ELEMENTARY SCHOOL**

Micole Obina, Mary Rose Ambay, Vera Mae Reyes, Elen Joy Salvacion,
Christine Joy Yap, Justine Lyn Fernandez

Abstract

This study aimed to evaluate the effectiveness of digital storybooks in enhancing the reading comprehension skills of Grade 3 pupils. By incorporating multimedia elements such as audio narration, animations, and interactive features, digital storybooks provide a dynamic and engaging learning environment. The research focused on determining whether these technology-enhanced tools significantly improve students' comprehension abilities compared to traditional print-based reading materials. This study employed a quasi-experimental research design with a quantitative approach to evaluate the effectiveness of digital storybooks in enhancing reading comprehension among Grade 3 pupils at San Bartolome Elementary School. A total of 210 pupils were purposively selected based on predetermined criteria aligned with the study's objectives. To assess changes in reading comprehension, researcher-developed pre-tests and post-tests were administered before and after the intervention. These assessment tools were specifically designed to measure pupils' comprehension abilities and to evaluate the impact of digital storybook-based instruction. The findings revealed that the majority of respondents were between 8 and 9 years old, with females comprising a slight majority (50.48%). The integration of digital storybooks was found to be effective in enhancing the reading comprehension skills of Grade 3 pupils, particularly in applying background knowledge to understand narrative structures, as reflected in a grand mean score of 3.43. Students reported high levels of engagement and enthusiasm, largely attributed to interactive multimedia features such as vivid illustrations, sound effects, narration, animated transitions, and synchronized read-along capabilities. These features not only enriched the reading experience but also facilitated character identification and deeper text comprehension, resulting in a grand weighted mean of 3.50. Moreover, improvements in learning retention were observed. Pupils demonstrated the ability to recall key story elements, including main ideas, characters, and plot points, supported by a grand weighted mean of 3.45. Visual aids, especially illustrations, played a critical role in reinforcing comprehension and memory. This was further evidenced by students' active participation in retelling stories, explaining plot developments, and engaging in group discussions. Despite these positive outcomes, 15.43% of pupils reported difficulties navigating complex user interfaces, indicating the need for more age-appropriate and user-friendly digital platforms. Quantitative results from the administered pre-tests and post-tests confirmed the impact of the intervention. The mean pre-test score of 9.20 significantly increased to a post-test mean of 13.26. Statistical analysis yielded a z-value of 9.764, exceeding the critical value of 1.960, thus rejecting the null hypothesis. This indicates that the improvement in reading comprehension was statistically significant. Overall, the results affirm that digital storybooks substantially enhance the reading comprehension and learning outcomes of Grade 3 pupils. The findings of the study strongly affirm the effectiveness of digital storybooks as instructional tools in enhancing the reading comprehension skills of Grade 3 pupils. The significant improvements in students' comprehension, engagement, and retention underscore the value of integrating multimedia-rich, interactive storybooks into primary literacy instruction. These tools not only support the development of essential reading skills but also foster a more engaging and meaningful connection with texts, demonstrating their potential to transform traditional reading practices in early education.

Keywords: digital storybooks, reading comprehension, grade 3 pupils, multimedia learning, interactive reading, educational technology, early literacy, student engagement, retention, primary education

**EFFECTIVENESS OF GEOVISION: VALUES IN MOTION IN LEARNING GEOGRAPHY
IN ARLING PANLIPUNAN AMONG GRADE 7 STUDENTS**

Carla Reyes, Maria Christine Joy Concha, Maria Kristina Bacani, Michael Angelo Besas,
Juliana Marie Buan, Cristine Hipolito, Abraham Muyrong II

Abstract

This study aims to evaluate the effectiveness of Geovision, a multimedia-based instructional tool, in teaching Geography under the Araling Panlipunan curriculum to Grade 7 students at San Bartolome High School. The research specifically examines how Geovision, with its integration of values education, enhances students' cognitive processes focusing on multimedia presentation, sensory memory, working memory, and long-term memory. The initiative is driven by the growing need to overcome learning challenges in Geography, particularly in improving student engagement, retention, and understanding of the subject's relevance to their daily lives and the broader society. The study adopted a Quasi-Experimental Research Design, specifically utilizing a Pre-Test and Post-Test methodology to evaluate the effectiveness of Geovision as a multimedia instructional tool in teaching geography. This approach enabled the researchers to measure the improvement in students' comprehension and retention by comparing their performance before and after the intervention. The research was conducted among 100 Grade 7 students from San Bartolome High School in Novaliches, Quezon City. Participants were selected using a Cluster Sampling Technique, ensuring that each student had an equal opportunity to be included in the sample, thereby enhancing the reliability and representativeness of the findings. The research revealed that Geovision is a highly effective multimedia learning tool for teaching geography in the Araling Panlipunan subject among Grade 7 students. The study demonstrated a significant improvement in students' comprehension and retention of geographical concepts, as evidenced by the marked difference between pre-test and post-test scores. Learning Impact: Geovision's multimedia presentations were rated as Effective (Mean = 3.30) in simplifying complex geography topics and fostering a better understanding of the subject matter. Sensory Memory: The tool's visual components were rated Highly Effective (Mean = 3.37) in capturing students' attention and stimulating interest, which encouraged deeper engagement with geographic themes. Working Memory: The integration of audio and visual stimuli was considered Highly Effective (Mean = 3.37) in enhancing students' ability to recall specific geographic elements, demonstrating the tool's ability to support active processing of information. Long-Term Memory: Geovision was rated Highly Effective (Mean = 3.41) in reinforcing long-term memory retention and promoting a positive attitude toward geography. It contributed to meaningful learning experiences that extended beyond academic content, fostering personal growth and lifelong interest in the subject. The results of the study reinforce existing literature on the effectiveness of multimedia learning tools in enhancing student engagement and comprehension. Geovision, through its strategic integration of visual and auditory elements along with value-laden content, significantly improved students' grasp of geographic concepts. This outcome aligns with Mayer's Cognitive Theory of Multimedia Learning, which posits that learners comprehend and retain information more effectively when it is presented through multiple modalities. By stimulating both the visual and auditory channels of sensory memory, Geovision facilitates deeper cognitive processing, supports working memory, and enhances the transfer of knowledge to long-term memory. Overall, the use of Geovision demonstrates that multimedia-based instruction can foster more meaningful, lasting learning experiences in Araling Panlipunan.

Keywords: geovision, multimedia learning tool, araling panlipunan, grade 7 students, geography education, sensory memory, working memory, long-term memory, value integration, san bartolome high school, multimedia learning theory, student engagement, cognitive

**EFFECTIVENESS OF PALAPI IN PROMOTING LARONG PINOY AMONG 2ND YEAR
BPED STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES**

John Celie Dela Trinidad, Jayvee Agustin, Charline Cate Naldo,
Benjamin Sandoy, Marivic Yu, Abraham Muyrong II

Abstract

Larong Pinoy, the treasured traditional games of the Philippines, are increasingly being overlooked due to the growing dominance of digital entertainment, limited access to open play spaces, and evolving lifestyle preferences that prioritize modern recreational activities. This gradual decline endangers the transmission of cultural values and traditions to younger generations, posing a significant threat to the preservation of Filipino heritage. Guided by the Culture-as-a-Contributor-to-Development framework, this study emphasizes the need to revitalize traditional games as a tool for strengthening cultural identity, promoting social interaction, and supporting the holistic development of Filipino youth. This quasi-experimental study engaged 50 second-year Bachelor of Physical Education (BPED) students from Bestlink College of the Philippines, selected through quota sampling. Data were gathered through structured surveys and pre- and post-tests to assess the effectiveness of the PALAPI program in improving students' knowledge and active participation in Larong Pinoy. The majority of participants, aged 20 to 22, were male and actively involved in athletic activities. The study identified several key barriers to participation in traditional games, including limited access to suitable play areas, academic time constraints, and a prevailing preference for digital forms of entertainment. The findings demonstrate that the PALAPI program effectively improved students' understanding, participation, and appreciation of traditional Filipino games. Post-test results revealed significant gains over pre-test scores, with the Wilcoxon Signed-Rank Test producing a Z-value of -6.04, indicating a statistically meaningful impact. The program's perceived effectiveness was reflected in mean ratings of 3.51 ("Agree") for developmental outcomes, 3.67 ("Agree") for sustainability, and 3.54 ("Agree") for socio-economic benefits. These improvements were notably observed in areas such as social skill enhancement, cultural preservation, and fostering community engagement. Nonetheless, challenges arose during implementation, including concerns regarding injury risks and limited student interaction with the educational materials. The PALAPI program proved to be an effective educational resource that significantly enhanced students' understanding, engagement, and appreciation of traditional Filipino games. Beyond fostering cultural pride, the program also contributed to the development of social skills, critical thinking, and physical fitness among participants. To sustain these positive outcomes, it is recommended that schools implement portable play areas, upgrade learning materials to better capture student interest, enforce comprehensive safety protocols, and promote active student involvement. Parental encouragement is likewise vital to reinforce the cultural and health benefits of these traditional games. Future studies should explore the integration of digital instructional materials to further improve accessibility and learning effectiveness.

Keywords: palapi program, traditional filipino games, larong pinoy, cultural preservation, student engagement, social skills development, physical fitness, educational materials, safety protocols, digital learning tools

EFFECTIVENESS OF PARASOL IN TEACHING SINGULAR AND PLURAL NOUNS

Annie May Concepcion, Genesis Lopez, Kelsey Ann Manset, Grace Anne Joy Medenilla,
Clarissa Villanueva, Justine Lyn Fernandez

Abstract

This study investigates the effectiveness of the Parasol strategy in teaching singular and plural nouns to second-grade pupils at San Bartolome Elementary School. A total of 45 pupils participated, with 20 from Section Saging and 25 from Section Mangga. The researchers utilize pre-tests and post-tests to assess vocabulary acquisition and sentence construction skills. The primary aim is to evaluate how effectively the Parasol method supports the learning of singular and plural nouns while enhancing students' vocabulary and grammatical usage. This study seeks to provide insight into the pedagogical impact of using Parasol as a teaching tool for improving foundational grammar skills among young learners. This study adopts a causal-comparative research design. Forty-five students from San Bartolome Elementary School are selected through random sampling. To collect the necessary data, the researchers administer both a pre-test and a post-test focused on vocabulary and sentence construction. Data are analyzed using statistical tools, including percentage, weighted mean, and Z-test, to determine the effectiveness of the Parasol teaching strategy. The results indicate that 53% of the respondents were aged 9 to 10 years, and 58% were female. Among the vocabulary items, Vocabulary No. 2 obtained the highest weighted mean of 3.8 during both the pre-test and post-test, while Vocabulary No. 3 had the lowest at 3.6. In sentence construction, Vocabulary No. 1 achieved the highest mean at 3.53, while again, Vocabulary No. 3 showed the lowest at 3.6. These findings highlight that integrating vocabulary and sentence construction activities proved beneficial for student understanding. The significant improvement in post-test scores suggests that the use of engaging and structured instructional materials such as the Parasol strategy effectively supports academic achievement in language learning. In conclusion, the use of the Parasol teaching strategy has been found effective in improving the vocabulary and sentence construction abilities of second-grade learners. This method promotes not only stronger reading and grammar skills but also cultivates a foundation for lifelong learning and intellectual development. Addressing individual learning difficulties through this strategy supports more meaningful learning experiences and better retention of concepts related to grammar and vocabulary.

Keywords: parasol strategy, singular nouns, plural nouns, vocabulary, sentence construction, second-grade pupils, language learning, grammar instruction

EFFECTIVENESS OF PHILTRIPS FACEBOOK REELS IN DEVELOPING GEOGRAPHIC SKILLS IN ARLING PANLIPUNAN OF SELECTED GRADE 6 PUPILS

Niah Janina Domingo, Liede Julie Bautista, Kristine Eraya, Alyssa Gupalao,
Angelica Christine Romero, Abraham Muyrong II

Abstract

Geographic literacy is a vital component of education, helping students better understand and appreciate the world around them. However, traditional teaching methods may not sufficiently engage the current generation of learners. Short-form internet videos, such as Facebook Reels, have emerged as effective tools for enhancing student engagement and promoting deeper understanding of subject matter. According to John Sweller, effective learning requires instructional materials to be simple, well-structured, and presented in a way that prioritizes essential information. This study investigates the effectiveness of PhilTrips Facebook Reels in developing the geographic skills of selected Grade 6 pupils in San Bartolome Elementary School, with the aim of improving instructional approaches in Araling Panlipunan. This study employs a quasi-experimental research design involving purposively selected Grade 6 pupils from San Bartolome Elementary School in Quezon City. Data collection tools include a 25-item pre-test and post-test, as well as a perception survey. All test items were reviewed by the research adviser to ensure validity. The data were analyzed using frequency and percentage to determine changes in performance and student perceptions of the intervention. Results show a significant improvement in post-test scores compared to pre-test scores among the 48 participating pupils, indicating the effectiveness of PhilTrips Facebook Reels in enhancing geographic skills. Survey responses also support these findings, with students rating the reels as highly effective in improving language proficiency, cultural awareness, and topographic understanding. Despite these positive outcomes, respondents cited challenges such as limited internet connectivity, misinterpretation of content, and occasional distractions during viewing. The findings suggest that short-form educational videos like PhilTrips Facebook Reels are effective tools for developing geographic competencies among elementary learners. The visual and interactive format of the reels contributed to improved understanding of landforms, cultural diversity, and subject-related vocabulary. Nonetheless, limitations such as unstable internet access, unclear content structure, and reduced student focus were identified. To address these issues, it is recommended that schools provide offline access to materials, ensure clarity in video content, and implement guided classroom activities to enhance engagement and learning outcomes.

Keywords: philtrips, facebook reels, geographic skills, araling panlipunan, grade 6 pupils, educational technology, short-form videos, cultural awareness, topographic understanding, instructional strategy

**EFFECTIVENESS OF POP-UP BOOKS IN STORYTELLING TO IMPROVE
VISUAL LITERACY OF SELECTED GRADE 6 PUPILS**

Sheila Mae Bagting, Sheila Mae Abayon, Liezl Mahinay, Merry Grace Sabularse,
Julie Mae Toquero, Abraham Muyrong II

Abstract

Student boredom and lack of engagement remain persistent challenges in storytelling activities within the classroom. Pop-up books, as interactive learning materials, have shown potential in stimulating imagination, enhancing comprehension, and promoting aesthetic appreciation. According to Ma and Wei (2020), the functionality of pop-up books enhances creative thinking, understanding, and interactive learning experiences. However, without proper guidance, their educational impact may be limited. This study investigates whether there is a significant difference between the pre-test and post-test results in visual literacy through the use of pop-up books among selected Grade 6 pupils of Maligaya Elementary School in Novaliches, Quezon City, aiming to determine the effectiveness of this approach in improving visual literacy skills. A causal-comparative research design is employed to explore the relationship between storytelling using pop-up books and the development of visual literacy skills. The study involves purposively selected Grade 6 students from Maligaya Elementary School. A 20-item researcher-made test, developed based on a review of related literature, serves as the primary instrument. Data are analyzed using the Z-test, as recommended by Agresti and Finlay (2020), to determine whether there is a statistically significant difference in the performance of students before and after the implementation of the intervention. The findings reveal that the use of pop-up books in storytelling significantly improved student engagement in terms of class participation, group activities, and communication skills. A substantial difference between pre-test and post-test scores was recorded, with a p-value of $<.00001$, indicating that the pop-up book intervention had a strong effect on the visual literacy development of students from sections Rizal and Jacinto. Based on these results, the use of pop-up books is recommended as an effective tool for enhancing participation and comprehension in storytelling sessions. This study highlights the value of pop-up books as an interactive educational tool that fosters creativity, imagination, and the ability to interpret visual images through elements such as depth, perspective, and composition. As supported by Ariyani and Setyowati (2021), pop-up books should also contain moral lessons or positive messages to further enrich the learning experience. Overall, the study affirms that pop-up books can significantly enhance visual literacy and communication skills in storytelling, especially when integrated effectively into classroom instruction.

Keywords: pop-up books, storytelling, visual literacy, grade 6 pupils, interactive learning, english education, student engagement, causal-comparative design, class participation, communication skills

**EFFECTIVENESS OF SML IN IMPROVING KNOWLEDGE IN BASKETBALL
SKILLS AMONG 1ST YEAR FEMALE BPED STUDENTS IN
BESTLINK COLLEGE OF THE PHILIPPINES**

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Ericka Vicente, Abraham Muyrong II

Abstract

Scan Me and Learn (SML) is an innovative instructional material that utilizes QR codes and interactive technologies to enhance the learning experience. This study explores the effectiveness of the SML approach in improving basketball knowledge and skills among first-year female BPED students at Bestlink College of the Philippines. By comparing the performance of an experimental group using SML with a control group exposed to traditional teaching methods, the study aims to determine the impact of technology-enhanced learning in physical education, particularly in developing foundational basketball competencies. A quasi-experimental research design is employed, involving thirty first-year female BPED students. Participants are divided into control and experimental groups. The study uses pretest and post-test measures to evaluate knowledge and performance in basketball, focusing on skills such as dribbling, passing, and understanding of game rules. Data are gathered using structured tools and analyzed through statistical measures, including mean scores, standard deviation, and Z-test values, to assess significant differences in learning outcomes. The majority of respondents are aged 18 to 19, with 70% reporting no prior experience in basketball. Among the SML components, Arcademics posting received the highest effectiveness rating ($\bar{x} = 2.57$), while facilities scored the lowest ($\bar{x} = 1.63$). The most improved area was understanding game rules ($\bar{x} = 3.30$), with dribbling showing the least improvement ($\bar{x} = 2.63$). Pretest analysis yielded a p-value of 0.046, indicating significant deviation, while the post-test p-value of 0.075 approached a normal distribution. Mean scores increased notably from pretest ($M = 12.50$, $SD = 3.90$) to post-test ($M = 17.63$, $SD = 5.32$), with a significant performance difference ($Z = -4.80$, $p = 0.00$). However, 36% of students reported misunderstandings while using SML, highlighting areas for refinement in the implementation process. The study concludes that the SML strategy is an effective tool in enhancing basketball knowledge and skills among first-year female BPED students. Significant post-test improvements in dribbling, passing, and rule comprehension affirm the instructional value of SML. Despite challenges such as technological barriers and occasional learner confusion, the findings underscore the importance of integrating creative, technology-based methods into physical education. The success of SML suggests promising potential for broader application across various sports and instructional settings, contributing to more engaging and effective learning experiences.

Keywords: scan me and learn, basketball skills, visual learning, qr code education, bped students, physical education, sports instruction, interactive learning, technology-based teaching, quasi-experimental design

**EFFECTIVENESS OF TEACHING LITERATURE USING AUDIO-VISUAL AID TO
SENIOR HIGH SCHOOL STUDENTS UNDER HUMANITIES AND
SOCIAL SCIENCE STRAND (HUMSS)**

Hezil Joy Cinco, Myline Del Mundo, Arabella Riego, Rhea Joy Manuel, Dr. Romeo Fernandez

Abstract

Teachers continuously explore varied instructional strategies to improve student engagement and comprehension, particularly in literature. In today's digital age, students are highly exposed to technology, prompting educators to integrate tech-based tools such as audio-visual aids into classroom instruction. While these tools often receive positive feedback for enhancing learning outcomes, they may also pose challenges when not properly implemented. This study investigates the effectiveness of using audio-visual materials in teaching literature, specifically poetry, to senior high school students under the Humanities and Social Sciences (HUMSS) strand. A quasi-experimental research design is employed to assess the effectiveness of audio-visual aids. The study involves a selected group of HUMSS students, with data gathered through pre-tests, post-tests, and surveys. Statistical tools such as frequency, percentage, weighted mean, standard deviation, and t-test are used to interpret the results and measure the impact of the intervention. The demographic profile shows that the majority of respondents are aged 18 to 20, with a slight majority being female (52%). Findings reveal that students responded positively to the use of audio-visual aids in learning poetry, with a composite weighted mean of 4.11. These materials enhanced comprehension by facilitating quicker information processing and simplifying complex ideas. However, a neutral mean score of 3.36 regarding limitations indicates that students still value physical and collaborative learning experiences. A notable improvement is observed from pre-test ($M = 4.12$) to post-test ($M = 6.18$), supported by a t-statistic of 2.01 and a p-value of 7.90, affirming the significant impact of audio-visual materials on learning outcomes. Despite minor challenges such as technical difficulties and occasional visual comprehension issues, the study concludes that audio-visual aids substantially improve student engagement and understanding of poetry. These materials make abstract literary concepts more tangible and enjoyable for students. The findings suggest the importance of enhancing the design and delivery of audio-visual content to accommodate diverse learning preferences and further enrich the literature learning experience.

Keywords: audio-visual aids, literature teaching, poetry, humss students, technology integration, comprehension, learning engagement, quasi-experimental design, senior high school, educational technology

**EFFECTIVENESS OF TIME-MANAGEMENT TO THE PRODUCTIVITY OF WORKING
GRADE 12 HUMANITIES AND SOCIAL SCIENCE STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Melissa Santos, Mike Justine Bello, Marinel Bueve, John Carl Fuentes,
Mary Rose Morta, Ronald Rapsing, Christopher Azares

Abstract

Time management is a critical skill that enables individuals to effectively balance responsibilities across different areas of life. Guided by the Eisenhower Decision Matrix Theory, which categorizes tasks based on urgency and importance, this study aims to assess the effectiveness of time management in enhancing the productivity of working Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. The study seeks to determine how time management practices influence academic performance, study-work balance, and goal setting among student-workers. This research adopts a descriptive method and uses a survey questionnaire as the primary data collection tool. Thirty working Grade 12 HUMSS students were selected through purposive sampling. The questionnaire underwent expert validation and focused on assessing time management effectiveness in terms of academic performance, ability to balance work and study, goal-setting skills, techniques applied by students, and challenges encountered in managing time. Findings reveal that time management is perceived as very effective in improving students' academic performance, facilitating goal setting, and achieving a balance between academic responsibilities and part-time work. Despite these positive outcomes, respondents reported facing various challenges, including difficulty in maintaining consistent schedules and managing overlapping commitments. The study concludes that time management strategies significantly contribute to the productivity and satisfaction of working students. However, obstacles in consistent implementation remain. To address these issues, the researchers propose an action plan aimed at enhancing students' time management capabilities. The plan includes structured support strategies to further strengthen the academic success and well-being of working students at Bestlink College of the Philippines.

Keywords: time management, productivity, working students, academic performance, study-work balance, goal setting, humss, bestlink college, eisenhower matrix, student satisfaction

**EFFECTIVENESS OF VVC IN ENHANCING BASIC SKILLS OF 2ND YEAR
BPED STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Glenn Albiso, Cedrick Paul Lubaton, Rachelle Ann Barte, Rian Lyndley Pellas,
Mark Paul Espuerta, Ranillo Jr Villa, Abraham Muyrong II

Abstract

Volleyball, originally invented by William G. Morgan in 1895, has evolved into a widely appreciated team sport that is now a core component of physical education programs worldwide. Modern teaching techniques, such as the use of video-based instruction, have significantly enhanced the delivery of essential volleyball skills including passing, digging, and spiking. These visual tools allow students to observe, analyze, and refine their techniques through demonstrations and slow-motion replays, offering a dynamic learning experience that supports deeper understanding beyond traditional teaching methods. This study employs a descriptive research design to assess the effectiveness of Video-Based Volleyball Clips (VVC) in improving the basic volleyball skills of second-year BPED students at Bestlink College of the Philippines. The research emphasizes both the advantages and challenges of video-based instruction. While these tools support student engagement and self-paced learning, potential drawbacks such as passive viewing habits and technical issues including poor video quality and internet connectivity are also taken into account. Findings indicate that VVC is an effective instructional tool for enhancing the performance of students in fundamental volleyball skills. Students benefited from the ability to review demonstrations repeatedly, allowing for a more thorough breakdown of complex movements and techniques. The use of video as a learning medium enabled learners to visualize proper form, timing, and strategy, which contributed to improved execution of volleyball techniques. Despite challenges, the majority of students reported a heightened sense of understanding and skill development through the integration of video instruction. The study concludes that video-based instruction, specifically through VVC, fosters a more inclusive and engaging learning environment for BPED students. By allowing learners to study at their own pace and revisit content as needed, the method accommodates diverse learning styles and enhances individual performance. Moreover, incorporating self-recorded and peer-reviewed performances into the learning process promotes active participation, critical thinking, and continuous skill refinement. VVC proves to be a valuable pedagogical tool in physical education, particularly for sports instruction requiring visual and kinesthetic learning.

Keywords: video-based instruction, volleyball skills, bped students, physical education, vvc, sports pedagogy, skill development, self-paced learning, visual learning, teaching strategies

**EFFECTIVENESS OF ZIV IN IMPROVING PHYSICAL HEALTH OF 2ND YEAR
BPED STUDENTS IN BESLINK COLLEGE OF THE PHILIPPINES**

Rich Niel Hanz Abacaro, Loyze Andrea Villegas, Orazza Alizza Mae,
Estrella John Warlo, George Chavez, Abraham Muyrong II

Abstract

Zumba is a dynamic fitness program that combines Latin-inspired dance routines with high-energy aerobic exercise. This study aims to investigate the effectiveness of a Zumba Instructional Video (ZIV) in improving the physical health of second-year BPED students at Bestlink College of the Philippines. It considers variables such as age, sex, medical condition, body composition, cardiovascular endurance, coordination, flexibility, and muscular endurance. The study employs a quasi-experimental research design. A total of 40 second-year BPED students from three different sections served as participants. Data was gathered before and after the intervention to measure changes in physical health indicators. The majority of respondents were female and aged 18 to 20 years. Thirty-four participants reported having no medical conditions. In terms of body composition, 53% were within the normal BMI range. Regarding cardiovascular endurance, 39% of male respondents and 45% of female respondents exhibited good to very good recovery heart rates. Coordination levels were fair among 45% of the participants, while 63% demonstrated good flexibility. Additionally, 50% of respondents achieved an excellent level of muscular endurance. For the extent of effectiveness, the level of agreement was “Agree” in terms of autonomy and relatedness and “Strongly Agree” for competence. The pre-test mean score was 46.36, which increased to 49.12 in the post-test, indicating a notable improvement in physical health. The computed Z-value of -4.61 and a p-value of 0.00 confirm that the difference between pre- and post-test scores is statistically significant. Common challenges reported during the intervention included dehydration, muscle spasms, restlessness, difficulty in breathing, and energy loss. Overall, the findings validate the effectiveness of ZIV in enhancing the physical health of the participants. The results indicate that the Zumba Instructional Video had a positive impact on improving physical health outcomes among second-year BPED students. The researchers recommend that participants with medical conditions seek medical advice to ensure Zumba is suitable for their health status. Additionally, regular participation in Zumba may help minimize physical challenges encountered during the sessions.

Keywords: zumba instructional video, physical health, self-determination, autonomy, competence, bped students

**EFFECTS OF COMPLEX VOCABULARY WORDS BY GRADE 11 HUMANITIES AND
SOCIAL SCIENCES STUDENTS TO THEIR ACADEMIC PERFORMANCE**

Chloe Oliquiano, Mark Rosevelt Peña, Chrisllan Artista, Maria Grace Concepcion Peñaloga,
Daniela Mae Samaco, Jhustine Coure Balatico, Rica Mae Berja

Abstract

This study investigates the challenges posed by complex English vocabulary on the academic performance of Grade 11 Humanities and Social Sciences (HUMSS) students. As English vocabulary continues to expand in academic and everyday contexts, many students struggle with comprehension, communication, and retention of advanced terms. Several studies emphasize the significant role of vocabulary knowledge in academic success. This research aims to explore the specific difficulties faced by HUMSS students at Bestlink College of the Philippines and to analyze how these affect their academic performance. The study also reviews related literature focused on the influence of vocabulary on comprehension, communication skills, and academic learning. This research utilizes a descriptive-exploratory design. The study involved 132 Grade 11 HUMSS students selected through simple random sampling using the fishbowl method to ensure an unbiased selection process. Data collection was conducted through a validated survey questionnaire, which was administered face-to-face in the classroom. Responses were immediately retrieved after completion to ensure accuracy and minimize data loss. The instrument aimed to assess the effects of complex vocabulary on comprehension, communication, confidence, and other academic performance indicators. Findings revealed that the majority of respondents strongly agreed that complex vocabulary significantly impacts their comprehension, communication, and overall vocabulary use. The weighted mean scores were as follows: comprehension (3.49), communication (3.42), and vocabulary (3.46), all interpreted as "strongly agree." Regarding the academic impact, confidence had a mean of 3.42, academic performance 3.46, and critical thinking skills 3.43, all similarly marked as "strongly agree." The study also identified the common challenges students face in using complex vocabulary, including misunderstanding of context and difficulty in expressing ideas. An action plan was developed based on these findings to support students in improving vocabulary usage and academic performance. The discussion highlights how complex vocabulary can hinder students' comprehension, communication, and critical thinking. The study emphasizes the need for effective vocabulary instruction to help students overcome language barriers in academic settings. It also outlines how vocabulary difficulties influence the students' ability to understand lessons, participate in discussions, and perform in written assessments. Finally, the study presents suggestions and strategies aimed at enhancing vocabulary acquisition and effective language use among HUMSS students.

Keywords: complex vocabulary, academic performance, comprehension, communication, humanities and social sciences, vocabulary development

**EFFECTS OF MAKEUP ON THE SELF-ESTEEM OF THE GRADE 12
HUMANITIES AND SOCIAL SCIENCES STUDENTS**

Mira Faye Ballonado, Rhian Arwen Arangorin, Landz Baricuatro,
Crislyn Flores, April Anne Joy Valen, Christopher Azares

Abstract

Makeup has long played a role in how individuals are perceived within society, often influencing self-presentation and confidence. This study is grounded in Erving Goffman's Self-Presentation Theory (1959), which posits that individuals use verbal and nonverbal cues to shape how they are viewed by others. The study investigates how the use of makeup affects various factors related to self-esteem, including confidence, social interaction, perceived complexity, frequency of makeup use, and common challenges encountered by users. It aims to understand the psychological and social implications of makeup use among Grade 12 Humanities and Social Sciences students. The researchers employed an exploratory research design and utilized cluster sampling to select participants. Data were collected through a structured survey questionnaire administered to 200 Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. The instrument gathered data on makeup usage, its perceived effects on self-esteem, and challenges experienced by respondents. The results indicated that the majority of respondents strongly agreed that wearing makeup positively contributes to self-esteem, particularly in the areas of confidence, social interaction, and perceived complexity. Among various cosmetic products, lipstick was identified as the most commonly used. However, 24.17% of respondents reported experiencing time management issues as a result of their makeup routines. These findings suggest a strong link between makeup use and personal confidence, while also highlighting the practical challenges it may pose. The study recommends using makeup not only as a tool for aesthetic enhancement but also as a means of self-expression and interpersonal connection. Suggestions include experimenting with different looks to explore creativity, applying makeup as a social bonding activity, and establishing a consistent routine to manage time efficiently. An action plan is proposed to further explore the role of makeup in shaping self-esteem and to promote positive self-image practices among students.

Keywords: makeup, self-esteem, self-presentation, confidence, social interaction, personal expression

**EFFECTS OF PEER TEACHING IN ARLING PANLIPUNAN AMONG
STUDENTS OF MALIGAYA HIGH SCHOOL**

Mc Kinley Orjalo, Ma. Carmella Arsua, Jamie Luz Bañaga, Andrea Culdora,
Justine Dave Mingote, Abraham Muyrong II

Abstract

This study aims to examine the effects of peer teaching in Araling Panlipunan among students at Maligaya High School. It focuses on how peer teaching influences various academic aspects such as student achievement, skills development, academic performance, group discussions, cooperative projects, and peer-led tutoring. The study is grounded in the belief that peer teaching strategies can foster deeper engagement and enhance the learning experience within the Araling Panlipunan curriculum. The research utilized descriptive quantitative design. A total of 191 students were selected through stratified sampling to ensure diverse representation. The primary instrument used for data collection was a structured survey questionnaire, which assessed the perceived effectiveness of peer teaching in multiple learning areas. The results demonstrated significant positive effects of peer teaching on student outcomes. Respondents rated the impact of peer teaching on student achievement, skills development, and academic performance with an overall mean of 3.13, interpreted as "Agree." Likewise, specific peer teaching techniques such as group discussions, cooperative projects, and peer-led tutoring received a similar mean score of 3.12. These findings highlight the value of peer-assisted learning in improving student engagement and academic outcomes in Araling Panlipunan. The study concludes that peer teaching is an effective strategy for enhancing student performance and skill development in Araling Panlipunan. The findings support the use of collaborative and student-centered approaches in classroom instruction. By providing empirical evidence on the benefits of peer-led activities, this research underscores the importance of integrating peer teaching into educational practices. It also offers insights for educators and policymakers aiming to create more interactive and supportive learning environments.

Keywords: peer teaching, araling panlipunan, student achievement, collaborative learning, skills development, secondary education, maligaya high school

EFFECTS OF THE WRITE WHEEL ON WRITING SKILLS OF GRADE 5 STUDENTS

Mary Grace Bandiola, Airales Daguplo, Joyce Fermino, Janies Vargas,
Nel Rose Ulbata, Ryan Christopher Villalon

Abstract

This study aims to examine the effects of the "Write Wheel" on the writing skills of Grade 5 students during classroom discussions. Writing is a foundational academic skill that supports the development of grammar, vocabulary, spelling, sentence construction, and persuasiveness. According to Pawliczak et al. (2021), creative writing activities are among the most effective strategies for enhancing writing proficiency. This study focuses on how the "Write Wheel," a tactile and interactive learning tool, contributes to improvements in key areas of writing performance. A quantitative approach using correlational research design was employed. The respondents consisted of 40 Grade 5 students from Urduja Elementary School, selected through purposive sampling. A survey questionnaire served as the main instrument for data collection. The collected data were analyzed using statistical tools, including percentage, ranking, weighted mean, Likert scale, and z-test, to measure the effectiveness of the "Write Wheel" on the targeted writing components. The findings indicated that the "Write Wheel" significantly enhanced writing performance in the areas of grammar, vocabulary, spelling, sentence construction, and persuasiveness. Statistical analysis showed a notable improvement between the pre-test and post-test scores, with a p-value of < 0.00001 , demonstrating a statistically significant impact. These results confirm the effectiveness of the "Write Wheel" in improving students' overall writing abilities. This study supports the Sensory Stimulation Theory, which suggests that learning is more effective when multiple senses are engaged. The "Write Wheel" engages in the sense of touch, thereby improving concentration, motor coordination, and cognitive processing during writing tasks (Kwakye et al., 2021). Both teachers and students benefit from using this tool, as it makes writing more engaging, interactive, and effective. The study recommends integrating the "Write Wheel" into regular classroom instruction, extending its application to other grade levels, and conducting further research to examine its long-term effects on writing proficiency. By adopting innovative tools like the "Write Wheel," educators can foster more dynamic learning environments and contribute to students' academic growth.

Keywords: sensory engagement, cognitive processing, motor coordination, writing skills, enhanced writing performance, creative learning tools

**EFFICACY OF A SAFE LEARNING SPACE ON THE ACADEMIC PERFORMANCE
OF GRADE 11 HUMANITIES AND SOCIAL SCIENCES STUDENTS**

Rochelle Patricio, Erlinda Mae Cabalza, Precious Joy Castañeda,
Ajana Gabuya, Ishna Jhuchell Marang, Christopher Azares

Abstract

Bullying and related issues are among the key hindrances that cause students to feel unsafe and insecure within the school environment. In response, the Department of Education issued Regional Memorandum No. 210, S. 2024, which outlines the implementation of the Safe Spaces Act in Basic Education. This directive promotes learners' well-being, inclusive education, and a positive learning environment. A key approach is fostering respect for individual differences among students. Guided by Abraham Maslow's Hierarchy of Needs, this study examines how fulfilling students' basic needs within a safe space contributes to their academic development. The researchers formulated statements and questions to identify gaps related to safe learning environments and their effect on students' academic performance. This study utilizes an exploratory-quantitative research design to gain insights into the impact of a safe learning space. The respondents consist of Grade 11 Humanities and Social Sciences students. A quota sampling technique was employed to ensure balanced representation and minimize sampling bias. Data was collected through survey questionnaires and analyzed using various statistical tools to determine trends and identify significant factors affecting students' academic experience. The study revealed that the primary hindrances to establishing a safe learning environment were noise (28.6%), judgment (21.8%), peer pressure (21.1%), bullying (15.3%), and indifference (13.1%). These factors significantly influenced students' comfort and ability to focus in class. In response, the researchers formulated an action plan aimed at fostering a safer and more inclusive classroom environment. This plan is intended to help students feel secure and supported, thus encouraging greater academic engagement and participation. The findings demonstrated that the presence or absence of a safe learning environment directly affects student academic performance. The variables identified, noise, judgment, peer pressure, bullying, and indifference, serve as obstacles to student engagement and success. The proposed action plan outlines measures to improve classroom safety and support systems. The researchers recommend that both teachers and students actively participate in promoting a safe and inclusive environment to enhance academic outcomes. Ultimately, the study underscores the importance of cultivating a safe learning space as a foundation for meaningful student involvement in academic activities.

Keywords: safe learning space, safe learning environment, academic performance, student engagement, inclusive education

**EFFICACY OF GRAFOSOFOS BY DEVELOPING WRITING SKILLS IN CAMPUS
JOURNALISM AMONG THIRD-YEAR ENGLISH MAJOR AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Karen Joyce Tolidanes, Joanna Irene Canlas, Felicia Dawn Navales,
Kathlyn Ventocilla, April Jane Vistal, Dr. Romeo Fernandez

Abstract

This study aims to determine the efficacy of GrafoSofos in developing writing skills in campus journalism among third-year English majors at Bestlink College of the Philippines. It focuses on respondents' profiles in terms of age, sex, experience with digital tools, and prior experience in journalism. The utilization of GrafoSofos, an instructional material designed to improve students' writing proficiency, is examined to assess its effectiveness in enhancing journalistic writing skills. The study utilizes a quasi-experimental design. A total of 50 third-year English major students, composed of 10 males and 40 females, were selected as participants. Pre-tests and post-tests were administered to assess the development of writing skills before and after the use of GrafoSofos. The evaluation concentrated on journalistic style, grammar, punctuation, and vocabulary, with scoring based on a structured rubric. The instructional material served as the main intervention between the assessments. Findings revealed a significant improvement in writing performance after the use of GrafoSofos. The post-test results showed a marked increase in scores, with an overall mean of 4.42, which was verbally interpreted as excellent. These results indicate that the instructional tool effectively enhanced the writing skills of third-year English majors, particularly in terms of journalistic clarity, structure, and language usage. The study concludes that effective written communication is essential for academic and professional success. The integration of GrafoSofos demonstrated positive outcomes in improving coherence, creativity, and clarity in student writing. Its interactive features, immediate feedback mechanisms, and content-focused activities contributed to measurable skill development. Based on the findings, the study recommends incorporating GrafoSofos more broadly into the English curriculum to support writing instruction in campus journalism and enhance digital literacy in academic writing contexts.

Keywords: grafosofos, writing skills, campus journalism, digital tools, english majors, instructional material, higher education

**EFFICACY OF TRADI IN TEACHING HOLISTIC HEALTH IN GRADE 11
HUMSS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Romel Ignacio, Michelle Paulaque, Janlyn Galano, Margel Bagacina,
Vivien Balano, Abraham Muyrong II

Abstract

In this modern era, the combination of traditional and digital teaching methods has transformed the effectiveness and efficiency of education, providing learners with essential tools for achieving quality learning. These methods serve as core strategies in enhancing the teaching and learning process. However, while education continues to evolve, addressing mental health remains a significant challenge. According to a 2019 study by Sweeney et al., the stigma surrounding mental health can prevent individuals from seeking the support they need, making it more difficult to attain overall well-being. Implementing holistic approaches, which emphasize the connection between mental and physical health, can be especially challenging when working with individuals who have experienced trauma or long-term mental health issues. Due to its complexity, mental health is often regarded as one of the most difficult aspects to address within a holistic framework. The researchers utilized a purposive sampling technique to select participants, in line with the parameters of a quasi-experimental research design grounded in a quantitative methodology. This study specifically aimed to assess the effectiveness of the TraDi teaching approach in fostering holistic health among fifty (50) Grade 11 senior high school students at Bestlink College of the Philippines. The findings demonstrated that the implementation of the TraDi (Traditional-Digital) instructional material was highly effective in enhancing the holistic development of Grade 11 students. Prior to the intervention, students achieved a mean pre-test score of 12.50. Following the use of the TraDi instructional material, the mean post-test score increased substantially to 22.20. This notable improvement highlights the instructional material's positive impact on students' overall performance. The results provide strong evidence that the TraDi approach significantly contributes to fostering a more comprehensive and effective learning experience. The cultivation of self-care, self-awareness, self-efficacy, and self-directed learning empowers individuals with a greater sense of control over their overall well-being, resulting in improved adherence to healthy behaviors and enhanced learning capacity. The implementation of the TraDi (Traditional-Digital) teaching approach further supported this development by fostering students' awareness of the interconnected nature of human health, encompassing mental, physical, emotional, social, environmental, and spiritual dimensions. This holistic perspective not only enriched their educational experience but also promoted a more comprehensive understanding of personal well-being.

Keywords: tradi approach, holistic learning, self-care, self-awareness, self-efficacy, self-directed learning, student well-being, interconnected health, traditional-digital instruction, health education

**EFFICIENCY OF THE SCHOOL GYMNASIUM FOR PHYSICAL ACTIVITIES AS
PERCEIVED BY GRADE 12 HUMANITIES AND SOCIAL SCIENCES
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Carl Jeff Palmes, Adonis Caraballe, Adonis Caraballe, Brayan Galante,
Jerome Masayon, Shane Nicole Perera, Christopher Azares

Abstract

The school gymnasium serves as a fundamental space for promoting physical activity and cultivating a healthy lifestyle among students. More than just a site for physical education classes, it fosters long-term wellness habits, provides a venue for social interaction, and helps alleviate stress. This study explores the perceptions of Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines regarding the gymnasium's effectiveness in supporting physical activities. It considers several factors influencing student engagement and attitudes toward physical fitness. The findings emphasize the importance of improving gymnasium facilities and developing inclusive programs that encourage greater student participation. According to McBride and Cleland (1998), critical thinking is well-integrated into physical education, where cognitive engagement complements physical movement, highlighting the potential of gymnasiums as spaces for both physical and intellectual development. The researchers adopted a descriptive-exploratory research design and applied a cluster sampling method to gather responses from 200 Grade 12 Humanities and Social Sciences (HUMSS) students. The study aimed to assess how students perceive the effectiveness of the school gymnasium in facilitating physical activities. To collect relevant data, a survey questionnaire was used as the primary research instrument. Findings highlighted the variety of physical activities and school events held in the gymnasium, offering a clearer understanding of its role in promoting student participation and physical development. The findings further illustrate how respondents perceived the efficiency of the school gymnasium in facilitating student participation in physical activities. The aspect of facilities received a weighted mean of 3.36, equipment scored 3.26, and accessibility was rated at 3.38, all of which were interpreted as "strongly agree." The overall weighted mean was 3.34, indicating that the respondents strongly agreed on the gymnasium's effectiveness in supporting physical activity. Moreover, the results highlighted several challenges and issues encountered by the students regarding the use of the gymnasium and their participation in physical activities, suggesting areas in need of improvement. This study examined the perceived efficiency of the school gymnasium in supporting physical activities among Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. Based on the results, it is recommended that the school further promote student engagement in gymnasium-based physical activities. Encouraging regular participation can enhance students' physical well-being, contribute to improved academic performance, and support mental clarity. To maximize these benefits, the institution should invest in upgrading gymnasium facilities, ensuring accessibility, and implementing inclusive, well-structured physical activity programs that cater to the diverse needs of all students.

Keywords: gymnasium efficiency, physical activity, humss students, academic performance, mental clarity, student engagement, school facilities, physical health, bestlink college of the philippines, inclusive programs

**EFFICIENCY OF USING ARTIFICIAL INTELLIGENCE TO ACADEMIC
PERFORMANCE OF GRADE 11 HUMANITIES AND SOCIAL SCIENCES STUDENTS**

Angelica Lobrigo, Jean Rein Babol, Simon Esban, Zedrianne Portuito,
Sheidilyn Walojan, Christopher Azares

Abstract

Gathering relevant and accurate information on a specific topic remains one of the most complex aspects of the learning process. In this context, Artificial Intelligence (AI) has emerged as a transformative tool in the education sector, offering a wide range of benefits and applications. Firuz Komalov's theory on the Multifaceted Impact of Artificial Intelligence in Education emphasizes AI's significant role in enhancing personalized learning, developing intelligent tutoring systems, automating assessments, and fostering teacher-student collaboration. These aspects illustrate the vast potential of AI to elevate the quality and efficiency of education. This study aims to assess the effectiveness of Artificial Intelligence in terms of problem-solving, decision-making, and overall productivity within educational settings. The researchers adopted a quota sampling technique alongside an evaluative-quantitative research design. A validated questionnaire was used as the primary data-gathering tool to collect responses from 133 Grade 11 Humanities and Social Sciences (HUMSS) students. The data were analyzed using various statistical treatments, including frequency and percentage distribution, ranking, and the computation of weighted means. The findings indicate that ChatGPT was the most commonly used AI application among students, with 25.44% (n=99) of respondents reporting its frequent use. The respondents strongly agreed on the effectiveness of Artificial Intelligence in enhancing key academic areas, as reflected in the weighted means: problem-solving (3.32), decision-making (3.34), and productivity (3.23). Despite these positive outcomes, students reported several challenges, including concerns related to safety and security, limited accessibility, and the inconsistent quality of information. To address these issues, the researchers developed a targeted action plan aimed at maximizing the efficiency of Artificial Intelligence by improving safety protocols, expanding access, and ensuring the delivery of high-quality, reliable information. The study concludes that Artificial Intelligence (AI) is highly effective and influential in enhancing students' problem-solving abilities, decision-making processes, and overall productivity. Despite these significant benefits, challenges such as data privacy, security risks, and accessibility issues were also highlighted. To mitigate these concerns, the researchers recommend that students practice responsible digital behavior, particularly in safeguarding their personal information. Furthermore, educational institutions should implement comprehensive programs aimed at promoting the ethical and secure use of AI tools, equipping students with the knowledge and skills necessary for safe and productive engagement with AI technologies.

Keywords: artificial intelligence, personalized learning, problem-solving, decision-making, productivity, chatgpt, education technology, student safety, data privacy, responsible ai use, ethical ai, educational programs

**ENGAGEMENT OF ONSITE ACTIVITIES AND E-LEARNING TO THE ACADEMIC
EXCELLENCE OF SELECTED GRADE 12 HUMANITIES AND SOCIAL SCIENCES
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Leonaida Flores, Butch Areñola, Edcelito Cañete, Jane Reese Rosanes,
Jamaica Samoranos, Rica Mae Berja

Abstract

This study investigates the engagement of onsite activities and e-learning in relation to the academic excellence of selected Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. Traditional learning has been the foundation of education for centuries, offering structured and face-to-face interactions. However, the integration of e-learning has introduced new opportunities for flexible, self-directed, and technology-enhanced instruction. This study aims to assess how both onsite activities and e-learning contribute to academic performance and offers insights beneficial to students, educators, administrators, and future researchers. A correlational research design is utilized to determine the relationship between engagement in onsite and e-learning activities and the academic excellence of students. Purposive sampling is used to select the respondents, who were asked to complete a researcher-developed survey questionnaire. The questionnaire was reviewed and refined with input from the research adviser to ensure content validity. The final instrument focused on students' perceptions of their engagement with both learning modalities and its perceived impact on their academic performance. The findings reveal overwhelmingly positive feedback on e-learning from the respondents. Students reported that e-learning enhanced their academic performance by providing access to advanced study resources, interactive learning tools, and digital content. Additionally, students highlighted the benefits of flexible scheduling, improved time management, and the ability to engage in independent study. These features contributed to greater satisfaction and academic success. The results demonstrate that e-learning significantly improves academic performance among Grade 12 HUMSS students by enhancing learning flexibility, time management, and access to educational resources. While onsite learning fosters engagement through structured interaction, e-learning supplements traditional methods by offering additional support and independence in the learning process. The combination of these two approaches leads to improved educational outcomes and high levels of student satisfaction. The study recommends further integration of digital learning tools alongside traditional instruction to support academic excellence.

Keywords: e-learning, onsite activities, academic excellence, humss students, bestlink college, blended learning, student engagement, time management, independent learning, educational technology

**ENHANCEMENT OF ACADEMIC PERFORMANCE THROUGH YOUTUBE
TUTORIALS AMONG GENERAL ACADEMIC STRAND STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Kristine Mae Rafallo, Chester Louisse Bejer, Adrian Morong, Justine Pabia,
Rhenz Jireh Rosales, Grace Joy Sayo, Rica Mae Berja

Abstract

This study explores the effectiveness of YouTube tutorials in enhancing the academic performance of General Academic Strand (GAS) students at Bestlink College of the Philippines. Drawing on Martina Jordaan's Visual Media Theory, which emphasizes the educational value of visual and interactive content, the study highlights how YouTube serves as an accessible, flexible, and engaging learning tool. It also addresses potential concerns such as overreliance on video content and unequal access to internet connectivity. A descriptive-exploratory research design is employed, using a researcher-made survey administered to 77 randomly selected GAS students. The survey captures students' perceptions of YouTube tutorials in relation to academic performance, practicality, reading comprehension, exam preparation, project execution, and overall study habits. Data are analyzed using descriptive statistics such as mean scores and frequency distribution. Students reported that YouTube tutorials are a highly valuable learning tool, with increased engagement (3.36) and the convenience of on-demand access (3.32) cited as key benefits. These resources were valued for their practicality (3.28), effective use of visual and audio elements to enhance understanding (3.27), and their ability to boost motivation (3.29). They were also found to aid reading comprehension by helping students grasp text structures (3.31) and identify key details (3.29). Academically, tutorials proved effective for exam preparation (3.27), simplifying complex topics, and improving study habits. Project work benefited as well, with tutorials enhancing technical skills and providing step-by-step guidance (3.35). Overall academic performance and time management also showed improvement (3.28). However, challenges were identified, including overreliance on tutorials (80.51%), limited internet access (67.53%), and learning disruptions (62.33%). The study concludes that YouTube tutorials are effective supplemental learning tools that contribute significantly to academic performance. Nevertheless, to maximize their benefits, it is essential to promote critical thinking, ensure reliable access to technology, and guide students in balancing tutorial use with other learning methods. Future research is encouraged to investigate the long-term academic effects of YouTube-based learning and to develop best practices for integrating video tutorials effectively into formal education settings.

Keywords: youtube tutorials, academic performance, visual media theory, general academic strand, digital learning, reading comprehension, project-based learning, student engagement, educational technology, study habits

**ENHANCING READING FLUENCY THROUGH TOUCHTILE
MATERIALS AMONG GRADE 2 LEARNERS**

Khyle Karla Magno, Genesis Llobrera, May Joy Nedroda, Kathlene Paula Rodriguez,
Elyzsa Marie Velasco, Ryan Christopher Villalon

Abstract

This study aims to enhance the reading fluency of Grade 2 learners by integrating innovative, tactile-based instructional strategies. It specifically investigates the use of touch tile materials, interactive learning tools that combine touch and visual engagement, to improve decoding skills, reading speed, accuracy, and comprehension. By promoting a multi-sensory approach to literacy, the research seeks to foster greater interest in reading and support the development of foundational language skills among early learners. The researchers adopted a quantitative approach utilizing a quasi-experimental research design to assess the effectiveness of the intervention. A census sampling method was employed, involving all 37 Grade 2 learners from Silanganan Elementary School as participants. To gather data, the researchers administered a pre-test and post-test alongside a structured survey questionnaire. The collected data were systematically analyzed using various statistical tools, including the mean, weighted mean, percentage, ranking, standard deviation, and z-test. These tools provided a comprehensive understanding of the learners' reading fluency development before and after the intervention. The findings of the study demonstrate that touchtile materials significantly contributed to the improvement of reading fluency among Grade 2 learners. Notable gains were recorded across three key areas: accuracy (mean = 2.97), expression (mean = 2.90), and reading speed (mean = 3.05), all of which received a verbal interpretation of "Agree." A highly significant difference between the pre-test and post-test scores (z -value = 26.29; p -value = .00001) confirmed the effectiveness of the intervention. However, several challenges were identified, including limited vocabulary (17%), distractions during activities (16%), and off-task behaviors such as noise-making or playing (15%). In response, the researchers developed comprehensive guidelines to support the structured and effective use of touchtile materials in the classroom. The study recommends that educators integrate these tools more systematically into reading instruction to further enhance learners' fluency, engagement, and comprehension skills. This study affirms the effectiveness of touchtile materials in enhancing the reading fluency of Grade 2 learners. The integration of these tactile and interactive tools into literacy instruction provides a multi-sensory learning experience that actively engages young students. The findings reveal significant improvements in key areas of fluency, namely accuracy, expression, and reading speed demonstrating that touchtile materials can play a pivotal role in developing foundational reading skills. By making reading activities more stimulating and learner-centered, educators can better support early literacy development and help students achieve essential academic milestones.

Keywords: touchtile materials, reading fluency, grade 2 learners, multi-sensory learning, literacy development, quasi-experimental design, pre-test and post-test, educational innovation, learning engagement, early childhood education.

**ENHANCING VIRTUAL MARKETING SKILLS THROUGH TECHNOLOGY
INTEGRATION IN DEVELOPING LIVELIHOOD PROGRAM
AMONG 4TH YEAR TLE MAJOR**

Daniel Zabala, Victor Joseph Garais, Wilson Fajardo,
Rogel Goze, Jonel Lopez, Abraham Muyrong II

Abstract

This study investigates the impact of technology integration in livelihood education on the enhancement of virtual marketing skills among 4th-year students. It examines students' perceptions, experiences, and academic performance in courses that utilize equipment demonstrations as part of the learning process. Employing a survey research design, the study aims to assess the effectiveness of incorporating technology in developing students' virtual marketing competencies. The research is guided by a set of carefully crafted questions to ensure comprehensive data collection and analysis. Purposive sampling, a non-probability technique, involves selecting participants based on the specific goals of the study and relevant population characteristics. Also referred to as judgmental, selective, or subjective sampling, it differs from convenience sampling by intentionally targeting individuals who can provide meaningful insights related to the research focus. In this study, the researchers purposefully chose fourth-year Technology and Livelihood Education (TLE) majors to ensure the validity and relevance of the data collected. A structured survey questionnaire served as the primary instrument to assess how TLE students enhance their virtual marketing skills through technology integration within livelihood programs. The questionnaire consisted of four sections, including instrument evaluation and statistical data treatment. Employing stratified sampling, 40 students were selected to participate, providing a representative sample that aligns with the study's objectives. The study's findings reveal that a significant number of young entrepreneurs choose to launch their businesses in the marketing sector, which appeals to a broad spectrum of interests. This field is characterized by its unique blend of creative and analytical skills, enabling the development of innovative and impactful marketing strategies that capture audience attention. Technology equips students with essential tools and skills to identify and seize new marketing opportunities. Exposure to diverse technological platforms enhances their entrepreneurial marketing competencies, enabling them to better understand and capitalize on market trends in their future careers. For BTLED students, integrating technology not only builds their knowledge but also sharpens the practical skills necessary for success in their chosen fields. To further strengthen these skills, the researchers recommend incorporating video presentations as an effective instructional method to facilitate technology integration and improve marketing proficiency among BTLED students.

Keywords: technology integration, entrepreneurial marketing skills, btled students, marketing opportunities, video presentations, skill development, technological tools, career preparation

**EVALUATING THE EFFECTIVENESS OF VISUAL AIDS IN TEACHING AS PERCEIVED
BY GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES.**

Jannine Faye Tolentino, Jealyn Osing, John Justine Doinog, Francis Ian Mondia,
John Kristoff Armada, Christopher Azares

Abstract

This study explores the effectiveness of visual aids as an instructional medium for Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. It specifically examines how visual aids contribute to the teaching-learning process in terms of informational clarity and accuracy, relevance to lesson objectives, simplicity and visual design, and their overall ability to engage students and enhance comprehension. The study adopted an exploratory research design and implemented a cluster sampling method to identify participants. A systematically designed questionnaire was distributed to 200 selected Grade 12 students to collect data on their experiences with visual aids, focusing on both their frequency of use and the challenges faced during instruction. The results indicate that PowerPoint presentations were the most effective visual aids for Grade 12 HUMSS students, followed by infographics/posters and graphs/charts. Insights gathered from 200 respondents underscored the value of visual aids in enhancing clarity, engagement, and information retention. Students highlighted the effectiveness of legible text, accurate content, and the use of relevant, relatable examples in facilitating understanding. While many favored clean, minimalist designs with thoughtful color schemes, several concerns were also raised, such as overly small text, low-resolution images, excessive information, and occasional technical difficulties. Despite these challenges, visual aids were broadly recognized as instrumental in improving comprehension, sustaining attention, and promoting active participation. The findings further suggest the importance of tailoring visual materials to learner preferences to foster more meaningful and effective educational experiences. The study affirms that visual aids play a vital role in enhancing students' learning experiences and deepening their understanding of lesson content. To address existing challenges in their implementation, a comprehensive action plan has been proposed. This plan includes seminars on effective content selection, targeted training sessions for improving visual clarity, pre-instructional content validation, and routine technical inspections. It emphasizes a collaborative approach involving teachers, resource speakers, and school administrators to ensure that visual aids are pedagogically sound, visually accessible, and technologically functional. By fostering cooperation and capacity-building among key stakeholders, the proposed plan aims to elevate the overall quality of instruction and enrich the teaching-learning environment through the strategic use of visual materials.

Keywords: visual aids, teaching strategies, student comprehension, classroom learning, action plan, content clarity, technical checks, teacher training, educational tools, stakeholder collaboration, instructional materials.

**EVALUATION OF STUDENT ENGAGEMENT IN DIGITAL PLATFORMS AND THE
LEARNING EXPERIENCE OF GRADE 12 HUMANITIES AND SOCIAL SCIENCES
STUDENT AT BESTLINK COLLEGE OF THE PHILIPPINES**

Nicole Ann Latina, Angel Louise Marcellana, Marah De Chavez, Iahn Manatad,
Reychelle Makiling, Denzz Kylee Adarayan, Rica Mae Berja

Abstract

This study explores the engagement of Grade 12 Humanities and Social Sciences (HUMSS) students with digital platforms such as visual storytelling, online marketplaces, and crowdsourcing. It aims to evaluate how these platforms influence learning experiences by examining behavioral risks and educational outcomes. Notable challenges include the prevalence of misinformation, mental health concerns, and issues related to financial literacy. The study underscores the need to balance digital participation with responsible online behavior, equipping educators with insights to better support students and prepare them for the demands of a digital society. The study adopts a descriptive quantitative design using cluster sampling to select participants from Bestlink College of the Philippines. A structured survey questionnaire served as the primary research instrument to assess student engagement across various digital platforms. The tool measured aspects of learning management, assessment practices, accessibility, and student interaction. The study particularly focused on the significance of creativity-based evaluation systems in enhancing student participation and educational outcomes. The analysis revealed that digital platforms significantly contributed to the students' academic development and access to educational resources. A weighted mean of 3.31 indicated strong agreement among respondents regarding the effectiveness of digital tools in providing accessible learning materials and timely updates. While learning management systems were deemed beneficial, some students experienced confusion in navigating these tools. The study also identified difficulties related to authentic assessment planning, highlighting three theoretical perspectives that influence students' understanding of assessment authenticity. The findings emphasize the value of digital platforms in modern education while acknowledging the persistent challenge of misinformation. An action plan is proposed to promote critical thinking, social awareness, and reflective learning practices to counteract misleading content online. Enhancing student confidence and digital literacy is also recommended to maximize the benefits of digital tools. These strategies aim to foster responsible engagement and improve the overall learning experience for HUMSS students in digital environments.

Keywords: student engagement, digital platforms, learning experience, humss, misinformation, authentic assessment, educational technology, social awareness

**EXCESSIVE RELIANCE ON GRAMMARLY IN WRITING PRACTICES OF
GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Donnalyn Prado, Justine Bryan Bolano, Frinze James Gines, Eroll Mirador,
Von Eldrin Ortiguera, Criztel Jaizel Page, Rica Mae Berja

Abstract

In this 21st-century era where everything is digitalized, many applications have emerged, including those designed for writing. For example, Grammarly offers paraphrasing, grammar checking, plagiarism detection, and more. However, the overuse of such applications affects students' writing practices. This study is supported by the theory of Abderrahmane Babni titled Teaching Writing: From Theory to Practice. Despite its downsides, Grammarly has helped students in their writing. The researchers found that Grammarly can enhance students' writing practices in terms of limited perspective, technical issues, and reduced plagiarism. The study utilized an exploratory-quantitative research method, focusing on the excessive reliance on Grammarly in the writing practices of Grade 12 Humanities and Social Sciences students, particularly in terms of their perceptions. A survey questionnaire served as the main tool for data collection, allowing researchers to gather insights from respondents. The information was gathered from two hundred ten (210) Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines, employing purposive sampling and an exploratory-quantitative research methodology. The gathered data revealed variables ranked as either highly efficient or not efficient. The enhancement in writing practices using Grammarly including limited perspective, technical issues, and reduced plagiarism, showed an overall weighted mean of 3.30, described as highly efficient. To help students balance and avoid overuse of Grammarly, the study suggests that when it comes to the fear of mistakes, students should recognize that errors are normal and part of the growth process. The study shows that overusing Grammarly was reported with a frequency of one hundred twenty-four (124), indicating it is time-consuming. Respondents rated its writing help (limited perspective, technical issues, plagiarism reduction) as highly efficient with a weighted mean of 3.30. The main problem identified by students, reported with a frequency of one hundred thirty-two (132), was fear of mistakes. While Grammarly was seen as helpful in reducing this fear, the researchers suggested several ways to address overreliance: improving creativity, facing mistakes with confidence, and identifying areas of weakness.

Keywords: writing, excessive, grammarly

**EXPLORING STUDENT MANAGEMENT SYSTEM THROUGH STUDENT
SATISFACTION AS PERCEIVED BY GRADE 12 HUMANITIES AND SOCIAL
SCIENCE AT BESTLINK COLLEGE OF THE PHILIPPINES**

Anne Shierly Valdez, Jessa Espaldon, Joanna Mechole Barrera, Bobby Chain Fernandez,
Mark Anthony Ordinario, Rica Mae Berja

Abstract

This study explores the Student Management System (SMS) and its role in influencing student satisfaction among Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. The SMS is a vital digital tool used by educational institutions to streamline processes such as accessibility, communication, tracking academic progress, and generating data-driven insights. This research aims to assess how students perceive the SMS in terms of these key functions and how these perceptions contribute to overall student satisfaction. The study utilizes an exploratory-descriptive research design. A total of 212 Grade 12 HUMSS students enrolled for the academic year 2024–2025 were selected using cluster sampling. A validated survey questionnaire, reviewed by an adviser, grammarian, and statistician, served as the primary data-gathering tool. Respondents' perceptions were measured using a Likert scale, and the data were analyzed using statistical tools such as frequency, percentage, ranking, and weighted mean. The findings revealed that the SMS was perceived to be effective in supporting various aspects of student satisfaction. The communication indicator received the highest weighted mean of 3.43, interpreted as "Strongly Agree," followed by accessibility (3.35), data-driven insights (3.34), and tracking process (3.33), all also rated as "Strongly Agree." These results reflect the students' overall positive perception of the SMS across different functional dimensions. The study highlights the significance of evaluating students' perspectives on educational technologies like SMS to enhance user satisfaction. To improve the system further, the study recommends enhancing system reliability to reduce technical issues and broadening communication tools to foster more interactive learning. An action plan is suggested to refine data accuracy and strengthen the SMS framework based on student feedback. These insights aim to contribute to ongoing efforts to improve the functionality and responsiveness of student management systems in educational institutions.

Keywords: student management system, student satisfaction, educational technology, communication, accessibility, data-driven insights, humss, bestlink college of the philippines

**EXPLORING THE RELATIONSHIP BETWEEN CREATIVITY AND ACADEMIC
EXCELLENCE AMONG GRADE 12 HUMANITIES AND SOCIAL SCIENCES
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Tricia Mae Lugtu, Jeremy Eneria, Joshua Garcia, Kent Justin Lacambra,
Yumi Aizel Ocbian, Rica Mae Berja

Abstract

This study explores the relationship between creativity and academic excellence among Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. Creativity is a key element of cognitive development and is closely linked to problem-solving, critical thinking, and innovation, skills that contribute to academic success across various disciplines. Grounded in Dietrich and Haider's theory on the neurocognitive aspects of creativity in academic performance, the study aims to assess how different dimensions of creativity, including adaptability, emotional expression, collaboration, active learning, positive academic attitude, and resource utilization, correlate with students' academic achievements. A correlational research design was employed to examine the relationship between creativity and academic excellence. A total of 200 Grade 12 HUMSS students were selected through simple random sampling to ensure equal representation. A structured survey instrument was used to gather data on creativity and academic performance, and statistical analyses such as frequency, percentage distribution, and correlation were applied to assess patterns and relationships within the data. The findings revealed strong agreement among respondents on the role of creativity in enhancing academic performance. The highest average scores were recorded in specific aspects of creativity (mean = 3.47) and academic excellence (mean = 3.41), indicating a notable positive correlation. Tables summarizing ranked responses supported the quantitative outcomes. An action plan was formulated based on the results, suggesting the use of digital tools and visual aids (e.g., sticky notes), data analysis for identifying learning gaps, and setting SMART goals to foster creativity in academic contexts. The study concluded that creativity plays a significant role in promoting academic excellence among HUMSS students. It emphasized the importance of integrating creative strategies in educational practice. To further support student development, the researchers recommend the implementation of teacher training programs focused on creative teaching techniques to boost engagement, motivation, and academic outcomes. These findings underscore the value of fostering creativity as a core component of effective senior high school education.

Keywords: creativity, academic excellence, cognitive development, critical thinking, innovation skills, neurocognitive theory, senior high school education

**EXPLORING THE SERVICE-LEARNING EXPERIENCES IN FOSTERING CIVIC
ENGAGEMENT: BASIS FOR BCP ADOPTED COMMUNITY OUTREACH**

Arian Abreu, Dianna Rose Mores, Ruffa May Ilisan, Carl Simon Lañada,
Jasmine Ampuan, Abraham Muyrong II

Abstract

This study explores the importance of service-learning experiences in fostering civic engagement among students. Service learning plays a vital role in shaping responsible, community-oriented individuals by encouraging awareness of civic responsibilities and promoting active participation in community development. A lack of civic engagement can lead to negative societal outcomes due to diminished accountability and public involvement. The study addresses real-life situations that highlight the need for improved civic behavior and personal responsibility. By understanding the impact of service-learning, this research aims to support the development of meaningful outreach programs for the College of Teacher Education. The study adopts a descriptive research design to analyze the relationship between service-learning and civic engagement. Stratified random sampling was used to select participants, ensuring representation across key subgroups. A structured survey served as the primary research instrument. Statistical tools such as Slovin's Formula, weighted mean, frequency, percentage, and the Likert scale were utilized to interpret the collected data and ensure the validity and reliability of results. Findings showed that service-learning experiences significantly contribute to students' personal and academic growth by enhancing their communication and leadership skills, self-discipline, and sense of responsibility. These experiences also foster a deeper understanding of community issues and the value of civic participation. The study highlighted the potential of service-learning to prepare students to become active, competitive, and productive members of society. Based on the findings, the researchers proposed a community outreach program that promotes volunteerism, citizenship, and sustained civic involvement. The study confirms that service-learning experiences contribute to personal development, particularly in communication, leadership, and relationship-building. Respondents recognized service learning as a valuable platform for sharing knowledge, valuing diversity, and forming meaningful connections. Furthermore, service-learning activities encouraged civic engagement by promoting volunteerism, community service, civic literacy, and lifelong learning. These outcomes emphasize the importance of integrating service learning into educational programs to develop socially responsible and civically engaged individuals.

Keywords: civic literacy, civic engagement, service learning, volunteerism, community service, lifelong learning

**FILIPINO COLLOQUIAL EXPRESSIONS: INFLUENCE OF DIGITAL LANGUAGE
ON FORMAL WRITING SKILLS AMONG GRADE 11 HUMSS STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Rexalyn Suico, Jelaine Barrun, Rose Ann Magsico, Maria Monica Patricio,
Kyle Justine Rañola, Rica Mae Berja

Abstract

The Filipino language has undergone significant evolution, particularly with the growing influence of the internet and digital communication. This study investigates how the use of Filipino colloquial expressions, especially those popularized online, affects the academic writing performance of senior high school students. It focuses on students' reliance on slang and informal language in their written outputs and examines its impact on vocabulary development, sentence structure, and overall writing proficiency. The study also aims to determine the language, formal or informal, that students are most comfortable using in both academic and casual contexts. Ultimately, it seeks to assess whether the widespread use of colloquial Filipino online contributes to the deterioration or enrichment of students' writing skills. This study adopted a descriptive quantitative research design to examine the impact of Filipino colloquial language on students' academic writing skills. A total of 126 Grade 11 Humanities and Social Sciences students from Bestlink College of the Philippines, Novaliches, Quezon City, were selected using quota sampling. To obtain relevant data, the researchers administered a standardized questionnaire, which served as the primary instrument for gathering insights into the students' language usage and its influence on their written outputs. The findings indicate that digital expressions play a significant role in shaping students' social interactions, with strong influence observed in communication, humor, and self-expression. Additionally, the use of digital language notably impacts formal writing skills, enhancing aspects such as vocabulary, creativity, and sentence construction among Grade 11 Humanities and Social Sciences students at Bestlink College of the Philippines. Despite these benefits, the study also highlights critical concerns, including reduced attention to grammatical accuracy, the excessive use of abbreviations, and a noticeable decline in vocabulary proficiency. This discussion encapsulates the key findings of the study, focusing on the respondents' evaluation of the impact of digital expressions on social connectivity and the influence of informal digital language on the formal writing skills of Grade 11 Humanities and Social Sciences students at Bestlink College of the Philippines. The findings reveal that while digital language enhances communication, creativity, and self-expression, it also contributes to notable challenges such as diminished attention to grammar, excessive use of abbreviations, and a decline in vocabulary strength. The section also presents the researchers' recommendations, which aim to mitigate these negative effects and promote the development of students' academic writing skills.

Keywords: digital expressions, filipino colloquial language, social connectivity, formal writing skills, vocabulary development, sentence construction, grammar issues, abbreviations, humanities and social sciences (humss), bestlink college of the phil

**FOSTERING AN INCLUSIVE ENVIRONMENT: STRATEGIES FOR SUPPORTING
LGBTQIA+ STUDENTS OF GENERAL ACADEMIC STRAND**

Rain Martinez, King AJ Aduana, Lysa Angelica Carpe, Bob Andrew Ricafranca,
Daverell Ace Hona, Christopher Azares

Abstract

This study presents ways of fostering an inclusive environment in schools where LGBTQIA+ students would be more included. The study also highlights proactive efforts, community engagement, and policy enforcement in addressing bullying and discrimination. By implementing a descriptive research design, the purpose is focused on finding new solutions that could make students in the LGBTQIA+ community feel safe and included. The main motive behind this study was the issue of homophobia that was present in the school environment. We implemented an exploratory descriptive quantitative design to test the most effective means to develop an atmosphere that is inclusive and safe for LGBTQIA+ students. We used a survey questionnaire to determine the best strategies that can help create a safe school environment and promote inclusivity for LGBTQIA+ students. In addition, data were collected through purposive sampling. The study resulted in a list of strategies for promoting the school as a safe place and fostering welcoming behavior and attitudes. The survey conducted identified community engagement, policy enforcement, and inclusive facilities as the decisive elements that support the goal of creating a positive environment. The study also presented some of the following suggestions to solve this problem, such as setting goals, counseling, and increasing the accessibility of resources to solve these concerns. The research recommends methods targeting the safety of school-going students, community engagement, and policy enforcement. The first set of findings showed that the participants strongly endorsed the coexistence of different perspectives, providing resources, and inclusive bathroom facilities. It is important to enhance the level of community engagement, inclusive policies, and mental health support to establish a safe and more inclusive environment for LGBTQIA+ students.

Keywords: fostering, inclusivity, lgbtqia+

**HOUSEHOLD RESOURCE MANAGEMENT SUBJECT: ENHANCING THE
FINANCIAL LITERACY AMONG 2ND YEAR BTLED STUDENTS**

Justine Lagarde, Arvilyn Adigue, Peter Carl Agatea, Marianne Burzon,
Samantha Ysabelle Ramos, Abraham Muyrong II

Abstract

This study aims to evaluate the extent to which the Household Resource Management course has enhanced the financial literacy of second-year Bachelor of Technology and Livelihood Education (BTLED) students. Important aspects of financial literacy, including borrowing, debt management, budgeting, saving, investing, and spending, are the focus of the study. It looks at how students' financial habits and general well-being are influenced by the Household Resource Management curriculum across a range of areas. Purposive sampling was used to choose 59 second-year BTLED students for the study, which used a descriptive research approach. A four-point Likert scale was used to rate the respondents' answers. Weighted mean, ranking, and percentage analysis of the data were used to determine the respondents' levels of financial literacy. Based on the findings, the majority of respondents were second year students aged 15 to 20, with 76.27 percent being female and 23.72 percent male. They were highly aware of investing risks and rewards, analyzing market patterns, and borrowing only when necessary. However, they sometimes lacked a budget, spent for convenience, and engaged in impulsive buying. The Household Resource Management subject helped them understand their needs and wants, set savings objectives, and track earnings and allowances. They plan to repay debts and return borrowed funds on time but need further help in incorporating debt management into their financial planning. Overall, the study highlights the need for improvement in financial literacy and budgeting skills among students. The study concludes that the Household Resource Management course significantly enhances the financial literacy of BTLED students. To help students become even more financially proficient, the researchers recommend developing a financial management output. This study provides the groundwork for future research on the subject of financial literacy development in educational settings and contributes to the growing body of knowledge on financial education in technical education.

Keywords: financial literacy, household resource management, budgeting, btled, debt management, saving, spending

**IMPACT OF ANAGRAMS IN IMPROVING THE VOCABULARY OF THE SELECTED
SECOND YEAR ENGLISH MAJOR IN USING ACTIVITY SHEETS**

Shaira Kaye Panimdim, Mica Pearl Agripa, Madeleine Joy Obispo,
Christien Jen Pineda, Angelika Sicat, Dr. Romeo Fernandez

Abstract

This study aims to investigate the impact of anagram-based activities on enhancing the vocabulary skills of selected second-year English major students. To support this goal, the researchers will develop and utilize anagram activity sheets as instructional materials. Given the increasing importance of English as the primary medium of communication in academic and professional settings, expanding students' vocabulary has become essential. An effective and engaging method to achieve this is through the use of anagrams: a form of wordplay where a new word or phrase is formed by rearranging the letters of another (e.g., LISTEN becomes SILENT). By engaging with anagrams, students are exposed to various word formations and meanings, which promotes deeper vocabulary acquisition, critical thinking, and language awareness. Through this technique, learners not only broaden their knowledge of words but also strengthen their linguistic and cognitive skills in a meaningful and enjoyable manner. This study utilized a quasi-experimental research design; a quantitative approach focused on collecting and analyzing numerical data to explore potential cause-and-effect relationships. The researchers administered both a pre-test and a post-test to fifty (50) second-year English major students to evaluate the effectiveness of the anagram activity sheets in enhancing vocabulary skills. By comparing students' performance before and after the intervention, the study aimed to determine the instructional material's impact on vocabulary development. The findings of the study indicate a significant improvement in students' performance from pre-test to post-test, with a z-value of 4.20347 and a p-value of 0.000058, resulting in the rejection of the null hypothesis. This confirms that the use of anagram activity sheets is effective in enhancing students' vocabulary. Additionally, the results suggest that the activity not only improved vocabulary acquisition but also fostered critical thinking and problem-solving skills, reinforcing the value of anagrams as a meaningful instructional tool. This study highlights the value of incorporating engaging and interactive learning strategies in language instruction. The use of anagram activity sheets proved effective in enhancing students' vocabulary, as well as fostering critical thinking and problem-solving abilities. The statistically significant improvement in post-test scores affirms the instructional value of anagrams as a vocabulary-building tool. Overall, the findings support the integration of such wordplay-based materials in English language education to improve learner outcomes dynamically and enjoyably.

Keywords: anagram activity sheets, vocabulary enhancement, quasi-experimental design, english major students, instructional material, critical thinking, problem solving, pre-test and post-test, language learning, wordplay

**IMPACT OF BEING A WORKING STUDENT AT BESTLINK COLLEGE OF
THE PHILIPPINES-BULACAN CAMPUS**

Abilar Angel, Gabriel Luis Batuigas, Deborah De Guzman,
Kristina Jazmin, Rhean Quinalayo, Dave Espinosa

Abstract

This research focuses on the growing difficulty students face in achieving academic excellence while coping with financial challenges. This issue is particularly evident among Grade 12 students in the Accountancy, Business, and Management (ABM) strand at Bestlink College of the Philippines. Many of these learners are compelled to take on part-time or full-time jobs to meet financial needs or gain work experience. As a result, they often struggle to balance academic responsibilities with employment demands, which can significantly impact their academic performance. The study further reveals that financial insufficiency is a primary factor pushing students to work, making it increasingly difficult for them to manage their time effectively and maintain academic success during the 2024–2025 academic year. This study utilized purposive sampling to select 30 ABM learners as participants. Data were collected through a survey questionnaire aimed at gathering demographic details and examining the experiences of working students, particularly concerning their academic performance. The survey concentrated on four key areas: time management challenges, increased stress and fatigue, the sacrifice of social life, and declining academic performance. The sample consisted of 15 Grade 11 ABM students and 15 Grade 12 ABM students who actively participated in the research. The study results reveal that working ABM students generally agree that setting clear boundaries between work, study, and social time helps them maintain a consistent study routine, with a weighted mean of 3.93. They also agree that effective time management has helped reduce academic stress, indicated by a weighted mean of 4.13. Furthermore, respondents concur that enhancing their time management skills enables them to better cope with exhaustion, reflected in a weighted mean of 4.17. These findings underscore the importance of time management in improving the academic performance of working students. This study is particularly important for working students, especially those in Grade 12 ABM, as it examines how they manage their academic performance alongside work commitments. These students often face significant time constraints in balancing their dual roles, which may adversely affect their academic progress. Understanding their experiences is crucial for addressing the challenges that could impact their educational future. This study provides valuable insights and recommendations to support working students in overcoming these obstacles and achieving academic success.

Keywords: working students, academic performance, time management, grade 12 abm, work-study balance, student challenges, academic success, educational support

**IMPACT OF COOKING SKILLS ENHANCEMENT ON BTVTED LEARNERS'
PRACTICAL COMPETENCIES AT BESTLINK COLLEGE OF THE PHILIPPINES**

Daniela Divina, Novy May Ayop, Shakira Mae Joson, Mikaela Andrea Virginia Secretario,
Anthony John Taborere, Mark Tulipas, Romeoul Karl Flores

Abstract

Cooking plays a vital role in the BTVTED curriculum, serving as a key avenue for developing essential skills such as creativity, accuracy, and time management. At Bestlink College of the Philippines, students exhibited differing levels of success in mastering these cooking skills. Although cooking is deeply rooted in practical application and academic relevance, not all students showed equal progress. This study aims to identify the factors that affect skill development and to explore how proficiency in cooking contributes to shaping competent and effective technical-vocational educators. This study employed a descriptive research design and targeted 20 third-year BTVTED students from Bestlink College of the Philippines – Bulacan Campus during the academic year 2024–2025. Participants were selected through purposive sampling, specifically chosen for their enrollment in a cooking skills enhancement course. Data collection was carried out using a structured survey questionnaire, aimed at assessing students' experiences and progress in developing their cooking competencies. The respondents, primarily aged between 18 and 25, consisted of 80% females and 20% males. Findings revealed notable improvement in the use of kitchen tools, with a mean score of 3.06. Moderate progress was also recorded in areas such as food presentation (2.92), food safety practices (2.96), and overall cooking abilities (2.83). Significant advancement was seen in basic cooking techniques (3.05), although respondents indicated that knife handling and multitasking remained areas for further improvement. The majority acknowledged that the program contributed positively to the enhancement of their culinary competencies. Common challenges faced included inadequate equipment (20 responses), difficulties in group coordination (17), time management issues (18), and a lack of necessary tools (16). Teaching strategies were also identified as a concern by 10 respondents. Notably, no incidents or accidents were reported, indicating adherence to proper kitchen safety measures. The results revealed that the cooking skills enhancement program effectively improved the practical abilities of the respondents. Most participants, particularly those within the 18–25 age group, reported notable progress in areas such as proper use of kitchen tools, application of fundamental cooking techniques, and compliance with food safety standards. Overall, the data suggests a positive impact, with participants gaining increased confidence and competence in culinary tasks. However, recurring challenges including limited equipment, time management issues, and group coordination difficulties highlight areas where the program could be refined. Despite these limitations, the study confirms the program's overall success while identifying key aspects that warrant enhancement to optimize future implementation.

Keywords: cooking skills, btvted, technical-vocational education, skill enhancement, food safety, culinary training, practical competencies, program effectiveness, student development, educational challenges

**IMPACT OF DECAMATH PUZZLE ON ADDITION OF 1- DIGIT
BY 1- DIGIT NUMBERS OF GRADE 1 LEARNERS**

Alvarez Ara Bea Joy, Guenevere Samantha Abarca, Adelyn Cañete, Grazel Ann Laborera,
Maria Angela Puno, Ryan Christopher Villalon

Abstract

This study explored the use of the Decamath Puzzle as an instructional strategy for teaching one-digit addition to Grade 1 learners at GSIS Village Elementary School. It assessed students' performance before and after the intervention, examined its lasting impact on learning, and identified challenges in its classroom implementation. Guided by Saul M., Ph.D.'s (2024) Constructivist Learning Theory, the research highlighted the puzzle's effectiveness in promoting active engagement and improving mathematical skills. The study also presented practical recommendations for integrating the Decamath Puzzle into early-grade math instruction to foster deeper understanding and sustained interest among young learners. This study explored the effectiveness of the Decamath Puzzle as a teaching aid for one-digit addition among 35 Grade 1 learners at GSIS Village Elementary School. A quantitative research design was employed, utilizing pre-tests and post-tests to assess student learning outcomes. The results, analyzed through statistical tools such as frequency, percentage, ranking, weighted mean, composite weighted mean, and Z-test, demonstrated a significant improvement in students' mathematical performance after the implementation of the puzzle-based intervention. This study evaluated the effectiveness of the Decamath Puzzle in enhancing students' performance in one-digit addition. The pre-test results showed a composite mean of 5.71 with a standard deviation of 1.16, indicating a generally low level of proficiency and limited variation in scores. Post-test results demonstrated a marked improvement, with a composite mean of 8.86 and a standard deviation of 1.26, reflecting higher proficiency and greater score variability. The computed Z-value of -10.9227 and a p-value of less than 0.00001 confirmed a statistically significant difference between the pre- and post-test scores. Although challenges were noted, particularly in presenting the material in a way that was easily understandable for all learners, the findings clearly indicate that the Decamath Puzzle was effective in improving students' addition skills. The study found that the Decamath Puzzle effectively supported the teaching of addition by promoting interactive learning and improving students' conceptual understanding. The increase in proficiency levels demonstrated the method's impact, though further development is needed to achieve mastery across all learners. Post-test results confirmed significant improvement, with particularly notable progress observed in individual cases such as Isaiah. Hypothesis testing validated a meaningful difference between pre-test and post-test scores. However, challenges such as the puzzle's size and weight limited its independent use, indicating the need for design modifications to enhance classroom application. Despite these limitations, the puzzle encouraged active engagement and fostered deeper mathematical understanding among students.

Keywords: decamath puzzle, one-digit addition, interactive learning, mathematics education, grade 1 learners, skill proficiency, constructivist learning theory, student engagement, instructional tools, quantitative research

**IMPACT OF ED-VLOGS ON THE VOCABULARY DEVELOPMENT OF FRESHMEN
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Aubrey Rose Trinchera, Jennylyn Taliptip, Mary Rose Salonga,
Maricris Trumata, Shaina Sasi, Dr. Romeo Fernandez

Abstract

This research examines the impact of ED-VLOGS on the vocabulary development of freshman students, with a particular emphasis on understanding idiomatic expressions. It analyzes variables such as frequency of exposure, contextual learning, active engagement, and comprehension. The study demonstrates that ED-VLOGS serve as an effective tool for enhancing language acquisition, deepening idiomatic understanding, and promoting vocabulary retention. By focusing on first-year students in an academic setting, the research underscores the role of ED-VLOGS in improving communication skills, advancing language proficiency, and contributing to overall academic achievement. This study utilizes a quasi-experimental design to examine the relationship between variables and assess their impact on the outcomes. This approach allows for the analysis of cause-and-effect relationships, providing insights into how specific factors influence the results of the study. The results of the study revealed a significant positive impact of ED-VLOGS on the vocabulary development of freshman students at Bestlink College of the Philippines. Students exposed to ED-VLOGS showed a marked improvement in their post-test scores, with the mean increasing from 9.48 to 17.37. The intervention proved particularly effective in enhancing idiomatic vocabulary, as 45.98% of participants achieved high levels of development. Additionally, 43.10% demonstrated strong comprehension of idiomatic expressions, highlighting the effectiveness of contextual learning through ED-VLOGS. Notably, daily exposure to the content correlated with the highest gains, with 57.47% of students regularly engaging with the material. Overall, the findings underscore the value of ED-VLOGS in fostering active engagement, improving language proficiency, and supporting consistent vocabulary growth among learners. This study provides meaningful insights and actionable recommendations for enhancing the vocabulary development of freshman students through the use of ED-VLOGS. The findings highlight the effectiveness of ED-VLOGS in promoting active engagement, contextual learning, and improved comprehension of idiomatic expressions. Integrating ED-VLOGS into the language learning curriculum at Bestlink College of the Philippines can significantly support students' linguistic growth and academic success.

Keywords: ed-vlogs, vocabulary development, idiomatic expressions, freshman students, contextual learning, active engagement, language proficiency, bestlink college of the philippines

**IMPACT OF S.A.B IN HONING THE LISTENING COMPREHENSION OF FRESHMEN
ENGLISH MAJORS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jessa Tandoc, Engrid Besweng, Honey Grace Eugenio, Charmie Mangala,
Mel Jean Traboco, Dr. Romeo Fernandez

Abstract

This study aims to determine the impact of Semi-Authentic Broadcasts (SAB) on the listening comprehension skills of first-year English majors at Bestlink College of the Philippines, taking into account their age and gender. This study adopted a quasi-experimental research design, involving forty (40) first-year English major students from section 1201 at Bestlink College of the Philippines. The study found that most respondents were male and aged between 17 and 19. Exposure to Speech Audiobooks (SAB) enhanced students' listening comprehension, particularly in recognizing dialect and accent variations. It also contributed to vocabulary development and improved the ability to follow storylines. Overall, notable improvements in listening proficiency and academic performance were observed after using SAB. The results of the study demonstrate that speech audiobooks are highly effective in developing students' listening comprehension skills. Therefore, the researchers recommend incorporating speech audiobooks as a regular instructional tool to enhance the learning experience and improve auditory processing in the classroom.

Keywords: speech audiobook, listening comprehension, english majors, instructional material, vocabulary development, auditory processing, teaching strategies, first-year students, bestlink college of the philippines

**IMPACT OF USING VIDEO LESSON IN TEACHING TYPES OF SPEECHES TO
FRESHMEN ENGLISH MAJOR AT BESTLINK COLLEGE OF THE PHILIPPINES**

Julius Suela, Kathlyn Irag, Christian Delasllagas, Sheena Justine Isla,
Louise Manuel Carlos, Dr. Romeo Fernandez

Abstract

This study investigates the effectiveness of video lessons in enhancing first-year English major students' understanding of the different types of speeches at Bestlink College of the Philippines. It aims to determine the difference in student performance before and after the implementation of video-based instruction, using pre-tests and post-tests as measurement tools. A quantitative descriptive research design was employed, involving 70 purposively selected students from specific sections. The researchers employed purposive sampling to select 70 first-year English major students from Bestlink College of the Philippines for the academic year 2023–2024 as participants in the study. This non-probability sampling technique involves selecting individuals based on predetermined criteria relevant to the research focus. By using this approach, the researchers ensured that the participants possessed the necessary background to provide meaningful and informed responses. This intentional selection process allowed for the collection of targeted data, aligning closely with the study's objectives. According to the data, out of 70 respondents, 44 (62.85%) are female, while 26 (37.14%) are male, indicating a higher representation of female participants. In terms of age, the majority fall within the 17–18 age bracket, accounting for 61.42% of the total respondents. This demographic profile shows a predominance of young female students. All respondents are first-year English majors enrolled at Bestlink College of the Philippines. To maximize the effectiveness of video lessons, it is crucial to ensure uninterrupted access by addressing technical barriers such as poor internet connectivity and outdated devices. Enhancing digital infrastructure and providing modern technological resources are necessary steps to support students' learning experiences. Additionally, incorporating collaborative activities, such as group projects and discussion forums on speech topics, can promote active engagement and peer interaction. These strategies contribute to improving students' confidence and competence in public speaking.

Keywords: video lessons – public speaking – technical accessibility – internet connectivity – student collaboration – group projects – discussion forums – english majors – bestlink college – speech performance

**IMPLEMENTATION OF TRINITY RESTROOM FOR LGBTQ+ STUDENTS
IN GRADE 12 HUMANITIES AND SOCIAL SCIENCES AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Maricris Solima, Jhanna Avila, Rommel Bugarin, Maria Sheena Ciocson, Luigi Tan, Rica Mae Berja

Abstract

This new program aims to provide leadership development opportunities for current students and offer enhanced transitional support services to incoming students who identify as Lesbian, Gay, Bisexual, Transgender, Queer, and other identities represented by the “+”. Schools should be safe and inclusive environments for all; however, LGBTQ+ individuals often face criticism and discrimination, especially in situations such as using restrooms where appropriate facilities are lacking. This lack of inclusive infrastructure and awareness can lead to mockery and marginalization, highlighting the need for greater education, discipline, and respect within the school community. Due to fear of ridicule and discrimination, many students of diverse gender identities often suppress their true feelings and experiences. The lack of gender-inclusive or "trinity" restrooms presents a significant barrier to inclusivity and conveys the message that LGBTQ+ students are not fully accepted or respected within the academic community. This study aims to promote the implementation of trinity restrooms to create a more inclusive, respectful, and welcoming school environment, particularly for students who identify as LGBTQ+. This initiative supports the college's mission to deliver high-quality education within a safe and supportive atmosphere. A developmental quantitative research design was employed to gather insights from the participants. The study involved forty-seven (47) LGBTQ+ students from the Grade 12 Humanities and Social Sciences strand at Bestlink College of the Philippines. Using purposive sampling, data was collected through face-to-face administration of a structured survey questionnaire. The findings reveal that the implementation of trinity restrooms offers substantial benefits for LGBTQ+ students, particularly in terms of comfort, equality, and safety. Additionally, several respondents highlighted positive impacts on mental health, social acceptance, and accessibility. Participants also provided valuable suggestions to further improve the implementation of Trinity restrooms across multiple aspects. The discussion presents a summary of the findings regarding the benefits that LGBTQ+ students can gain from the implementation of trinity restrooms. It also outlines the action plans suggested by the participants. Additionally, the researchers provide conclusions and recommendations for promoting and expanding the implementation of trinity restrooms to foster a more inclusive and supportive school environment.

Keywords: lgbtq+ students, trinity restroom, inclusivity, equality, security, mental health, social acceptance, accessibility, safe spaces, educational environment, bestlink college of the philippines, humanities and social sciences, purposive sampling, action

IMPROVING SPEAKING SKILLS THROUGH H.A.S.P AMONG GRADE 6 STUDENTS

Azenith Aguirre, Nor-laily Abdul, Nelman Amion, Rizza Rose Arcega,
Jonairah Macainding, Ryan Christopher Villalon

Abstract

This study aimed to improve students' speaking abilities to enhance the effectiveness of their learning. It focused on helping students clearly and confidently express information verbally so that listeners could easily understand them. The research utilized auditory learning materials called "H.A.S.P." (Hearing Actively and Speaking Proudly), through which students engaged in targeted listening and speaking activities that strengthened their oral responses. Special attention was given to the accurate pronunciation of words and sentences, leading to significant gains in fluency, grammar, vocabulary, and overall pronunciation. The study was grounded in Van Dijk's (2020) Digital Divide theory. The study involved 41 Grade 6 students from San Gabriel Elementary School and utilized standardized 40-item pre-tests, post-tests, and survey questionnaires. Data was analyzed using statistical methods such as Frequency, Percentage, Ranking, Weighted Mean, and Z-test to evaluate the intervention's effectiveness. Grounded in a review of relevant literature, the researcher also created a table of specifications to ensure alignment between the assessments and the study's framework. The results highlighted key characteristics of the participants, who were aged 11 to 13 years old, comprising 18 females and 23 males. Analysis of their speaking skills showed significant improvement, with weighted means reflecting effectiveness in fluency (3.00), grammar (3.05), pronunciation (3.02), and vocabulary (3.01), all rated as Effective. The pre-test yielded a composite mean of 15.56 (SD = 4.94), while the post-test showed a higher composite mean of 20.90, resulting in the rejection of the null hypothesis. Identified challenges included fostering effective learning, limited home resources, struggling readers, insufficient visual aids, and a lack of ample practice opportunities. The findings demonstrate that the H.A.S.P. guidelines effectively enhanced students' speaking and listening skills by integrating multimedia resources. This structured approach facilitated the efficient use of materials in the classroom, enabling students to improve their verbal expression and build greater confidence in their communication abilities. Consequently, these improvements contributed to their academic success and personal development.

Keywords: h.a.s.p., speaking skills, listening skills, multimedia resources, oral communication, student confidence, fluency, pronunciation, grammar, vocabulary, digital divide theory, grade 6 learners, language development

**IMPROVING STUDENTS LEARNING EXPERIENCE USING DANCE REVO IN
TEACHING TINIKLING AMONG GRADE 6 PUPILS**

Ma Divina Domingo, Rose Ann Hermosura, Jerome Lazaro, Charlotte Lozano,
Reylyn Rose Sicabalo, Justine Lyn Fernandez

Abstract

This study examined the integration of Dance Revo as an interactive instructional tool for teaching the traditional Tinikling dance to Grade 6 students. It aimed to improve students' comprehension of choreography, timing, coordination, and footwork, while also encouraging active engagement, cultural appreciation, and collaborative learning. By blending traditional Filipino dance with modern technology, the study sought to create a more engaging, innovative, and enjoyable learning experience. A quantitative research design was utilized to examine student engagement, skill enhancement, and learning outcomes. Data were collected through surveys and observational assessments. Grade 6 students participated in Tinikling dance sessions using the Dance Revo platform, and their progress was systematically evaluated through structured performance assessments and feedback, focusing on choreography, coordination, and overall participation. The results of the study demonstrate that integrating Dance Revo into Tinikling instruction positively influenced the performance of Grade 6 students. This was evident through notable shifts in the percentage distribution between pre-test and post-test scores. Significant improvements were recorded in specific categories, such as Category 2 (from 4.95% to 11.73%) and Category 7 (from 5.89% to 12.13%), indicating increased engagement and skill acquisition. Although a decline was observed in Category 5 (from 13.25% to 4.30%), this likely reflects a redistribution of students toward higher performance levels. Overall, the findings suggest that the use of interactive tools like Dance Revo enhances students' learning experiences by improving rhythm, coordination, and memory retention. Moreover, it promoted peer collaboration, encouraged creativity, and contributed to a more positive and dynamic classroom environment. The study concludes that incorporating interactive technology into traditional dance instruction, such as the use of Dance Revo in teaching Tinikling, effectively enhances student engagement, understanding, and skill development. This approach not only supports the mastery of choreography and coordination but also fosters cultural appreciation in a more engaging and accessible manner. It is therefore recommended that educators integrate digital tools into cultural dance education to create a more dynamic, enjoyable, and inclusive learning environment.

Keywords: dance revo, tinikling, interactive technology, traditional dance, cultural education, student engagement, choreography, rhythm, coordination, digital tools, grade 6 learners, multimedia learning

**INCULCATION OF TOUCH TRAIN: SCIENCE PROCESS SKILLS MATERIAL ON
SENSE ORGANS (SKIN) LESSON AMONG GRADE 3 PUPILS**

Joy Ann Molina, Jahveline Ellorin, Jasper Galope, Pearly Joy Malabo,
Mc Ivan Tan, Ryan Christopher Villalon

Abstract

This study aimed to develop science process skills, such as classifying, inferring, and observing, among Grade 3 pupils. To enhance learning in Science 3, particularly in topics related to the sense organs (specifically the skin), the Touch Train was employed as a gamified teaching tool. The study was guided by Sert and Panier's (2023) Sensory Theory, which emphasizes the vital role of sensory stimulation, especially touch, in effective learning. The theory asserts that engaging the sense of touch activates specific neural pathways, improving the brain's ability to process and retain information. The researchers adopted a quantitative research approach utilizing a quasi-experimental, one-group pre-test–post-test design to evaluate changes in participants' performance before and after the intervention. A total of 40 Grade 3 pupils from Urduja Elementary School were selected through purposive sampling. The study employed a researcher-made survey questionnaire, along with pre-test and post-test assessments, as the primary data-gathering instruments. The collected data were analyzed using various statistical tools, including percentage, ranking, weighted mean, and Z-test, to determine the effectiveness of the intervention. The study findings indicated that the respondents demonstrated a solid grasp of science process skills. Classification received a weighted mean of 3.19, interpreted as “Agree,” suggesting it was helpful during content interaction. Inferring followed with a mean of 3.14 (“Agree”), highlighting its effectiveness in helping teachers explain scientific concepts. Observing received the highest mean score of 3.22 (“Agree”), showing its value in evaluating students through performance-based tasks. Additionally, the pre-test and post-test results showed a clear performance improvement. Notably, 23 respondents, or 57.5% of the total sample, scored between 25 and 30 in the post-test, which was interpreted as “Excellent.” The statistical analysis revealed a p-value of $< .00001$, indicating a significant difference between the pre-test and post-test scores, thereby leading to the rejection of the null hypothesis. The study concludes that Grade 3 pupils successfully developed science process skills, namely, classifying, inferring, and observing, through the use of the Touch Train, which fostered critical thinking and active engagement. The Touch Train proved effective in enhancing classification skills and supporting content interaction. Moreover, the incorporation of gamification encouraged deeper engagement by stimulating curiosity, resulting in a more dynamic, interactive, and meaningful learning experience.

Keywords: touch train, science process skills, classifying, inferring, observing, gamification, critical thinking, sensory learning, interactive learning, grade 3 pupils, science education

**INFLATION IN CAFETERIA ITS INFLUENCE IN THE EXPENDITURE OF
GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS IN
BESTLINK COLLEGE OF THE PHILIPPINES**

Joshua Paul Nueva, Erich Adupe, John Andri Devero, Rhonel Mabaquiao,
Lai Rhyzene Tatad, Christopher Azares

Abstract

Global inflation has contributed to rising food prices in school cafeterias, making it increasingly difficult for students to afford nutritious meals. This has led many to opt for cheaper, less healthy alternatives, resulting in decreased student spending and a decline in cafeteria sales, threatening the financial stability of school food services. Factors such as pricing, order times, and food quality also influence students' eating habits. To address these challenges, the school administration could collaborate with cafeteria operators to regulate prices, offer discounted meal packages, or partner with external vendors to provide more affordable options. Additionally, improving cafeteria operations and implementing financial literacy programs may help students better manage their budgets. This study aims to examine the impact of inflation on cafeteria spending among Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines, providing insights to support financial responsibility and improved access to nutritious meals. The study utilized an exploratory descriptive quantitative research design and employed a cluster sampling technique to gather data from 200 Humanities and Social Sciences students. The research aimed to examine the impact of inflation on cafeteria spending behavior. A structured survey questionnaire was used as the primary instrument for data collection. The results also presented the respondents' demographic profiles, including age, gender, and daily allowance. Findings indicated that inflation in cafeteria prices significantly influenced students' spending behavior. For food prices, the composite mean was 3.26, interpreted as "Strongly Agree." The same composite mean of 3.26 was observed for spending changes, also described as "Strongly Agree." Meanwhile, food choices recorded a slightly higher composite mean of 3.30, likewise interpreted as "Strongly Agree." These findings suggest that rising cafeteria prices have a notable impact on students' expenditures, prompting adjustments in their food selections and spending habits. The study explored the effects of cafeteria inflation on the spending habits of Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. To help students cope with the rising cost of meals, it is recommended that financial literacy programs be implemented. These programs should aim to enhance students' budgeting skills and promote effective spending habits, enabling them to better manage their daily expenses amid ongoing price increases.

Keywords: cafeteria inflation, student expenditure, food prices, financial literacy, budgeting, spending habits, grade 12, humanities and social sciences, bestlink college of the philippines, cost of living, school cafeteria

INFLUENCE OF ASTRID IN VOCABULARY DEVELOPMENT OF GRADE 2 PUPILS

Rose Ann Serrano, Lorely Durin, Sunshine Godinez, Dylan Jhet Gonzaga,
Glazylmae Morales, Ryan Christopher Villalon

Abstract

Melencio M. Castelo Elementary School in Quezon City conducted a study on the effectiveness of Animated Storytelling Through Digital (ASTRID) in enhancing the vocabulary skills of fifty Grade 2 students. Prompted by UNICEF's warning of a global education crisis where a significant number of 10-year-olds struggle with reading comprehension, the study aimed to strengthen early literacy by integrating engaging digital storytelling techniques into classroom instruction. This study utilized a quantitative approach with a causal-comparative design and purposive sampling, grounded in Reader Response Theory, which emphasizes the reader's active engagement in interpreting text. By incorporating animation and digital storytelling, the researchers aimed to create a more dynamic and immersive reading experience. This approach was intended to enhance students' vocabulary acquisition, phonemic awareness, and listening comprehension. The results indicated a significant improvement in vocabulary development among students who participated in the ASTRID program. Pre-test and post-test comparisons showed an increase in mean scores from 6.40 to 8.72. Statistical analysis revealed a z-value of -3.7735 and a p-value of 0.000161, confirming a statistically significant difference between the two sets of scores. These findings provide strong evidence that the ASTRID program effectively enhances vocabulary acquisition. Moreover, this study provides valuable insights for educators and future research. Its findings can inform the creation of effective digital learning materials and teaching strategies tailored for Grade 2 classrooms. The success of ASTRID highlights the powerful role of storytelling and technology in enhancing vocabulary and reading skills. This research advocates for the wider implementation of similar programs to help address the global education crisis. Future studies could examine the long-term impacts of ASTRID and its applicability across various age groups and educational settings.

Keywords: animated storytelling, digital learning, vocabulary development, phonemic awareness, listening comprehension, reader response theory, grade 2 students, early literacy, educational technology, astrid program

**INFLUENCE OF AUDIOBOOK ADVENTURE STORY IN READING
COMPREHENSION SKILLS OF GRADE 1 LEARNERS**

Janel Habla, Marie Nell Calderon, Erma Itchon, Mary Jane Puso,
Bianca Rodriguez, Ryan Christopher Villalon

Abstract

This study examines the effect of audiobooks on reading comprehension in Grade 1 students at Raymundo Punong Bayan Elementary School. As audiobooks become increasingly popular in educational settings, this research aims to evaluate their role in improving vocabulary, text understanding, and narrative skills, thereby fostering literacy development and academic success, consistent with findings from previous studies (Callaghan, 2021). The study involved 38 Grade 1 students randomly selected from a total of 181 students at Punongbayan Elementary School through simple random sampling. Data were gathered using standardized pre- and post-tests, each containing 30 items, to measure reading comprehension before and after a week-long intervention involving daily audiobook sessions. Survey questionnaires were also used to collect additional data. The impact of the audiobook intervention was analyzed using statistical methods such as percentage, weighted mean, composite mean, ranking, and the z-test. The results demonstrated strong support for instructional methods designed to enhance reading comprehension. However, statistical analysis showed no significant relationship between the use of audiobooks and the reading comprehension skills of Grade 1 students, as indicated by a p-value greater than 0.05 and a low correlation coefficient. Consequently, the null hypotheses were accepted: there was no significant effect of audiobooks on reading comprehension (Ho1), nor a significant association between the challenges faced by students and their comprehension abilities (Ho2). These findings suggest that the difficulties encountered by Grade 1 learners impact their ability to understand and interpret reading materials. It is recommended that future research explore alternative instructional strategies, possibly combining audiobooks with other effective reading interventions to better support early literacy development. The findings underscore important implications for instructional strategies, particularly the potential of audiobooks to engage students and facilitate learning. This aligns with Constructivist theory, as articulated by Tamsen (2021), which posits that learners actively build their understanding by interacting with educational content. The study suggests that integrating audiobooks into literacy programs may effectively improve reading comprehension. Future research should investigate the long-term effects of audiobooks and their applicability across various demographic settings.

Keywords: audiobooks, reading comprehension, grade 1 students, literacy development, constructivist theory, instructional strategies, early education, engagement, digital learning, punongbayan elementary school

**INFLUENCE OF D.A.R.T. MATERIAL TO THE READING
COMPREHENSION SKILLS OF GRADE 3 PUPILS**

Christian Ivan Galera, Janica Bombarda, Jessica Catamora, Ronalyn Labrador,
Charie Mie Pepito, Ryan Christopher Villalon

Abstract

The Drop and Read Tower is an innovative teaching tool that incorporates gamified learning to make reading activities more interactive, engaging, and cooperative for learners. This method applies research-based strategies to link the material with essential reading comprehension skills. It enhances reading fluency, supports the use of comprehension strategies such as visualization, and expands vocabulary, all of which are critical to understanding texts. As noted by Zaric et al. (2021), the Gamified Learning Theory emphasizes that incorporating game elements into education encourages learning behaviors by serving as a mediator or moderator in the learning process. The study utilized a quantitative approach with a causal-comparative research design. A purposive sampling method was employed to select 60 Grade 3 pupils from San Bartolome Elementary School. Data collection involved the use of a structured survey questionnaire and a modified pre-test and post-test based on materials from the Department of Education. The data were analyzed using statistical tools, including ranking, weighted mean, Likert scale, and z-test, to determine the effectiveness of the intervention. The study revealed notable improvements in reading comprehension skills specifically in fluency, visualization, and vocabulary through the use of the Drop and Read Tower (D.A.R.T.) material. Significant differences were observed between the III-Kamatsile and III-Katmon groups, both of which showed progress, with the III-Kamatsile group demonstrating particularly high proficiency. These results underscore the effectiveness of tailored instructional strategies. The post-test scores showed a substantial increase compared to the pre-test results, confirming the positive impact of the gamified learning intervention on students' reading comprehension. Despite the positive outcomes, the study identified several challenges, including communication difficulties, excitement-induced struggles in articulating ideas, time constraints, and confusion when forming mental images. These issues suggest the need for differentiated instructional approaches to effectively cater to the varied learning styles of students, as highlighted by Ningtyas et al. (2020) and Akidatul et al. Nonetheless, the findings reinforce the effectiveness of gamified learning tools like the D.A.R.T. strategy in promoting reading comprehension and active participation, while also emphasizing the importance of addressing specific learning obstacles through targeted interventions.

Keywords: gamified learning, reading comprehension, d.a.r.t. strategy, visualization, vocabulary development, fluency, instructional adaptation, quantitative research, pre-test and post-test, grade 3 pupils

**INFLUENCE OF EDUCATIONAL YOUTUBE VIDEOS ON IMPROVING
PROFICIENCY IN SCIENCE SUBJECTS OF GRADE 11 HUMANITIES
AND SOCIAL SCIENCES STUDENTS**

Rachelle Almanzor, Jenette Ann Brita, Jazmine Lacsamana, Jhon Robert Pepito,
Mary Bing Tamayo, Christopher Azares

Abstract

YouTube has become a leading platform for educational videos, providing students with accessible and engaging learning materials. This study is anchored in Richard Mayer's Multimedia Learning Theory (1997), which posits that students learn more effectively through a combination of visual and auditory input rather than through text alone. The purpose of this study is to examine the effectiveness and impact of educational YouTube videos on students' learning experiences. The researchers utilized an evaluative research method combined with quota sampling to assess the effectiveness of YouTube as a learning tool. Data were collected through a survey questionnaire administered to 113 Humanities and Social Sciences students at Bestlink College of the Philippines. The responses were analyzed using statistical tools to quantify student feedback and evaluate the overall impact of educational YouTube videos on their learning. The findings reveal that students perceive YouTube educational videos as highly efficient, particularly in terms of accessibility (weighted mean = 3.29), content quality (3.36), and presentation style (3.33), all of which were rated as "Highly Efficient." In terms of influence, the students also expressed strong agreement regarding the videos' reliability (3.30), engagement level (3.29), and impact on learning outcomes (3.26), each classified as "Highly Influential." The most frequently reported challenge faced by students was slow internet connectivity, which affected their access to the content. YouTube educational videos were found to be highly efficient in terms of accessibility, content quality, and presentation style, and highly influential based on their reliability, impact on learning outcomes, and engagement level. In light of these results, it is recommended that students incorporate educational YouTube videos into their study routines, while teachers integrate them into classroom instruction to enhance learning experiences. Additionally, the school is encouraged to develop programs that promote responsible and effective use of digital learning resources, including YouTube videos, to support academic success.

Keywords: youtube educational videos, multimedia learning, digital learning tools, content quality, student engagement, accessibility, learning outcomes, instructional integration, digital resources

**INFLUENCE OF KIDSCORNER VIDEO MATERIALS ON UNDERSTANDING
SHORT STORIES FOR GRADE 3 LEARNERS**

Ray Ann Inventor, Jocelyn Cruz, Krystal May Fernandez, Jelene Poncardas,
Angelica Joy Ramos, Ryan Christopher Villalon

Abstract

The study aimed to assess the impact of KidsCorner video materials on the reading comprehension of Grade 3 students at Maligaya Elementary School. A total of 72 students from the Burgos and Paterno sections served as respondents. To evaluate the effectiveness of the intervention, pre-tests and post-tests were administered to measure students' comprehension levels before and after receiving either traditional instruction or video-based instruction. The assessment focused on three key components: word recognition, reading fluency, and reading comprehension. The study sought to determine the effectiveness of integrating KidsCorner video resources into reading instruction by comparing the performance of students exposed to the videos with those taught through conventional methods. The study utilized a true experimental design involving 72 Grade 3 students from Maligaya Elementary School, selected through purposive sampling. Data was collected through the administration of pre-tests and post-tests to measure students' reading comprehension before and after the intervention. For data analysis, statistical methods such as percentage, weighted mean, and the Z-test were employed to evaluate the effectiveness of the KidsCorner video materials. The findings showed that 64% of the respondents were 8 years old or younger, and 53% were female. In the pre-test, both the Traditional and KidsCorner groups exhibited high proficiency in word recognition, with mean scores of 13 and 14.33, respectively. However, both groups performed poorly in reading fluency, scoring 10 and 9.92, and moderately in reading comprehension, with mean scores of 11 and 13.22. These results underscore the importance of integrating word recognition into reading comprehension to enhance students' understanding of short texts. The significant gains observed in the KidsCorner group's post-test performance align with current research advocating for engaging, multimedia-based instructional strategies to support student learning and academic success. This study demonstrates that KidsCorner video materials significantly contribute to improving the reading comprehension of third-grade students. By making learning more engaging and accessible, these tools help bridge gaps in understanding and promote deeper cognitive processing. More importantly, they encourage students to develop a genuine interest in reading, laying the groundwork for continued academic growth and lifelong learning.

Keywords: kidscorner, reading comprehension, third-grade students, educational videos, learning engagement, knowledge retention, reading skills, lifelong learning

**INFLUENCE OF MUSIC ON ACADEMIC PERFORMANCE OF
GRADE 12 HUMANITIES AND SOCIAL SCIENCES**

Trisha Nicole Belmi, Mark Louie Gloria, Carlos Jay Jaime,
Danilo Suarez Jr, Jhon David Piedad, Christopher Azares

Abstract

This study examines the impact of music on the academic performance of Grade 12 Humanities and Social Sciences (HUMSS) students. Music, whether from songs or ambient sounds, has been shown to influence students' learning experiences. Depending on an individual's cognitive capacity, music can either enhance or hinder brain function and focus. The research is grounded in the Mozart Effect, a theory proposed by Dr. Francis Rauscher in 1993, which suggests that listening to music while studying can improve concentration and soothingly reduce stress. This study specifically investigates how music affects students' concentration, productivity, and ability to memorize information. This study utilized an exploratory research design, with 200 Grade 12 Humanities and Social Sciences (HUMSS) students serving as respondents. A cluster sampling technique was employed to ensure representative data collection. The primary research instrument was a structured survey questionnaire. To analyze the data, the study used various statistical tools, including frequency and percentage distribution, ranking, Likert scale analysis, and weighted mean. The findings reveal that classical music significantly influences students' cognitive performance. Respondents rated its impact as Highly Influential in terms of productivity (weighted mean = 3.38), concentration (3.37), and memorization (3.29), resulting in an overall weighted mean of 3.36. These results underscore the strong positive effect of classical music on academic-related tasks. However, a notable challenge identified by 25% of the respondents was poor audio quality when listening to classical music. Additionally, the study found that pop music is the most commonly preferred genre among Grade 12 Humanities and Social Sciences students. Overall, respondents widely agreed that music enhances their focus, productivity, and ability to retain information. The study offers practical solutions to address the identified challenges, particularly poor audio quality. It recommends promoting the use of music in focused study environments to enhance students' cognitive performance. Collaborating with composers or audio engineers to improve sound quality is also encouraged. To support engagement, schools are advised to incorporate popular music genres into student-centered activities. Furthermore, it is recommended that institutions invest in high-quality sound systems and provide access to high-fidelity recordings to create an optimal auditory experience that supports focus, productivity, and effective learning.

Keywords: music in education, cognitive performance, audio quality, classical music, popular genres, student engagement, high-fidelity recordings, sound systems, study environment, learning enhancement

**INFLUENCE OF PLAGIARISM CHECKER ON THE ACADEMIC WORK OF GRADE 12
HUMANITIES AND SOCIAL SCIENCES IN BESTLINK COLLEGE OF THE PHILIPPINES**

Benzyl Badia-on, Lei Gabrielle Fallet, Joash Luzeriaga, Cendy Lady Siglos,
Reymarh Young, Christopher Azares

Abstract

Plagiarism checkers are widely used tools that can assess various types of academic work to determine whether content has been copied from external sources. These applications help ensure academic integrity by identifying similarities in students' submissions. In a grounded theory study, Parvin Abassi (2020) explored the underlying causes of plagiarism across five dimensions: background conditions, causal conditions, approaches, intervening conditions, and outcomes. The study sheds light on students' perceptions of plagiarism, particularly its impact on written outputs, critical thinking, and originality, as well as the challenges they encounter when using plagiarism detection tools. This study adopted an exploratory quantitative research design to assess the impact of plagiarism checkers on the academic work of Grade 12 Humanities and Social Sciences (HUMSS) students. A total of 200 respondents were selected through a cluster sampling technique and participated by completing a structured survey questionnaire. The data collected were analyzed using descriptive statistical tools to identify patterns and trends in students' experiences and perceptions. The findings indicate that respondents rated the influence of plagiarism checkers on academic work with weighted mean scores of 3.50 for written output, 3.45 for critical thinking, and 3.51 for originality. The overall weighted mean of 3.51 reflects a strong agreement regarding the positive impact of plagiarism checkers. Furthermore, as shown in Table 5, 131 respondents (22.29%) reported that limited data coverage is the most frequently encountered issue when using these tools. Improvements to plagiarism checkers should focus on expanding their vocabulary range, enhancing grammatical accuracy, and broadening their database coverage. Additionally, their functionality must be upgraded to improve text scanning, plagiarism detection accuracy, and error prevention. It is also crucial to update the system to ensure efficient and reliable performance. The researchers further recommend implementing a structured action plan to guide these enhancements.

Keywords: plagiarism checker, academic work, grade 12 humanities and social sciences, written output, critical thinking, originality, data coverage, system improvement, survey, descriptive statistics

**INFLUENCE OF PUBLIC COMMUNICATION TO THE SELECTED
GRADE 11 HUMANITIES AND SOCIAL SCIENCES STUDENTS
OF BESTLINK COLLEGE OF THE PHILIPPINES**

Angela Xhane Turdillo, Rachel Ann Cuentas, Sarah Hopansia,
James Rangas, Christopher Azares

Abstract

This study investigates the impact of public communication on social interaction among selected Grade 11 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. It examines how factors such as peer influence, language barriers, and audience engagement affect students' ability to communicate effectively in both academic and social contexts. Grounded in David Mortensen's Communication Theory, which views communication as a dynamic, interactive process shaped by cultural context. The study aims to provide valuable insights for students, teachers, parents, school administrators, and future researchers. This study adopted a quantitative-evaluative research design, involving 133 Grade 11 HUMSS students who were selected through quota sampling. A validated survey questionnaire served as the main data collection instrument, targeting areas such as communication strategies, common challenges, and influencing factors in public communication. Responses were rated using a Likert scale ranging from Strongly Agree to Strongly Disagree. The data were analyzed using descriptive statistics, including frequency, percentage, ranking, and mean, to interpret patterns and trends. The results indicate that students consider active listening and body language as the most effective communication strategies. However, they also face notable challenges, particularly language barriers, peer influence, and audience engagement. Social interaction was identified as the most influential factor, underscoring the importance of public communication in cultivating relationships and promoting the exchange of ideas among students. The analysis further suggests that language barriers can impede effective communication, often resulting in misunderstandings, discomfort, and lower participation in class discussions. Students noted that their ability to interact socially improves when they feel engaged and acknowledged, which enhances idea sharing and peer relationships. Moreover, peer influence significantly shapes communication behavior, with encouragement and support from peers boosting students' confidence and willingness to participate. In light of the findings, the study recommends an action plan designed to improve communication skills through strategic interventions. These include enhancing language proficiency, promoting awareness of tone and nonverbal cues such as body language, encouraging cultural sensitivity, and cultivating a more inclusive and supportive peer environment. The proposed initiatives aim to strengthen students' public communication skills and foster more meaningful social interactions both within and beyond the classroom.

Keywords: public communication, social interaction, active listening, body language, language barriers, peer influence, cultural sensitivity, communication strategies, grade 11 humss, bestlink college

**INFLUENCE OF READ AND DASH MATERIAL IN DIGRAPH LESSON IN
ENGLISH GRADE 3 AT SAN AGUSTIN ELEMENTARY SCHOOL**

Mary Jane Laurito, Roel Jr. Aggabao, Reynaldo Besana, Jane Arlyn Unabia,
Donamay Zipagan, Ryan Christopher Villalon

Abstract

This study examines the influence of Read and Dash, an interactive and gamified instructional tool, on enhancing reading skills and engagement among Grade 3 students. The research focuses on its influence on key areas such as fun, student engagement, word recognition, and pronunciation. The study evaluates the performance of students utilizing Read and Dash compared to those taught through traditional methods. This study used a quasi-experimental design that resembled experimental designs. The chosen respondents were Grade 3 students in San Agustin Elementary School, with a total of one hundred twenty-eight (128) participants. The researcher administered a pre-test and post-test to measure the influence of Read and Dash in the Digraph Lesson for Grade 3, and the researcher-made survey questionnaire was viewed as the most common data-collecting instrument in this study. Data were collected and analyzed through statistical treatments, including frequency, percentage ranking, weighted mean, and z-test, which also tested the null hypothesis to determine the material's effect on learning outcomes. The results revealed significant improvements in reading performance. In the pre-test, the Home Group demonstrated high proficiency, with mean scores of 9.53 in word recognition and 9.20 in pronunciation, while the Experimental Group was rated low proficient, with mean scores of 5.50 in word recognition and 4.41 in pronunciation. In the post-test, both groups achieved high proficiency, with the Home Group averaging 9.12 in word recognition and 9.16 in pronunciation, and the Experimental Group achieving 9.28 in word recognition and 9.68 in pronunciation. A significant relationship was found between the pre-test and post-test results, consistent with the theory of Duke, N. K., et al., Active View of Reading. The study recommends continued integration of Read and Dash materials in classrooms to enhance reading skills. In conclusion, this research emphasizes the positive influence of utilizing the Read and Dash gamification strategy for enhancing reading performance in third grade students. The findings indicate that incorporating Read and Dash into reading activities allows educators to foster more engaging and effective learning experiences that aid in students' literacy growth. This approach improves essential reading skills, including word recognition and pronunciation, by providing a fun and participatory environment.

Keywords: read and dash, reading, fun, student engagement, word recognition, pronunciation, quantitative, quasi-experimental

**INFLUENCE OF SCIBINGO ON SEPARATION OF MIXTURES ON
GRADE 6 LEARNERS IN PUNTURIN ELEMENTARY SCHOOL**

Joelyn Rose Valdez, Reyniel Adato, Christian Dato On, Johana H-amer,
Ashley Quinagan, Ryan Christopher Villalon

Abstract

The Philippine Institute for Development Studies (PIDS) emphasized that the lack of teaching materials poses a significant barrier to effective learning, as students are deprived of access to essential information needed to fully grasp classroom lessons. In this study, the concept of separating mixtures is applied through SCIBINGO, an interactive and gamified learning tool designed to engage students in a more enjoyable and stimulating way. By incorporating SCIBINGO into science instruction, the study aims to activate various cognitive processes, encourage sustained focus, and ultimately enhance student performance through evidence-based strategies and theoretical foundations. This study employed a mixed-methods design involving 47 Grade 6 learners from Punturin Elementary School, all of whom provided consent to participate. The study utilized a quasi-experimental approach, which involved administering a pre-test and post-test to the same group of students to assess the effectiveness of SCIBINGO. This design allowed the researchers to measure changes in students' knowledge and performance before and after the intervention. The analysis aimed to determine whether any significant improvements could be attributed to the use of SCIBINGO in teaching the lesson on separating mixtures. Additionally, the study was guided by Tippet's theory, which highlights the importance of strategy, familiarity, awareness of outcomes, and consistent practice, all of which align with the cognitive benefits offered by SCIBINGO's interactive format. The findings of this study confirm that educational intervention had a significant impact on student performance. In the pre-test, students recorded a mean score of 11.064 with a standard deviation of 3.6200. Following the intervention, the post-test results showed a higher mean score of 14.723 and a reduced standard deviation of 2.4821, indicating not only improved performance but also more consistent outcomes. The z-value of -5.7160 reflects a statistically significant difference between the two sets of scores. With a p-value less than .00001, well below the accepted significance level of 0.05, the study rejects the null hypothesis, affirming that the intervention led to measurable improvement in student learning. The analysis confirms that SCIBINGO positively impacted student learning and performance, particularly in understanding the concept of Separation of Mixtures. The intervention effectively enhanced student engagement and academic outcomes, demonstrating its value as a supportive educational tool for improving science comprehension and overall achievement.

Keywords: scibingo, separation of mixtures, educational intervention, student performance, grade 6, science comprehension, quasi-experimental, learning outcomes

**INTEGRATION OF VIRTUAL REALITY SIMULATION IN TEACHING SOCIAL
STUDIES: A GUIDE TOWARDS EFFECTIVE LEARNING**

Romulo Cabuhat, Angelo Belicano, Angelica Imperial, Shiena Mea Isnani,
Edmar Semblante, Abraham Muyrong II

Abstract

Research on incorporating Virtual Reality (VR) into the Social Studies classroom is still emerging, with no standardized methodologies currently in place. Teachers often face challenges in locating appropriate VR content, developing engaging lesson plans, and evaluating the impact of VR on student learning outcomes. A practical guide could support educators by helping them integrate VR into lesson plans, align VR content with curriculum objectives, and assess student engagement and participation. These firsthand observations and implementations can contribute valuable insights to future instructional practices and curriculum development. This project aims to utilize a descriptive research design and a quantitative approach to explore the integration of virtual reality (VR) simulation into Social Studies instruction. The study will be conducted during the 2024–2025 school year and will focus on 33 Social Studies instructors at Maligaya High School. A survey questionnaire will be developed, validated, and verified by subject matter experts to ensure reliability and relevance. Data will be analyzed using frequency distribution, percentage distribution, weighted mean, and ranking methods. Beliefs, attitudes, and behaviors will be measured using a Likert scale. The study investigated the use of virtual reality (VR) among 33 Social Studies instructors. Most participants held bachelor's degrees and had between 11 and 15 years of teaching experience. VR tools were primarily used for student motivation, presentations, assessments, and videoconferencing. Resources such as YouTube VR and instructional applications were found to be particularly effective, while VR-enabled virtual field trips enhanced the teaching of cultural diversity. Overall, the findings suggest that while VR has shown positive impacts in the classroom, there remains significant room for growth and development in its educational application. The study found that experienced teachers, particularly those with a bachelor's degree and 11 to 15 years of teaching experience, are well-positioned to integrate virtual reality (VR) simulations into their instructional practices. VR technology significantly enhances educational outcomes by improving student motivation, presentation delivery, assessments, and remote learning via platforms like Google Meet. Tools such as Quizlet, Google Docs, and Google Classroom also support student engagement and help create dynamic, interactive learning environments. Teachers expressed confidence in using VR to deliver immersive learning experiences, including virtual field trips and cultural diversity explorations. These approaches have the potential to transform Social Studies education by offering meaningful, experiential learning opportunities. The study underscores VR's potential to bridge the gap between theoretical knowledge and real-world application, signaling a shift toward more innovative and impactful teaching strategies.

Keywords: established methodologies, virtual reality, virtual field, experiential learning, cultural diversity, curriculum

**LEVEL OF ACCESSIBILITY OF LEARNING MANAGEMENT SYSTEM AS
PERCEIVED BY SELECTED GRADE 12 WORKING STUDENTS IN
HUMSS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Glazy Ree Serrano, Kathrina Dacillo, Rachelle Garcia,
Rosemarie Garsula, Hasnor Pacalna, Rica Mae Berja

Abstract

This research investigates how selected Grade 12 working students in the Humanities and Social Sciences (HUMSS) strand at Bestlink College of the Philippines perceive the accessibility of Learning Management Systems (LMS). The study examines the system's influence on various aspects of learning, including ease of access, progress monitoring, interactive features, time management, opportunities for advanced learning, and the development of academic and technical skills. This study utilized descriptive qualitative research design with a survey questionnaire as the primary data collection method. Findings revealed that Learning Management Systems (LMS) offer significant advantages to students, including easier access to learning materials, effective progress tracking, and enhanced interaction. However, technical difficulties emerged as a major concern in LMS usage. The study highlights the need to improve system accessibility and provide stronger technical support. An action plan is proposed to optimize LMS usability, aiming to create a more flexible and efficient learning environment for working students. This study evaluates the effectiveness of Learning Management Systems (LMS) as perceived by Grade 12 working students, focusing on areas such as accessibility, progress tracking, interactivity, time management, advanced learning, and skill development. Results revealed that LMS positively impacts student learning, with skill development rated highest (3.54), followed by progress tracking (3.52), time management (3.51), interactivity (3.50), and both accessibility and advanced learning (3.49). These findings highlight LMS as an essential tool for balancing academic and work responsibilities, enhancing engagement, and encouraging independent learning. This study evaluates the accessibility of Learning Management Systems (LMS) as perceived by selected Grade 12 working students. It focuses on several key areas: accessibility, progress tracking, interactivity, time management, advanced learning, and skill development. Findings indicate that students strongly agreed on the effectiveness of LMS across all aspects, with progress tracking receiving the highest rating. However, technical issues emerged as the most significant barrier to optimal LMS use. To address these challenges, action plans were proposed to improve system accessibility, enhance technical support, and foster collaboration among administrators, students, and families. Additional recommendations include incorporating features that promote flexible learning, optimize time management, and strengthen student engagement and skill development.

Keywords: learning management system (lms), accessibility, working students, progress tracking, time management, interactivity, skill development, flexible learning, technical issues, educational technology, student engagement

**LEVEL OF AWARENESS ON SOCIAL MEDIA ETIQUETTES AMONG
SELECTED GRADE 12 HUMANITIES AND SOCIAL SCIENCES
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Eunice Dulay, Jhon Vincent Baguio, Jhon Ralf Dupay, Gian Adrey Pitinis,
Mary Grace Vallesan, Rachele Victolero, Christopher Azares

Abstract

This study aims to investigate the level of awareness of social media etiquette among selected Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. Emphasizing respect, honesty, and responsible digital behavior, the research seeks to evaluate students' understanding of appropriate online conduct while acknowledging the transformative influence of social media. Guided by Brooks' (2019) theory, which outlines three stages of proper netiquette focused on respectful and considerate online communication, the study explores key aspects of etiquette related to respect, authenticity, and personal growth. It further examines students' self-assessment of their awareness in areas such as social interaction, attentiveness, and time management, identifies social media platforms that require specific etiquette, and offers recommendations to improve awareness and practice of responsible social media use among HUMSS students. This study utilized a quantitative descriptive research design and involved 200 selected Grade 12 Humanities and Social Sciences (HUMSS) students from Bestlink College of the Philippines, selected through cluster sampling. A structured survey questionnaire was administered to assess students' awareness of key aspects of social media etiquette. Data were analyzed using statistical tools such as frequency, percentage, ranking, mean, and the Likert scale. The study primarily focused on three core areas: online respect, authenticity in digital interactions, and responsible use of social media. The findings revealed that although students demonstrated a general understanding of social media etiquette, maintaining consistent and appropriate online behavior remained a significant challenge. The study underscored the importance of ongoing education and reinforcement in areas such as respectful digital interaction, evaluating the credibility of online information, managing screen time effectively, and protecting digital privacy. Furthermore, the excessive use of social media was found to harm students' academic performance and overall well-being. The study identified attentiveness as a key factor influencing students' level of awareness regarding social media etiquette. The findings prompted the development of practical strategies to enhance digital literacy and promote responsible social media use among students. Recommendations include integrating social media etiquette into the academic curriculum through workshops, seminars, and digital wellness initiatives, supported by parental supervision and institutional policies that encourage responsible online behavior. Additionally, incorporating digital citizenship education can help students cultivate ethical, respectful, and mindful online practices.

Keywords: social media etiquette, digital citizenship, online behavior, grade 12 humss students, digital literacy, attention, responsible social media use, bestlink college of the philippines, netiquette, online communication

**LEVEL OF COMPUTER ACCESSIBILITY IN ACADEMIC LITERACY ON HUMANITIES
AND SOCIAL SCIENCES STUDENT AT BESTLINK COLLEGE OF THE PHILIPPINES**

Khristine Fritzzy Sadsad, Iya Shanella Campilla, Quisha Edig, Jomer Espenida,
Jonna Pecatoste, Regine Sagales, Rica Mae Berja

Abstract

This study examines the level of computer accessibility and its influence on academic literacy among Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. Computer access plays a vital role in enhancing students' digital skills, study habits, and critical thinking. However, many students face challenges in accessing computers, which may negatively affect their academic performance. By addressing these issues, the study aims to inform students and promote the development of essential digital competencies and higher-order thinking skills. This study examines the level of computer accessibility and its effect on the academic literacy of Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. It focuses on how computer access influences students' computer literacy, study habits, and critical thinking skills. Utilizing an exploratory research design, the study involved 222 students selected through cluster sampling. Data were gathered through a validated survey questionnaire and analyzed using frequency, percentage, and mean. The findings indicate that computer accessibility significantly contributes to enhanced educational outcomes by improving students' use of digital tools, development of digital skills, and overall academic literacy. This study examines students' personal use of computers and their role in enhancing their knowledge and academic literacy. It highlights how computer accessibility supports academic performance, technological proficiency, and effective use of digital tools. As computers are integral to modern learning, students must develop the skills necessary to access and evaluate digital information. Through consistent use of computers and other digital devices, students can strengthen their academic literacy by efficiently gathering information from various online platforms and credible digital sources. This study explores students' personal use of computers and how computer accessibility contributes to the development of academic literacy. It emphasizes that access to technology enhances students' academic performance, technological proficiency, and ability to utilize digital tools effectively. With sufficient knowledge in navigating digital platforms, students can access, evaluate, and apply information from various online sources. This improved digital competence supports their academic growth and strengthens their overall learning experience.

Keywords: computer accessibility, academic literacy, digital skills, study habits, critical thinking, technology utilization, humanities and social sciences, grade 12 students

**LEVEL OF EFFICIENCY OF DIGITAL INSTRUMENTS FOR EDUCATIONAL
USE AMONG GRADE 11 HUMANITIES AND SOCIAL SCIENCES
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Maia Tori Balbastro, Jheremy Alparita, Jannah Mae Dantes, Jean Aerielle Gutierrez,
John Cedrick Pecate, Rica Mae Berja

Abstract

This study investigates the efficiency of digital tools in the education of Grade 11 Humanities and Social Sciences students at Bestlink College of the Philippines. It centers on key factors including visual learning, interactive engagement, skill development, accessibility, flexibility, and overall effectiveness. This study utilized an evaluative-descriptive qualitative research design to assess the effectiveness of digital tools in education among 128 Grade 11 Humanities and Social Sciences students at Bestlink College of the Philippines. The sample size was calculated using Slovin's Formula. Data was gathered through a survey questionnaire addressing visual learning, interactive learning, skill development, accessibility, flexibility, and overall effectiveness. Cluster sampling was employed to select the participants, and the collected data were analyzed using statistical techniques such as frequency, percentage, and mean. This study examines the efficiency of digital tools in education, focusing on visual learning, interactive learning, skill development, accessibility, flexibility, and overall effectiveness. Data collected via surveys were analyzed using weighted mean scores. Results indicate that all these factors visual learning (3.45), interactive learning (3.50), skill development (3.50), accessibility (3.47), flexibility (3.44), and effectiveness (3.38) are essential to successful digital learning. However, challenges such as distractions (83.59%), over-reliance on technology (81.25%), and limited access (71.88%) were also reported. The study highlights the need for digital literacy training and promoting responsible technology use to enhance academic outcomes. This study explores the use and effectiveness of digital tools in education, focusing on visual and interactive learning as well as skill development. Participants strongly affirmed the role of these tools in improving accessibility, flexibility, and overall learning outcomes. However, distractions and overuse of technology were noted as major challenges. The study recommends implementing real-time feedback, providing training for students and teachers, and establishing clear policies on digital use. An action plan is proposed to enhance digital tool integration in Grade 11 Humanities and Social Sciences, aiming to boost engagement, minimize distractions, and improve learning efficiency.

Keywords: digital tools, educational technology, visual learning, interactive learning, skill development, accessibility, flexibility, learning effectiveness, digital distractions, digital literacy, grade 11 humanities and social sciences

**LEVEL OF EFFICIENCY OF SCHOOL-BASED PROGRAM ON LEARNING OUTCOMES
OF GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Kristine Loraine Estrella, Janine Claire Bermudez, Benjie Duarte,
Relan Llorca, Oliver Manolid, Christopher Azares

Abstract

This study investigates the effectiveness of school-based interventions in improving the academic performance of Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. These interventions are designed to create healthy and safe learning environments that facilitate skill development and enhance students' readiness for academic tasks and activities. This study utilized a descriptive research design with a survey questionnaire and employed cluster sampling to select 200 Grade 12 HUMSS students as respondents. The questionnaire, validated by experts, collected information on the evaluation of school-based interventions, students' challenges, and the effectiveness of these programs. Data was analyzed using frequency and percentage distributions, ranking, and mean scores. The findings indicate that students view school-based programs as highly effective in developing critical thinking and practical skills. However, difficulties with time management and class attendance posed challenges for some participants. Overall, the interventions were considered both relevant and satisfactory. The discussion provides a summary of the findings regarding the perceived effectiveness of school-based programs at Bestlink College of the Philippines among Grade 12 Humanities and Social Sciences students. It examines the impact of these programs on students' learning outcomes and the challenges they faced. The section also includes the researchers' conclusions and recommendations aimed at enhancing the effectiveness of these interventions.

Keywords: school-based programs, academic achievement, critical thinking, grade 12, humanities and social sciences, student challenges, program effectiveness, bestlink college of the philippines

**LEVEL OF INFLUENCE OF ROBLOX TO COMMUNICATION SKILLS
AMONG GENERAL ACADEMIC STRAND STUDENTS**

Adrian Kenneth Ellaga, Mickaela Gaviola, Mark Gabriel Maras,
Cesar Orjalo, Jhaniña Marie Torre Franca, Christopher Azares

Abstract

This study examines the role of Roblox, a widely popular online gaming platform, in shaping the communication skills of General Academic Strand students. It explores the effects of Roblox on various aspects of communication, including social interaction, verbal expression, and nonverbal cues. The findings aim to reveal how engagement with Roblox influences students' confidence and ability to connect with peers and new acquaintances. To tackle this problem, the researchers utilized a mixed-methods approach that combined a literature review with empirical data collection. They investigated the impact of Roblox on verbal communication, nonverbal communication, and social interaction. Data were collected using surveys, interviews, and questionnaires. The survey revealed that 45% of respondents frequently use the chat box feature on Roblox, making it one of the platform's most popular communication tools. Language barriers and challenges related to the chat function were noted as significant obstacles. Roblox demonstrated a strong influence on communication skills, with weighted means of 3.36 for verbal communication (interpreted as very high), 3.23 for nonverbal communication, and 3.36 for social interaction, indicating a high impact across these areas. Roblox's chat boxes and language exposure were identified as major communication barriers. To address these issues, the study recommends developing guidelines for appropriate online communication, offering workshops on voice chat etiquette, raising cyberbullying awareness through seminars, promoting effective time management, and encouraging alternative hobbies.

Keywords: roblox, communication skills, verbal communication, nonverbal communication, social interaction, chat box, language barriers, cyberbullying awareness, online etiquette, time management

**LEVEL OF VERBAL COMMUNICATION SKILLS IN THE ACADEMIC
PERFORMANCE ON GENERAL ACADEMIC STRAND STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Lairene Melendres, Justine Anecio, Mary Rose Delmonte, Aldrin Kurt Lavado,
Trishcia Marie Sumadchat, Christopher Azares

Abstract

This study investigates the correlation between verbal communication skills and academic performance among Grade 11 and 12 students under the General Academic Strand at Bestlink College of the Philippines. It aims to determine the extent to which effective verbal communication contributes to students' academic success. The findings of this research seek to provide valuable insights that may assist educators in enhancing verbal communication development within the academic environment. A quantitative research design is employed using a survey questionnaire administered to 80 randomly selected respondents. The study focuses on components such as listening and comprehension, language proficiency, and pronunciation. Data are collected through surveys and interviews, assessing the students' ability to effectively convey and interpret information. The findings revealed a statistically significant positive correlation between verbal communication skills and academic performance among Grade 11 and 12 students. Those who demonstrated higher proficiency in verbal communication tended to achieve better academic outcomes. This indicates that strong verbal communication skills are closely associated with improved academic performance. This study highlights the importance of integrating verbal communication skills development into the curriculum of the General Academic Strand at Bestlink College of the Philippines. The positive relationship between communication skills and academic success suggests that educators should implement strategies and activities aimed at improving students' communication abilities. Such efforts may enhance students' overall academic achievement and address verbal communication challenges effectively.

Keywords: verbal communication skills, academic performance, listening and comprehension, language proficiency, pronunciation, general academic strand, senior high school, quantitative research

**MEDIA LITERACY: EVALUATION OF INFORMATION DISORDER
AS PERCEIVED BY GENERAL ACADEMIC STRAND**

Jovan Pama, Mary Joy Marentes, Erminia Bueno, Dhen Mark Gonzales,
Daryl John Tible, Christopher Azares

Abstract

This study explores media literacy and the evaluation of information disorder as perceived by students in the General Academic Strand. Grounded in Bandura's Social Cognitive Theory and Dual Process Theory, the research highlights the urgency of addressing the spread of misinformation, disinformation, and malinformation in digital environments. The study aims to assess how students recognize, respond to, and critically evaluate various types of misleading content, thereby identifying gaps in their media literacy skills. A quantitative descriptive research design was employed. A validated survey questionnaire was administered to 80 purposively selected respondents. The instrument assessed awareness of different types of information disorder, perceived effects, and evaluation skills using Likert-scale and multiple-choice items. Data was analyzed using frequency and percentage distributions, weighted means, and ranking methods. Results indicated that disinformation was the most recognized type of information disorder (37.5%), followed by malinformation (35%) and misinformation (27.5%). Polarization emerged as the most frequently identified consequence (32.5%). Verification practices, such as fact-checking and source confirmation, were moderately applied (WM=3.32), while deeper critical analysis skills showed higher levels of agreement (WM=4.17). Cross-referencing multiple sources was the most recommended strategy for addressing information disorder (37.5%). The findings underscore a discrepancy between surface-level verification practices and the development of deeper critical thinking skills, as reflected in the Dual Process Theory. The study recommends integrating systematic evaluation techniques into the curriculum to enhance students' analytical competencies. These insights support the enhancement of media literacy frameworks and provide guidance for educational institutions seeking to combat the effects of information disorder.

Keywords: media literacy, information disorder, disinformation, misinformation, malinformation, dual process theory, critical thinking, verification practices, general academic strand

**MUSIC PREFERENCES AND ITS BENEFITS TO THE ACADEMIC PERFORMANCE AS
PERCEIVED BY SELECTED GRADE 11 HUMANITIES AND SOCIAL SCIENCES
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Franchesca Cativo, Cherry Hazel Buenaobra, Jessica Jorta, Daniel San Miguel,
Alyssa Marie Villete, Christopher Azares

Abstract

The music industry has significantly evolved in the 21st century due to technological advancements, which have also influenced the field of education. In response, institutions have increasingly supported the integration of music into the K–12 curriculum, as emphasized in Department of Education (DepEd) Order Memorandum No. 287, s. 2021, and DepEd Order No. 108, s. 1998. These policies highlight the positive impact of music on students' learning experiences. Guided by LeBlanc's Interactive Theory of Music Preference and Piaget's Cognitive Stage Theory, this study explores the benefits of music on academic performance as perceived by selected Grade 11 Humanities and Social Sciences (HUMSS) students. It specifically examines how musical preferences based on personal interest, genre, and environment, support learning outcomes, daily routines, and social skills. The study also identifies common barriers and proposes an action plan for improved engagement. This study employed a correlational-quantitative research design to investigate the relationship between music preferences and academic performance. A total of 133 Grade 11 HUMSS students from Bestlink College of the Philippines were selected through quota sampling. Data was collected using a structured survey questionnaire, alongside pre-tests and post-tests, to assess students' perceptions and outcomes related to their music listening habits. Findings indicated that students strongly agreed that their personal interests, preferred genres, and listening environments significantly influence their music preferences. These preferences were found to positively impact their learning outcomes, daily routines, and social skills. Students reported several challenges related to music, including language barriers, emotional associations with memories, and the overwhelming variety of available music. The data revealed a clear connection between music preferences and academic performance, with language emerging as the most commonly reported obstacle. The study demonstrated that music preferences, when aligned with personal interest, genre, and environment, can enhance academic performance by supporting cognitive focus, emotional regulation, and social interaction. Language differences were identified as a primary barrier. Based on these findings, the action plan recommends exposure to music in various languages, emotional awareness, and the exploration of diverse musical genres. Additional recommendations include aligning music choices with academic tasks and expanding musical knowledge to further support academic success.

Keywords: music preferences, academic performance, grade 11 students, humanities and social sciences, learning outcomes, personal interest, genre, environment, cognitive development, educational music integration

**NONVERBAL COMMUNICATION AND ACADEMIC PERFORMANCE OF SELECTED
GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Princess Ahrsyl Gomez, Cutler Anala, Shivien James Dantes, Christian Joshua Labarda,
Justin Modesto, Angel Joy Ruiz, Christopher Azares

Abstract

This study aims to examine the relationship between nonverbal communication and academic performance. Nonverbal communication, including gestures, facial expressions, and eye contact, plays an important role in understanding others and expressing thoughts and feelings. Academic performance of the respondents is described in terms of age, gender, and grades. Nonverbal communication in classroom interactions is described through facial expressions, body language, and eye contact. According to the International Journal of English Linguistics (2015), communication has two main forms: verbal and nonverbal, and nonverbal communication has a significant impact on social interactions. This study focuses on Grade 12 Humanities and Social Sciences students and their use of nonverbal communication in relation to academic performance. The study collected data from 200 Grade 12 Humanities and Social Sciences students using a descriptive quantitative research design. The researchers employed a cluster sampling technique and administered a questionnaire to gather information from the respondents. The results summarize the use of nonverbal communication in classroom interactions, focusing on facial expressions, body language, and eye contact. Problems identified included: 144 students (24%) reported a lack of awareness of their nonverbal communication, 110 students (18%) identified as introverted, 108 students (18%) reported poor eye contact or clumsiness with objects, and 129 students (21%) noted misinterpretation of body language. The findings highlight how Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines use nonverbal communication in classroom interactions. The study recommends implementing an action plan to improve students' nonverbal communication skills and to help them understand their current strengths and limitations.

Keywords: nonverbal communication, academic performance, classroom interaction, body language, eye contact

**OPTIMIZING STUDY HABITS: THE ROLE OF ARTIFICIAL INTELLIGENCE IN
BOOSTING STUDENTS PRODUCTIVITY AMONG GRADE 11 AND 12
GAS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Vincent Riñon, Jasper Betome, Mark Anthony Contawe, John David Garcia,
Cyryl Mae Pon, Rica Mae Berja

Abstract

Artificial intelligence (AI) tools are systems that use machine learning to perform tasks traditionally dependent on human input. In the academic context, these tools aim to improve student performance by generating smart content and enhancing productivity. Many students currently face challenges such as grammatical errors, lack of ideas, and frequent misinterpretations. AI tools provide support in addressing these issues. This study explores the role of AI tools in boosting the productivity of Grade 11 and 12 General Academic Strand (GAS) students at Bestlink College of the Philippines. This study employs a quantitative research design and utilizes purposive quota sampling to gather data from 77 Grade 11 and 12 GAS students. A structured questionnaire was used as the primary data collection tool to assess the perceived impact of AI tools on student productivity. Findings revealed that students agreed on the helpfulness of AI tools such as ChatGPT (2.92), Perplexity AI (2.92), and Grammarly (3.19) in addressing Sub-Problem 1, which focuses on tool usage. For Sub-Problem 2, students also agreed that AI tools contributed positively to time management (3.11), overall tool usage (2.92), and learning engagement (3.05). These tools were perceived as beneficial in accomplishing academic tasks, enhancing grammar, and reducing errors. Furthermore, the use of AI tools helped students identify learning gaps and improved access to educational support. The study highlights the contributions of AI tools in enhancing student productivity, as perceived by Grade 11 and 12 GAS students at Bestlink College of the Philippines. AI tools were found to provide academic advantages such as improving grammar, managing study time, and increasing engagement. Based on the findings, the study recommends the continued use and integration of AI tools in academic settings to support learners in overcoming common academic challenges and improving overall performance.

Keywords: artificial intelligence, student productivity, study habits, academic performance, general academic strand, grammarly, chatgpt, perplexity ai, time management, learning engagement

**PAGE TURNERS AND SHARP MINDS: EXPLORING THE CONNECTION OF READING
BOOK TO THE INTELLECTUAL GROWTH AMONG GRADE 12
HUMANITIES AND SOCIAL SCIENCES STUDENTS**

Patricia Mae Castro, Feonah Dale Mason, Cherry Ann Pasigue,
Brix Valendia, Christopher Azares

Abstract

This study underscores the significant role that book reading plays in fostering students' intellectual growth. Engaging in active reading enhances critical thinking skills, strengthens reading comprehension, and contributes to improved academic performance. Students who regularly read are more inclined to participate in classroom discussions, engage in thoughtful dialogue, and achieve higher academic outcomes. Despite these benefits, many students face challenges in maintaining reading habits due to distractions from digital media and the constant urge to stay connected online. Those with lower reading proficiency often struggle with vocabulary development, comprehension, and analytical thinking, which hinders their academic success. Moreover, limited exposure to reading may impede problem-solving abilities and overall cognitive development. Early intervention is essential to address these issues. To cultivate a reading culture, schools should establish diverse libraries, implement reading programs, assign engaging materials, guide students in selecting appropriate texts, and dedicate specific time for reading activities. This research aims to explore the relationship between book reading and intellectual development among students at Bestlink College of the Philippines and propose actionable strategies to promote lifelong reading habits. The study utilized a descriptive-exploratory research approach, applying cluster sampling to collect responses from 200 Humanities and Social Sciences (HUMSS) students on the topic of reading habits and intellectual development. Data was gathered through a structured survey questionnaire, and the results were analyzed using statistical tools such as frequency and percentage distribution, ranking, weighted mean, and a four-point Likert scale to evaluate trends and patterns. The findings indicate that respondents strongly agree that reading contributes significantly to their intellectual growth. Emotional intelligence scored a weighted mean of 3.49, creativity received 3.50, and reading development attained 3.49, all interpreted as strongly agree. Furthermore, respondents expressed strong agreement regarding the impact of reading on critical thinking skills (3.46), vocabulary development (3.46), and reading comprehension (3.44), with all areas reflecting a high level of intellectual advancement. This study explored how reading books contributes to the intellectual development of Humanities and Social Sciences students and the subsequent effects on their academic achievement.

Keywords: reading habits, intellectual growth, academic performance, humanities and social sciences students, critical thinking, vocabulary development, and reading comprehension

**PERCEIVED LEADERSHIP SKILLS AND TEAM PERFORMANCE OF
GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Valerie Baylon, Angel Faith Dinzon, Krizza May Ibañez, Eddjoie Placer,
Cyrill Romano, Nicole Salaria, Christopher Azares

Abstract

Leadership skills encompass the abilities and qualities exhibited by individuals in management positions that enable them to effectively guide and motivate a team toward accomplishing shared objectives. According to the Behavioral Theory of Leadership proposed by Robert Blake and Jane Mouton in the 1960s, leadership effectiveness can be developed by understanding and applying specific behavioral patterns or styles. This theory highlights the importance of participative decision-making and fostering team growth by addressing the unique needs of team members. Drawing on this framework, the researchers conducted a study to evaluate the impact of leadership skills on the team performance of Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. The research utilized a descriptive-quantitative design. To select participants, cluster sampling was applied as the sampling method for this study. This technique was implemented to ensure that the data collected accurately reflects the larger population. A total of two hundred (200) Grade 12 Humanities and Social Sciences students from Bestlink College of the Philippines comprised the study sample. The researchers gathered information through a survey questionnaire distributed to the respondents. The findings highlight key leadership strategies that improve team performance, focusing on collaboration, empowerment, and verbal communication. The data also reveal common challenges faced by respondents: 163 participants (24.29%) reported difficulties with self-confidence, while 102 (15.20%) identified insufficient feedback as a major issue. Poor communication, which often results in misunderstandings and conflicts, was reported by 149 respondents (22.21%). Additionally, 134 respondents (19.97%) noted that fear of failure hinders risk-taking, and 123 (18.33%) cited lack of motivation as a factor contributing to unfavorable outcomes. This summarizes the various strategies in effective leadership that contribute to improving team performance among Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. In light of these results, the researchers propose an action plan designed to strengthen and enhance the leadership skills of the students.

Keywords: leadership skills, behavioral theory of leadership, team performance, grade 12 humanities and social sciences, bestlink college of the philippines, descriptive-quantitative research, cluster sampling, collaboration, empowerment, verbal communication,

**PERCEPTION OF ENVIRONMENTAL AWARENESS BY GRADE-12 HUMANITIES AND
SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES.**

Raindale May Laboguen, Gerald Abanto, Stephen Calderon, Jasmine Sanjose,
Dhove Vasquez, Rica Mae Berja

Abstract

Environmental awareness is crucial in shaping a healthier and more sustainable world. Trees play a key role in this effort by purifying the air, providing essential materials such as paper and wood, filtering rainwater, and acting as natural buffers against flash floods. This study investigates the benefits of tree-planting activities for Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. It aims to underscore the impact of such initiatives on enhancing students' environmental consciousness while addressing a gap in current research on youth participation in ecological sustainability. This study utilized an evaluative research method to assess students' perceptions of tree-planting programs. Data were gathered through cluster sampling, using a survey questionnaire and statistical tools to measure the effectiveness of the initiatives. Students' awareness levels were classified into four categories: Highly Aware, Aware, Least Aware, and Not Aware. The research also examined key strategies for promoting environmental awareness, including curriculum integration, awareness campaigns, and tree-adoption programs. The results indicated that promotional strategies for environmental awareness were highly effective, with a rating of 99.99%, particularly through educational campaigns, digital media, posters, hands-on activities, and recognition programs. The overall effectiveness of environmental awareness efforts received a high weighted mean of 3.54, especially in curriculum integration, awareness campaigns, and tree-adoption programs. Among these, the tree-adoption program was considered the most impactful. Respondents identified the top benefits of environmental awareness as improved air quality, stronger advocacy efforts, and a more supportive learning environment. The overall perception of environmental awareness benefits was rated at 100.01%. Environmental awareness is not merely an extracurricular activity but a powerful educational approach that encourages students to actively contribute to sustainability. Establishing formal tree-planting programs within schools can significantly enhance environmental consciousness and foster responsible conservation practices. To sustain these efforts, an action plan is recommended to promote continuous student involvement and ensure long-term impact that reaches beyond the school community. By cultivating environmental awareness, learners can help create a cleaner, greener, and more sustainable future for the generations to come.

Keywords: environmental awareness, tree-planting program, sustainability, student involvement, conservation practices, curriculum integration, environmental education, grade 12 humss, bestlink college of the philippines, tree-adoption strategy

PERCEPTION ON CIVIL UNIONS: SUPPORTING A MARGINALIZED COMMUNITY

Maria Angelina De Guzman, Kristoff Bernabe, Lance Joaquin Morales,
Marc Andrei Torres, LJ Pino, Dave Espinosa

Abstract

The Civil Union Act enables any two individuals, regardless of gender or sexual orientation, to enter into a legally recognized partnership. Marginalized communities, especially those identifying as LGBTQ+, continue to face discrimination and exclusion across various dimensions, including economic, political, social, and cultural spheres. As noted by Duffy (2020), civil unions offer vital legal protections such as inheritance rights, tax advantages, and authority in healthcare decisions, that are essential for the security and well-being of same-sex couples. Similarly, Smith (2019) argues that civil unions represent a meaningful step toward full marriage equality, helping to break down systemic barriers faced by the LGBTQ+ community. However, in the Philippines, the Family Code only acknowledges marriage between a man and a woman, effectively denying same-sex couples equal legal recognition. This legal gap results in serious disadvantages, particularly in matters of inheritance, medical decision-making, and access to social security benefits. The study explores both quantitative and qualitative perspectives on civil unions, aiming to capture a deeper understanding of public perception. To achieve this, the researchers applied a comprehensive methodological approach that highlights the complexities of the issue. Thirty (30) Grade 12 HUMSS students participated as respondents, offering valuable insights through their diverse viewpoints and experiences. The results show that the majority of respondents strongly agreed that the problems encountered in Civil Union have a significant impact on human rights (3.84), cultural and religious perspectives (3.57), social acceptance (3.78), legal implications (3.88), and personal beliefs (4.55). The solutions to the problem in cultural context (4.09), social environment (3.88), and legal and policy concerns (3.95), to improve legal rights (3.97), strengthen community support (3.99), flexibility in education and work (3.98), and greater awareness and empathy (4.09). Integrating discussions about civil unions into the classroom is essential for raising awareness of their role in promoting human rights. These conversations allow students to critically examine diverse cultural, religious, and legal viewpoints while encouraging empathy and fostering a culture of inclusion. Civil unions go beyond legal recognition; they represent a matter of human dignity and respect. By supporting civil unions, educators can help nurture a more accepting and inclusive community where individuals feel safe to live authentically and without prejudice.

Keywords: civil union, lgbtq+ rights, human rights, education, social inclusion, student awareness, cultural perspectives, legal recognition, empathy, human dignity

**PERKS OF MEDIA AND INFORMATION LITERACY EDUCATION ON CRITICAL
THINKING OF GRADE 12 HUMANITIES AND SOCIAL SCIENCE
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Princess Joanna Mikaela Mape, Ma Rialyn Pamesa, Mark Joshua Nazareno,
Mary Joy Lucban, Daniel Tagolino, Rica Mae Berja

Abstract

This research explores the benefits of Media and Information Literacy (MIL) education in enhancing students' critical thinking skills. It aims to assess whether studying MIL positively contributes to the development of analytical and evaluative thinking among learners. The study specifically focuses on Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines, examining how MIL influences their ability to think critically and make informed decisions. The study adopted an evaluative-quantitative research design to examine the advantages of Media and Information Literacy (MIL) education in enhancing students' critical thinking skills. A total of 200 Grade 12 Humanities and Social Sciences (HUMSS) students were chosen as respondents through cluster sampling. Data collection was carried out using a structured survey questionnaire, which served as the main tool for gathering and analyzing information. The study's findings indicate that Media and Information Literacy (MIL) education provides significant advantages for students, particularly in strengthening their critical thinking abilities. MIL helps students enhance their capacity to evaluate and communicate information effectively, participate in thoughtful discussions, make well-informed decisions, and base their conclusions on evidence rather than hearsay. Despite these benefits, students also face challenges in learning MIL. These challenges include limited awareness of the importance of media literacy for critical thinking, difficulties in judging the trustworthiness of different information sources, and the impact of social media, which often encourages shallow rather than deep analytical thinking. The findings indicate that Media and Information Literacy (MIL) provides valuable advantages for students, notably in the areas of communication, decision-making, and digital literacy. Moreover, MIL education contributes to the development of students' critical thinking skills by enhancing their proficiency, problem-solving abilities, and literacy.

Keywords: media and information literacy, critical thinking skills, communication skills, decision-making, digital literacy, problem-solving, student development, education benefits

**PROPER USAGE OF YOUTUBE TUTORIALS IN ACADEMIC PERFORMANCE
BY GRADE 12 HUMSS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Aldren Cielo, Aldren Cielo, Daniel Mhar Daniel, Ace Martin Moreno,
Simeon Serafico III, Lerry Boy Taller, Rica Mae Berja

Abstract

This study investigates the proper use of YouTube tutorials and their influence on the academic performance of Grade 12 HUMSS students at Bestlink College of the Philippines. It explores how video tutorials support learning, enhance student engagement, improve accessibility, develop skills, and foster interest and academic abilities. The research also identifies the challenges students face when using YouTube tutorials, applying the framework of Cognitive Load Theory to understand their learning experience. This study utilized descriptive research design and involved 212 selected Grade 12 Humanities and Social Sciences (HUMSS) students as participants. Cluster sampling was employed to select the respondents for the study. Data was gathered using a survey questionnaire, which served as the primary research instrument. The questionnaire explored the respondents' use of YouTube tutorials in terms of learning, engagement, and accessibility. It also examined how these tutorials impacted their academic performance through skill development, interest, and abilities, as well as the challenges they encountered while using the platform. The findings reveal a strong positive impact of properly using YouTube tutorials on the academic performance of Grade 12 HUMSS students at Bestlink College of the Philippines. In terms of video tutorial usage, respondents rated Learning highest with a weighted mean of 3.54, followed by Engagement and Accessibility with a weighted mean of 3.49. The overall weighted mean for these factors was 3.47, indicating strong agreement. Regarding academic performance, Skill development received a weighted mean of 3.49, Interest was rated 3.47, and Abilities scored 3.45. These results also yielded an overall weighted mean of 3.47, reflecting a strong positive perception of YouTube tutorials' effectiveness. To address challenges such as content overload, the study recommends developing guidelines that help students evaluate the credibility of online educational materials to maximize the benefits of YouTube tutorials. Respondents strongly agree that video tutorials positively contribute to their learning, engagement, and accessibility. They also acknowledge that YouTube tutorials significantly support their academic performance by enhancing their skills, interests, and abilities. The primary challenge identified by respondents is content overload. To mitigate this, a proposed action plan aims to ensure the effective and efficient use of YouTube as a tutoring tool.

Keywords: youtube tutorials, academic performance, learning engagement, accessibility, skill development, content overload, tutoring strategies, grade 12 humss, educational technology, cognitive load theory

**QUIZLET AND ITS EFFECTIVENESS TO FACILITATING COLLABORATIVE
LEARNING AS PERCEIVED BY SELECTED HUMANITIES AND SOCIAL
SCIENCE TEACHERS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Abrio Cindy Grace, Joshua Azores, Sarah Jane Berja, Janah Loise Ballester,
Jimuell Jove, Angelo Virtudez, Rica Mae Berja

Abstract

Chapter 1 presents a study that explores the effectiveness of Quizlet as a tool for promoting collaborative learning, as perceived by selected Humanities and Social Sciences (HUMSS) teachers at Bestlink College of the Philippines. The study utilizes a descriptive-exploratory research design and applies a purposive sampling technique to gather relevant data. Information was collected through survey questionnaires to assess Quizlet's impact in key areas such as interactive features, practice tools, vocabulary development, learning outcomes, student engagement, and collaborative learning strategies. This research aims to determine how the use of Quizlet can effectively enhance collaborative teaching and learning experiences among HUMSS teachers in the institution. Chapter 2 discusses the research methodology used in this study, which applied a descriptive-exploratory quantitative approach to investigate the effectiveness of Quizlet in promoting collaborative learning among selected Humanities and Social Sciences (HUMSS) teachers at Bestlink College of the Philippines. A total of ten participants were selected using the purposive sampling technique to ensure that only those familiar with Quizlet were included. The research instrument was a survey questionnaire composed of three sections: (1) the role of Quizlet in collaborative learning, (2) the effectiveness of Quizlet, and (3) the problems encountered while using the platform. The questionnaire was validated through content validation, reliability testing, and a review for language clarity and accuracy. Data collection was conducted face-to-face, with the questionnaires distributed and immediately retrieved from different classrooms to ensure a high response rate. The collected data were analyzed using frequency, percentage, ranking, and mean to convert qualitative perceptions into quantifiable results. Ethical considerations included obtaining informed consent from all participants and ensuring confidentiality of their responses. The overall goal of this chapter is to provide a systematic approach to understanding the perceived effectiveness of Quizlet in enhancing collaborative learning among HUMSS teachers. Chapter 3 presents the analysis and interpretation of data on the effectiveness of Quizlet as a collaborative learning application for teachers. The results showed that participants strongly agreed on the positive impact of Quizlet in facilitating collaborative learning. Among the evaluated components, vocabulary acquisition ranked the highest with a weighted mean of 3.58, highlighting its strong influence on the learning process. In response to the findings, the researchers proposed an action plan aimed at enhancing the use of Quizlet and maximizing its effectiveness in promoting collaborative learning among Humanities and Social Sciences teachers. The study examined the effectiveness of Quizlet in supporting collaborative learning, particularly in areas such as interactive tools, practice activities, and vocabulary development. Findings revealed a high level of agreement among participants regarding Quizlet's positive impact on collaborative learning. Despite these positive results, certain challenges were identified. To address issues such as poor internet connectivity, cheating, and distractions during app usage, the researchers proposed a targeted action plan aimed at improving the overall effectiveness of Quizlet in educational settings.

Keywords: quizlet, collaborative learning, interactive tools, vocabulary acquisition, practice activities, humanities and social sciences, teacher perception, educational technology, online learning, action plan

**READING DIFFICULTIES IN THE ENGLISH SUBJECT OF GRADE 11 HUMANITIES
AND SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jenelou Carloy, Bien Carlo Almoguerra, Jerrylyn Mae Garcia,
Arjay Pagador, Shaira Senday, Christopher Azares

Abstract

This study centers on Grade 11 Humanities and Social Sciences students at Bestlink College of the Philippines, investigating common reading difficulties and effective techniques for improvement. Factors such as limited vocabulary, challenges in comprehending sentences and paragraphs, insufficient background knowledge, basic English skills, and lack of interest contribute to these difficulties. Using B.F. Skinner's Operant Conditioning Theory, the study highlights how reinforcement and encouragement can improve reading abilities, build confidence, and support students' progress. It examines the impact of these factors on learning, communication, and critical thinking, while assessing the effectiveness of various reading strategies. This study utilizes a quantitative-descriptive evaluative research design to determine the effectiveness of specific interventions whether they work, and if so, how and why. The study surveyed 133 Grade 11 students at Bestlink College using a structured questionnaire. Data were analyzed using statistical tools such as frequency, percentage, ranking, mean, and Likert scale to provide meaningful insights. Reading difficulties significantly hinder students' learning, communication, and critical thinking skills, with attention-related challenges being a major contributing factor. Utilizing reading techniques such as summarizing, visualizing, and enhancing comprehension can help address these issues. To effectively support students, an action plan has been developed focusing on assessing attention difficulties, establishing a distraction-free reading environment, setting achievable fluency goals, and strengthening vocabulary. This plan emphasizes a collaborative approach involving students, teachers, and school administrators to promote sustained improvement in reading performance. The findings of the study highlight that lack of attention is the leading factor contributing to reading difficulties in English subjects, which in turn affects students' ability to learn, communicate effectively, and think critically. To overcome these challenges, interventions should prioritize strategies that enhance attention, reading fluency, and vocabulary. These may include conducting assessments to identify attention-related issues, implementing techniques to improve focus, establishing achievable reading fluency goals, and incorporating vocabulary-building activities.

Keywords: reading difficulties, attention span, english learning, vocabulary development, reading fluency, critical thinking, learning barriers, intervention strategies, grade 11 students, bestlink college.

**READING PROFICIENCY IN ENGLISH LANGUAGE AMONG GRADE 11 HUMANITIES
AND SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Columbino John Ace, John Mark Gragasin, Ralp Benriel Balubal,
John Llyod Probo, Maria Kristine Romulo, Rica Mae Berja

Abstract

In the modern educational landscape, English has become a vital language for academic achievement and global communication. Despite the widespread dedication to learning English, mastering it remains a challenge due to its vast vocabulary, complicated grammar, and pronunciation difficulties. Students frequently struggle with issues such as limited vocabulary, inadequate reading skills, and challenges in understanding texts. Furthermore, research indicates that factors like environmental conditions, reading comprehension difficulties, and second-language acquisition contribute significantly to these reading challenges. This study used an evaluative quantitative research approach and applied cluster sampling alongside Slovin's formula to select 126 Humanities and Social Sciences students from Bestlink College of the Philippines as respondents. A survey questionnaire was employed as the primary data collection tool to address the research objectives. The results indicate that environmental factors, including noise and the absence of a proper study environment, which distract students and impair text comprehension, received a weighted mean of 3.22, corresponding to "Agree." In terms of reading comprehension, challenges such as limited vocabulary and inadequate exposure to English yielded a weighted mean of 2.96, also described as "Agree." Finally, regarding second-language difficulties, issues like unfamiliarity with vocabulary, sentence structure, and idiomatic expressions affecting reading fluency had a weighted mean of 3.17, which likewise reflects agreement. It is recommended that schools and educators offer greater support to students struggling with limited resources and opportunities. They should encourage students to practice note-taking and summarizing important information during reading to improve comprehension. Furthermore, facilitating interactions with native speakers or language partners can boost students' confidence in both reading and oral communication skills.

Keywords: reading difficulties, english language learning, environmental factors, reading comprehension, second-language challenges, vocabulary, study habits, humanities and social sciences students, bestlink college of the philippines, quantitative research,

**ROLE OF SOCIAL STRATIFICATION IN DISCRIMINATION EXPERIENCES AS
PERCEIVED BY GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS.**

Marc Jan Besmonte, Akisha Rosel Haberia, Beverly Pelayo, Mark James Talacay,
Rafael Laurence Termil, Christopher Azares

Abstract

Social stratification has long been a central concern in sociological studies and continues to be a significant societal issue throughout history. It contributes to persistent problems such as discrimination, poverty, and unequal treatment experienced by individuals across their lifespans. This study seeks to explore how social stratification contributes to experiences of discrimination as perceived by Grade 12 students, specifically in terms of wealth, power, social class, social mobility, job opportunities, and income level. Anchored in Grusky's (2019) theory which highlights the dynamics of social class, inequality, mobility, interaction, and cultural values this research also considers how globalization and social networks shape access to resources and reinforce local patterns of inequality. To explore the role of social stratification, the study utilized an exploratory research design involving 200 Grade 12 Humanities and Social Sciences (HUMSS) students. Data were gathered through survey questionnaires aimed at assessing students' perceptions of discrimination based on factors such as wealth, power, social class, mobility, job opportunities, and income level. The findings of the study reveal that students strongly agreed on the significant role of social stratification in shaping various aspects of their lives. This was reflected in the high mean scores across all indicators: wealth (3.38), power (3.38), social class (3.32), social mobility (3.39), job opportunities (3.43), and income level (3.40). These results suggest that social stratification exerts a considerable influence on students' perceptions of discrimination and access to opportunities. The primary issue identified by students was bias in investigative and evaluative processes. To address this concern, the study proposes the development of an action plan aimed at eliminating discriminatory practices within the school environment. It is recommended that schools enforce policies promoting equality and fairness, ensuring that no student is subjected to discrimination based on their wealth, power, social class, social mobility, job opportunities, or income level.

Keywords: social stratification, discrimination, wealth, power, social class, social mobility, income level, job opportunities, inequality, grade 12 humss students, bias, educational equity

**SMART SYSTEM INFLUENCE ON ACADEMIC ACHIEVEMENTS AMONG
TOP PERFORMING ACADEMIC TRACK STUDENTS AT THE
BESTLINK COLLEGE OF THE PHILIPPINES**

Mhack Cristhoff Ubay, Hendrix Alejo, Mary Joy Dacatimbang, Katelyn Espayos,
Kerby Luyon, Jelome Trazona, Rica Mae Berja

Abstract

This study investigates the influence of smart systems on the academic achievements of top-performing academic track students at Bestlink College of the Philippines. With the increasing integration of digital tools in education, understanding their impact on student performance has become essential. The research examines the role of AI-driven platforms, Learning Management Systems (LMS), and other smart technologies in supporting and enhancing student learning outcomes. An evaluative-quantitative research design was utilized to assess the experiences of 173 high-achieving academic track students. Purposive sampling was applied to ensure the inclusion of participants who represent academically exceptional learners. A validated survey questionnaire served as the primary data collection tool, ensuring the reliability and accuracy of responses. Data were analyzed using frequency, percentage, mean, and ranking to evaluate the influence of smart systems on academic performance. The findings revealed that smart systems have a positive impact by enhancing motivation and promoting self-regulated learning. These tools assist students in setting academic goals, organizing tasks, monitoring progress, and planning subsequent actions. Real-time feedback provided by smart systems was found to reduce stress and supplement the support of human instructors. However, challenges were also identified, including overdependence on technology, unequal access to digital tools, and inconsistent content relevance. This study offers valuable insights for educators, school administrators, and policymakers seeking to improve academic performance through the integration of smart educational technologies. Addressing technological limitations and ensuring equitable access are essential for maximizing the benefits of smart systems in the learning environment.

Keywords: smart systems, academic achievement, ai in education, learning management system, top performing students, digital tools, self-regulated learning, educational technology

**SPEAKING ENGLISH LANGUAGE AND ITS CHALLENGES AMONG GENERAL
ACADEMIC STRAND STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Emmanuel Diaz, Aj Ian Escobal, Roderick Logroño, Hazen Miranda,
Ven Heart Yhenic Placido, Kent Tristan Sanchez, Rica Mae Berja

Abstract

This study investigates the challenges faced by General Academic Strand (GAS) students at Bestlink College of the Philippines in speaking the English language. It focuses on issues related to fluency, pronunciation, and grammar, often influenced by limited language practice, low confidence, and the complexity of English rules. The study also explores the impact of socio-demographic factors such as prior language exposure, educational background, and socioeconomic status on students' English-speaking proficiency. Guided by Vygotsky's Sociocultural Theory, which emphasizes learning through social interaction, the study aims to support students, teachers, and administrators in developing strategies to enhance English communication skills and boost student confidence. An evaluative-quantitative research design was used to assess English-speaking challenges among 77 GAS students selected through quota sampling. A validated survey questionnaire served as the primary research instrument. The data were analyzed using frequency, percentage, ranking, and mean to evaluate difficulties in fluency, pronunciation, and grammar, as well as the effects of socio-demographic factors. The findings revealed that students experienced consistent challenges in fluency (mean = 3.27), pronunciation (mean = 3.30), and grammar (mean = 3.27), with an overall weighted mean of 3.28, interpreted as "strongly agree." Regarding socio-demographic factors, prior language exposure (mean = 3.23), educational background (mean = 3.25), and socioeconomic status (mean = 3.31) also had a notable influence, with an overall mean of 3.26. Among the identified challenges, personal attitude emerged as the most significant factor, cited by 48 students (62.34%). An action plan was developed to address these challenges and guide the improvement of students' English-speaking abilities. The results emphasize the need for targeted interventions to overcome common barriers in English communication among GAS students. These include focused training on fluency, pronunciation, and grammar, as well as programs to address confidence issues related to personal attitude. The study recommends implementing school-based initiatives, including peer conversation workshops, pronunciation drills, and supportive learning environments that foster language use. These strategies aim to strengthen students' English-speaking skills and promote academic and personal development.

Keywords: english communication, fluency, pronunciation, grammar, socio-demographic factors, language challenges, vygotsky's sociocultural theory, general academic strand, bestlink college

**STRATEGIES AND PRACTICES IN ENVIRONMENTAL AND WATER CONSERVATION
AS PERCEIVED BY GRADE 12 HUMANITIES AND SOCIAL SCIENCES
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Maimona Orang, Ruel Besante, Jamie Joy Francisco, Janna Nicole Gallego,
Richard Lazaro, Billy John Serrano, Christopher Azares

Abstract

Environmental assessment is currently undergoing transformative changes in response to growing ecological challenges. Strategies for environmental conservation are commonly observed in practices such as recycling, waste management, and energy conservation, while water conservation involves techniques like rainwater harvesting, wastewater recycling, and water resource management. According to the Model of Ecolabel in Environmental Conservation by Arita Marini et al. (2021), environmental conservation is influenced by three key factors: environmentally informative instruments, eco-friendly labeling, and environmental protection. This study aims to examine the strategies and practices in environmental and water conservation as perceived by Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. The study employs an exploratory-quantitative research design. A cluster sampling technique was used to select 200 Grade 12 HUMSS students as respondents. Data was gathered through a structured survey questionnaire that assessed their perceptions regarding environmental and water conservation practices. Based on the results, this shows a summary of strategies in environmental conservation in terms of recycling, waste management, and energy conservation. The overall weighted mean for recycling is 3.50, for waste management is 3.46, and for energy conservation is 3.50. The results for water conservation practices in terms of rainwater harvesting, recycled wastewater, and water management are as follows: the overall weighted mean for rainwater harvesting is 3.41, for recycled wastewater is 3.37, and for water management is 3.48. The findings highlight that Grade 12 HUMSS students at Bestlink College of the Philippines strongly agreed with the implementation of recycling strategies, particularly in the collection and processing of materials typically discarded as waste. The researchers developed an action plan to further strengthen strategies and practices in environmental and water conservation based on these student perceptions. The proposed initiatives aim to support both individual and community-level sustainability efforts within the academic environment.

Keywords: environmental conservation, water conservation, recycling, waste management, energy conservation, rainwater harvesting, student perception, bestlink college

**STRATEGIES AND SELF-MOTIVATION ON SELECTED GRADE 12 HUMANITIES AND
SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jeziel Bonghanoy, Sean Danikhel Domo, Jonielyn Marasigan, Dave Charls Ragas,
Adrian Luise Regencia, CJ Salvador, Christopher Azares

Abstract

Self-motivation plays a critical role in student learning by sustaining engagement and encouraging academic persistence. Related literature emphasizes the importance of time management, discipline, and consistency in cultivating self-driven behavior. This study is anchored on the Self-Determination Theory (1985) by Edward Deci and Richard Ryan, which highlights autonomy, competence, and relatedness as key motivational factors. A schematic diagram illustrating the Input–Process–Output (IPO) model was used to guide the research framework. The primary objective of this study is to explore the strategies and self-motivation levels among selected Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. The study adopted an exploratory-descriptive quantitative research design. A total of 212 Grade 12 HUMSS students were selected through cluster sampling to ensure representative data. Data was collected using a validated survey questionnaire designed to assess the students' self-motivation strategies. Statistical tools such as frequency and percentage, ranking, mean, and Likert scale analysis were utilized for data treatment and interpretation. Findings revealed that the most commonly practiced self-motivation strategy was goal setting, reported by 160 students (23.53%). Time management was rated with a mean of 3.33, discipline with 3.42, and consistency with 3.38, all indicating strong agreement regarding their role in fostering motivation. Personal goals emerged as the strongest influence on student motivation, as cited by 154 students (21.10%). Based on these findings, an action plan was proposed to support and enhance self-motivation and learning strategies among Grade 12 HUMSS students. The results underscored the significance of self-motivation and strategic behavior in enhancing student academic performance. Strategies such as setting goals, celebrating small achievements, practicing affirmations, prioritizing tasks, and fostering positive peer influence were perceived as effective. Additionally, consistent application of time management, discipline, and personal consistency contributed to improved learning outcomes. The study emphasizes the need for academic programs to support the development of these self-motivation strategies among senior high school students.

Keywords: self-motivation, time management, discipline, consistency, goal setting, student strategies, humss, bestlink college

**STRONG IMPLICATIONS OF COMPUTERIZED LEARNING SYSTEM AS PERCEIVED
BY GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Mary Dhel Manlapaz, Stephanie Almodiel, Fatima Mae Dela Cruz, Adrian Haquihaca,
Chavelita Letrodo, Mycah Gwyneth Sultan, Rica Mae Berja

Abstract

This study explores the implications of computerized learning systems as perceived by Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. With the continuous digital transformation in education, the integration of computerized tools has significantly reshaped traditional instructional methods by introducing innovative ways to engage, teach, and evaluate students. This research aims to determine the perceived effectiveness, flexibility, and user satisfaction of computerized learning systems while assessing their role in enhancing student self-efficacy, engagement, and adaptability. The study employed descriptive quantitative research design. A total of 210 Grade 12 HUMSS students were surveyed using a structured and validated questionnaire. The data gathered were analyzed through statistical tools, including frequency distribution, weighted mean, and ranking, to interpret student perceptions and experiences. Findings indicated that students generally agreed on the positive impact of computerized learning systems. These were seen as effective for academic development (mean = 3.28), improvement of computer literacy (mean = 3.27), and assessment preparation (mean = 3.36). Additionally, computerized systems were viewed as flexible, particularly for accessing course materials anytime (mean = 3.22). However, there remained a notable preference for traditional classroom instruction (mean = 2.90), suggesting that students still value face-to-face learning. The systems also contributed to increased digital confidence and problem-solving skills, enhancing students' self-efficacy. Despite these benefits, technical barriers were identified, such as unstable internet connection (11.35%), platform compatibility issues (11.27%), lack of immediate technical support (10.35%), and limited digital proficiency (9.43%). The results reveal the presence of a digital divide that may limit equitable access to effective digital learning. Nevertheless, computerized learning systems show strong potential in supporting academic success when blended with traditional methods and when technical challenges are addressed. The study recommends a structured action plan to enhance students' digital proficiency. This includes the provision of regular training sessions, upgrading of technological infrastructure, and the integration of adaptive learning tools tailored to student needs. These initiatives aim to optimize the digital learning environment and ensure inclusive and effective technology-supported education.

Keywords: computerized learning system, digital education, self-efficacy, student engagement, flexible learning, digital proficiency, humss, bestlink college

**STUDENT INVOLVEMENT IN THE DEVELOPMENT OF SCHOOL-BASED PROJECT:
BASIS IN CRAFTING INSTRUCTIONAL MATERIALS IN LEARNING SOCIAL STUDIES**

Rhena Mae Torillos, Patricia Nicole Labita, Kier Allen Maramag, Jade Rosales,
Arvin Santos, Abraham Muyrong II

Abstract

This study explores the significance of student involvement in the development of school-based projects as a foundation for crafting instructional materials in the context of social studies. Recognizing the potential of student participation to enhance learning outcomes, foster critical thinking, and promote a deeper understanding of subject content, this research examines how actively involving students in instructional material creation can support student-centered learning. The study aims to offer meaningful insights for educators seeking to adopt participatory approaches in instructional development. A descriptive quantitative research design was utilized. The study involved 50 Grade 11 HUMSS students selected through purposive sampling. Survey questionnaires served as the primary data collection tool. Demographic results showed that 64% of the respondents were 16 years old, and 72% were male. The participants were distributed across three sections: HUMSS 1101 (46%), HUMSS 1103 (28%), and HUMSS 1102 (26%). The study aimed to assess students' perceptions of their involvement in school-based projects and its impact on educational materials. Findings revealed that school-based projects effectively supported student needs in terms of engagement (mean = 3.404), well-being and health (mean = 3.376), and volunteering (mean = 3.196). Student involvement contributed positively to the project in terms of moral support (mean = 3.412), financial support (mean = 3.172), and academic support (mean = 3.408). Furthermore, students acknowledged their significant roles in the project's process (mean = 3.376), planning (mean = 3.516), and evaluation (mean = 3.400). These results suggest that student participation not only enriches the learning experience but also promotes a sense of ownership and accountability, aligning with the goals of the social studies curriculum. The study underscores the value of student involvement in school-based projects as a strategy for developing relevant and effective instructional materials. By engaging students in the planning, implementation, and evaluation phases, schools can enhance both teaching practices and student learning outcomes. Prioritizing student-driven instructional development supports educational relevance and encourages deeper learner engagement in the social studies classroom.

Keywords: student involvement, school-based projects, instructional materials, social studies, student-centered learning, educational development, humss

**STUDENTS PERCEPTION OF SAFETY AND SECURITY CONCERNS OF
GRADE 11 HUMANITIES AND SOCIAL SCIENCES STRAND AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Shyne Angelei Santos, Grace Bucog, Carlo Dalida, Xean Carnieline Galauran,
Orlando Mendoza Jr, Christopher Azares

Abstract

This study examines the perceptions of Grade 11 Humanities and Social Sciences (HUMSS) students regarding safety and security at Bestlink College of the Philippines. It assesses existing security concerns and evaluates the effectiveness of safety protocols within the school environment. By identifying issues related to the school area, student safety, and academic performance, the study aims to provide relevant data to inform administrators and support the enhancement of security policies and practices. A descriptive-evaluative quantitative research design was employed to assess the perceptions of 133 Grade 11 HUMSS students. Using quota sampling, data were collected through validated survey questionnaires reviewed by subject matter experts for content accuracy and clarity. Surveys were administered and retrieved in person to ensure the reliability and integrity of the collected data. Analysis of the data revealed that concerns related to the school area (25.75%) and student safety (28.17%) were the most pressing issues, as identified by the respondents. Among the measured factors, academic performance received the highest weighted mean rating (3.33), indicating that students perceive a strong connection between safety and their academic focus. Based on the findings, a proposed action plan includes enhancements in surveillance, the implementation of stricter security protocols, and more visible security presence on campus. The study emphasizes that student safety and the physical school environment are key concerns for Grade 11 HUMSS students. Their perceptions underscore the need for improved safety measures and consistent security operations. All evaluated areas: school surroundings, safety concerns, and academic performance, received strong agreement ratings, confirming the students shared sentiments about campus security. The proposed recommendations aim to improve surveillance accuracy, strengthen security personnel reliability, and promote a more secure and supportive academic atmosphere.

Keywords: student safety, security concerns, school environment, academic performance, humss, bestlink college, safety perception, campus security

**TECHNOLOGY INTEGRATION IN TEACHING HOME ECONOMIC SUBJECT:
BASIS IN DEVELOPING VIDEO LESSON AMONG GRADE 12 STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

John Michael Batan, Hazel Ann Valenzuela, Lovely Rose De Vera,
Ma Josefa Josue, Abraham Muyrong II

Abstract

The integration of technology in teaching Home Economics significantly influences both teaching practices and student learning outcomes. Although many educators have access to digital tools and hold positive attitudes toward technology, its application in Home Economics classrooms remains limited. Previous studies, such as those conducted in Hong Kong, revealed that teachers with limited formal training perceived the subject as less complex, underscoring the need for specialized expertise in effective instruction. This study aims to assess the impact of technology integration in Home Economics education and serve as a foundation for developing instructional video lessons for Grade 12 students at Bestlink College of the Philippines. A descriptive research design using a quantitative approach was employed. The study focused on Grade 12 students under the Home Economics strand. A total of 50 participants were selected through cluster sampling. Data were gathered using a structured survey questionnaire designed to measure the effectiveness of technology integration in terms of academic performance, skills development, and access to learning resources. The findings indicated that the integration of technology had a significant positive effect on students' academic performance, skill acquisition, and access to information. The majority of respondents strongly agreed that technology improved their ability to understand complex concepts and enhanced their overall learning experience. These outcomes support the assertion that digital tools facilitate deeper engagement and more effective instruction. The study concludes that the use of technology in teaching Home Economics not only enhances students' educational experience but also strengthens their digital literacy. This includes improved communication, navigation of online platforms, and the use of educational software. Technology has made learning more interactive and accessible, encouraging greater student participation and motivation. It also equips students with essential tools for completing tasks efficiently and collaborating with instructors and peers. These findings support the development of video-based instructional materials as a strategic approach to enhance teaching and learning in Home Economics.

Keywords: technology integration, home economics education, video lessons, digital literacy, student engagement, educational software, practical learning, bestlink college

**THE EFFECTIVENESS OF BOB IN DIFFERENT SPORTS PARTICIPATION OF BPED
2ND YEAR STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

July Pontillano, Rhea Ablay, Jean Gray Cabatic, Loreline Malunas,
Rey Daniel Adoptante, Abraham Muyrong II

Abstract

This study aims to determine the effectiveness of the Book of Behavior (BOB) in enhancing sports participation among second-year Bachelor of Physical Education (BPED) students at Bestlink College of the Philippines. The research is grounded in Icek Ajzen's (1991) Theory of Planned Behavior, which provides a framework for understanding how behavioral intentions influence actual behavior. The study investigates whether the use of BOB improves student engagement and participation in various sports activities. A quasi-experimental research design with a quantitative approach was used. Through purposive sampling, 50 second-year BPED students were selected as participants. The study assessed barriers to active sports participation and the challenges students faced in engaging in different sports. Data were analyzed using frequency, percentage, and weighted mean, and the Wilcoxon signed-rank test was applied to compare pre-test and post-test results to determine the effectiveness of the intervention. The analysis revealed a statistically significant improvement in sports participation following the BOB intervention. The results provided strong evidence to reject the null hypothesis, indicating that BOB had a positive impact on student understanding and behavior. Most participants demonstrated increased engagement in sports activities after the intervention, supporting the conclusion that BOB was effective in promoting sports participation. Based on the findings, the researchers proposed guidelines to improve teaching strategies and promote active student participation in sports. Recommendations were also made to assist teachers in managing classrooms and maximizing engagement during sports activities. Despite its effectiveness, the study noted limitations such as poor lighting conditions, page quality of the material, and environmental factors that may affect the usability and impact of BOB. Addressing these concerns may further enhance its application in educational settings.

Keywords: book of behavior, sports participation, physical education, bped students, planned behavior theory, quasi-experimental design, student engagement, teaching strategies, bestlink college of the philippines

**THE EFFECTIVENESS OF DRP IN ENHANCING THE HIP-HOP DANCE SKILLS OF 1ST
YEAR BPED STUDENTS IN BESTLINK COLLEGE OF THE PHILIPPINES**

Jezelle Singson, Andrew Escaros, Ellajeon Macayan, Mary Ann Per,
Mike Salem, Abraham Muyrong II

Abstract

Hip-hop dance, as part of popular culture, continues to evolve as a dynamic form of physical expression. This study aims to assess the effectiveness of the Dance Revolution Program (DRP) in enhancing the hip-hop dance skills of first-year Bachelor of Physical Education (BPED) students at Bestlink College of the Philippines. The research explores how interactive gaming platforms, such as DRP, can serve as supplemental tools to traditional dance instruction methods. Physical education contributes holistically to student development by promoting physical fitness, mental health, social interaction, and emotional well-being. Hip-hop dance, in particular, improves balance, tones muscles, burns calories, and stimulates cognitive function, making it both an engaging and effective form of physical activity. A quasi-experimental research design was employed in this study. The participants included 50 purposively selected first-year BPED students. The study utilized pre-test and post-test evaluations to measure the effectiveness of DRP in enhancing students' hip-hop dance performance, focusing on physical, mental, and emotional skill development. The findings showed a significant improvement in the respondents' hip-hop dance skills following the intervention. Comparative analysis of pre-test and post-test scores revealed marked increases in performance, indicating that the DRP positively influenced students' knowledge and execution of hip-hop dance techniques. The results demonstrated that the DRP effectively enhanced the physical, mental, and emotional capabilities of students in performing hip-hop dance. These outcomes suggest that integrating technology-based tools like DRP into dance education can enrich teaching strategies and support skill development. The findings provide valuable insights for educators and practitioners in designing engaging and effective instructional methods for hip-hop and other movement-based disciplines.

Keywords: dance revolution program, hip-hop dance, physical education, interactive learning, bped students, movement education, dance pedagogy, quasi-experimental, technological integration, student development

**THE EFFECTIVENESS OF STUDENT-MADE VIDEO LESSON IN TEACHING
SUBJECT-VERB AGREEMENT IN GRADE 7 STUDENTS AT DEPARO HIGH SCHOOL**

Judy Ann Papina, Windy Rienz Mitra, Rheamae Radin, Hanz Dale Saavedra,
Trisha Faith Vecina, Dr. Romeo Fernandez

Abstract

In an increasingly digital world, technology plays a crucial role in shaping educational experiences. Digital tools now enhance how students engage with and absorb academic content. This study examines the effectiveness of student-made video lessons in teaching subject-verb agreement among Grade 7 students at Deparo High School. It aims to explore how integrating student-created multimedia materials into instruction can improve understanding, engagement, and performance in grammar-focused topics. An experimental research design was used to evaluate the impact of student-made video lessons on learners' comprehension of subject-verb agreement. The study involved administering a pre-test and a post-test to measure knowledge acquisition before and after the intervention. Controlled variables were applied to establish cause-and-effect relationships between video-based instruction and learning outcomes. The intervention group was exposed to the video lessons, while learning progress was monitored through quantitative data analysis. The findings showed that video lessons served as effective instructional materials by combining visual and auditory elements that increased accessibility and comprehension. When paired with active learning strategies such as discussions, interactive exercises, and problem-solving tasks, the video lessons promoted deeper engagement and critical thinking. A significant improvement from pre-test to post-test scores indicated that the student-made videos enhanced students' understanding and academic performance in subject-verb agreement. The use of student-made video lessons proved effective in boosting student engagement, making lesson content more relevant, and supporting both learning and assessment. Despite the positive outcomes, students identified a lack of interaction as a primary challenge, which limited their ability to engage dynamically with the content. This emphasizes the importance of incorporating interactive elements in video-based learning. As educational technology continues to evolve, educators are encouraged to align instructional materials with student interests and learning preferences to foster a more participatory and meaningful classroom experience.

Keywords: student-made video, subject-verb agreement, educational technology, grade 7, active learning, instructional materials, experimental design, grammar instruction, engagement, deparo high school

**THE EFFECTIVENESS OF USING BOARD GAMES IN TEACHING MODALS AT GRADE
12 SHS HUMSS STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES**

Hazel Lauriano, Rhealyn Rosit, Mara Zobel Lejesta, Jobelle Dagohoy,
Grecelda Viernes, Dr. Romeo Fernandez

Abstract

This quantitative research investigates the effectiveness of using board games as a teaching strategy to enhance the understanding and usage of modal verbs among Grade 12 Humanities and Social Sciences (HUMSS) students. The study aims to assess how the use of board games influences students' academic performance, engagement, and retention of grammatical concepts, particularly modals. By incorporating play-based learning into grammar instruction, the research highlights an alternative method to support language acquisition in a more interactive and engaging manner. The study employed quantitative experimental design. A sample group of Grade 12 HUMSS students participated in the intervention. Pre-tests and post-tests were administered to evaluate students' knowledge of modals before and after the use of board games as instructional tools. In addition, engagement surveys were used to measure students' involvement and interest during the learning process. Data collected were analyzed using descriptive statistics and inferential analysis to determine the effectiveness of the teaching method. Findings showed a strong positive response from students regarding the use of board games in grammar instruction. In terms of academic performance, board games received the highest composite weighted mean of 3.46, suggesting that they enhanced critical thinking by encouraging strategic planning and decision-making. Social skills also received a mean of 3.46, indicating that the games fostered peer interaction and relationship-building. Lastly, a weighted mean of 3.40 reflected strong agreement on the overall effectiveness of board games in improving students' understanding and application of modal verbs. The study concludes that board games are effective instructional tools for teaching modals, as they promote both language development and social interaction. Their use led to improved academic performance and student engagement, making them a valuable addition to grammar instruction in senior high school classrooms. The results support integrating interactive learning strategies into English language teaching to enhance student comprehension and participation.

Keywords: board games, grammar instruction, modals, language acquisition, student engagement, strategic learning, humss students, senior high school, play-based learning, educational strategies

**THE EFFECTIVENESS OF USING VISUAL ANIMATION IN TEACHING PREPOSITION
ON SELECTED FRESHMEN ENGLISH MAJOR STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES.**

Prichie Pabuaya, Marife Jaojao, Norhaina Macatoman, Jela Arnado,
Pia Grace Peña, Dr. Romeo Fernandez

Abstract

This study examines the effectiveness of visual animation as a pedagogical tool in teaching prepositions to freshman English major students at Bestlink College of the Philippines. With the increasing integration of multimedia in education, visual animation offers a dynamic approach to simplifying abstract grammar concepts. The study aims to assess how animations affect students' comprehension, engagement, and retention when learning prepositions. A pre-experimental research design was employed, using pre-test and post-test methods to gather quantitative data. A total of 43 freshman English major students were selected through purposive sampling. The study measured students' performance before and after exposure to visual animation-based instruction. Additionally, a survey was conducted to gauge students' perceptions of cognitive load and the instructional value of the animations. Demographic data showed that 74.42% of participants were aged 17 to 19, with females comprising 65.12% of the group. Students reported a neutral perception regarding cognitive overload (composite mean = 2.82), indicating that the animations did not hinder their learning. Meanwhile, the instructional benefits were positively perceived, with a composite mean of 3.31, suggesting that animations helped simplify lessons and improve understanding. Performance outcomes showed a significant increase in scores, from a pre-test mean of 9.56 to a post-test mean of 14.63. Statistical analysis ($z = 6.86214$, $p = 0.00001$) confirmed a significant improvement in students' understanding of prepositions. The findings indicate that visual animation is an effective instructional method for enhancing grammar comprehension, particularly in the teaching of prepositions. The positive shift in performance and favorable student perceptions highlight the potential of multimedia in language education. The study recommends the thoughtful integration of animated instructional materials to support student engagement and improve learning outcomes in grammar instruction.

Keywords: visual animation, prepositions, grammar instruction, english majors, educational technology, multimedia learning, student engagement, pre-experimental design, language education, bestlink college

**THE IMPACT OF INTERACTIVE POWERPOINT IN TEACHING SPEAKING SKILLS TO
SOPHOMORE ENGLISH MAJORS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Sherwyn Bacolbas, Janice Astoriano, Cristal Conde, Lyka Enciso,
Odessa Jumamil, Dr. Romeo Fernandez

Abstract

The integration of technology in language instruction has transformed traditional teaching methods and introduced innovative ways to enhance students' speaking skills. Interactive PowerPoint, known for its multimedia and engaging features, has emerged as a valuable instructional tool. This study investigates the impact of using interactive PowerPoint in teaching speaking skills to sophomore English majors at Bestlink College of the Philippines, focusing on its effectiveness in improving student engagement, comprehension, and performance. This study employs a quasi-experimental research design to examine the effect of interactive PowerPoint on speaking skill development. The design is appropriate for evaluating instructional interventions in real-world classroom settings. A purposive sampling technique was used to select a specific class section of sophomore English majors who met the criteria for participation. Data collection involved pre- and post-tests and structured observations to assess student performance and classroom engagement before and after the intervention. The findings showed that interactive PowerPoint significantly improved student engagement, with 84% actively participating in discussions and 98% reporting a more dynamic learning environment. Retention also improved, as 94% of students were able to link new concepts to prior knowledge, and 96% demonstrated enhanced comprehension and learning efficiency. Additionally, 96% of participants reported applying learned concepts in real-life contexts, while 94% agreed that the tool supported achievement of learning objectives. Test scores increased from a mean of 18.84 to 24.24, with a decrease in standard deviation from 3.4485 to 2.4872, suggesting not only improved academic performance but also greater consistency among learners. The study highlights the effectiveness of interactive PowerPoint as a teaching aid that fosters an engaging and inclusive learning environment. It enhances participation, promotes deeper understanding, and facilitates the practical application of knowledge, which are critical in developing speaking skills. The notable improvement in test scores and learner engagement underscores the potential of interactive tools to improve both individual performance and overall classroom outcomes. These findings support the adoption of technology-driven strategies in language education to foster active learning and communicative competence.

Keywords: interactive powerpoint, speaking skills, language instruction, student engagement, multimedia learning, educational technology, english majors, quasi-experimental design, academic performance, retention

**THE IMPACT OF MYSTBOOK IN ENHANCING THE READING COMPREHENSION OF
GRADE 11 HUMSS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Sandra Villanueva, Analiza Arandia, Jennifer Mahinay, Franklin Lopez,
Karen Jewel Jhoy Samson, Dr. Romeo Fernandez

Abstract

Reading comprehension is a fundamental skill that plays a crucial role in both academic success and personal development (Smith et al., 2023). However, many students struggle to comprehend complex texts, which can hinder their overall learning and achievement. To address this challenge, educators and researchers have increasingly turned to technology-assisted tools and innovative strategies. One such approach involves the use of mystery stories, which can significantly enhance reading comprehension by providing engaging and enjoyable material that motivates students to tackle more complex texts. Mystery narratives encourage critical thinking, inferential reasoning, and analytical skills through interactive exercises and activities. This workbook is designed to bridge the gap between decoding and fluency, while emphasizing the essential aspect of comprehension. The study utilized a quasi-experimental design. Participants included fifty (50) Grade 11 HUMSS students from Bestlink College of the Philippines during the academic year 2023–2024. The primary aim of the study was to examine the effectiveness of the Mystbook in enhancing students' reading skills, specifically in the areas of reading speed, fluency, and vocabulary. The results of the study reveal that the majority of respondents were female and between 15–17 years old. The use of Mystbook was rated as “neutral” in enhancing reading speed and fluency, while vocabulary improvement received an “agree” rating. Respondents' challenges in answering the story's guided questions were also rated “neutral.” In conclusion, Mystbook significantly improves the reading speed, fluency, and vocabulary skills of Grade 11 HUMSS students. Despite challenges related to pronunciation, repetition, and unfamiliar vocabulary, the tool effectively enhances overall comprehension, making it a valuable educational resource for improving reading comprehension. The standardized Mystbook tool supports educators in monitoring and assessing students' reading comprehension progress. By enabling learners to evaluate themselves regardless of their current fluency, vocabulary, or comprehension level, it provides a clear pathway for skill improvement. For enhanced learning outcomes and greater consistency in reading instruction across grade levels and subject areas, school administrators may consider adopting Mystbook as part of their instructional framework.

Keywords: reading comprehension, mystery stories, mystbook tool

**THE IMPACT OF ONLINE GAME ADDICTION ON GRADE 11 HUMANITIES AND
SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Rebeca Bachiller, Jeremy Carpio, Kristina Guadayo, Jonh Razel Mesinas,
John Carlo Ramos, Christopher Azares

Abstract

The rapid rise in online gaming popularity, especially among youth, has sparked growing concerns about its effects on academic performance and overall well-being. This study explores the online gaming behaviors of Grade 11 Humanities and Social Sciences students at Bestlink College of the Philippines, with particular emphasis on the factors contributing to gaming addiction and its repercussions on educational outcomes. Results reveal that excessive gaming often leads to reduced control over personal responsibilities, impairing time management, straining family relationships, and negatively impacting academic performance. This study utilized a descriptive-quantitative research design and employed a quota sampling technique to gather data from a diverse group of participants through a structured survey questionnaire. Findings indicate significant correlations between online game addiction and various psychosocial factors, including academic performance, social interactions, and mental health. The results underscore the urgent need for awareness programs and targeted intervention strategies to reduce the negative effects of excessive online gaming among students. Highlighting the immersive nature and social appeal of online games, the study reveals a significant correlation between online game addiction and mental health, particularly in three key areas: self-esteem, sleep habits, and time management. In response, the proposed action plan aims to address online game addiction through targeted strategies designed to enhance academic performance, combat cyberbullying, and promote mental well-being among students. The findings indicate that excessive gaming is closely associated with lower academic performance, increased social isolation, and heightened levels of anxiety and depression. Addressing online game addiction is therefore essential for promoting healthier lifestyles and enhancing the overall well-being of students.

Keywords: online game addiction, awareness and intervention, personal well-being

**THE IMPACT OF REWARD SYSTEM TO THE ACADEMIC PERFORMANCE OF
GRADE 12 STUDENTS AT THE BCP, BULACAN CAMPUS**

Shanley Valdez, Joy Ann Marzan, Jashley Jose, Sally Asanza,
Maryrose Fenix, Reymundo Javier

Abstract

This research examined the impact of reward systems on the scholastic achievements of senior high school students. Motivation plays a crucial role in helping students succeed in today's educational environment, and reward systems serve as an important tool to encourage diligent study habits. This study aims to explore how different types of rewards including tangible incentives, verbal praise, and special privileges, affect students' motivation, engagement, and academic performance. The researchers used quantitative research design and collected data through survey questionnaires. The respondents included eleven (11) students each from the AUTO-SMAW, ABM, HUMSS, HE, GAS, STEM, and SPORTS strands at Bestlink College of the Philippines, Bulacan Campus, all enrolled for the Academic Year 2024-2025. The results of the study showed that most students agree that reward systems positively impact their academic performance. Rewards help increase their motivation and encourage them to achieve more academically. The findings also indicate that when rewards are used effectively and fairly, they contribute to the development of good study habits and sustained engagement in academic tasks. The findings of the study suggest that teachers can effectively use reward systems to boost student motivation and academic performance. To maximize their impact, rewards should be purposeful, consistent, and aligned with learning objectives. Even small incentives, such as recognition or praise, can make students feel valued and more motivated. However, teachers should avoid overusing rewards to prevent students from becoming reliant on external incentives. When applied thoughtfully, reward systems help create a supportive learning environment that fosters both academic success and personal growth.

Keywords: reward system, motivators, tangible rewards, verbal praises, special privileges

THE IMPACT OF TESDA CERTIFICATION TO THE EMPLOYABILITY OF TLE MAJOR STUDENTS IN BESTLINK COLLEGE OF THE PHILIPPINES

Jimeperl Dacara, Qean Christiannielle David, Maria Alyssa Diaz, Shella Eva,
Trixy Mae Ronquillo, Abraham Muyrong II

Abstract

This study examines how students in the TLE Majors program are able to secure employment after earning their Technical Education and Skills Development Authority (TESDA) certification. Understanding the role of TESDA certification in enhancing students' employability is essential, given the growing emphasis on certification and skill development in today's job market. The study aims to develop an action plan to better support TLE Major students at Bestlink College of the Philippines, encouraging them to pursue TESDA certification and highlighting its significant impact on their future job applications. The researchers employed descriptive research design with a quantitative approach. The study examined the strength and direction of the correlation between variables, determining how two or more variables were related. The correlation could be either positive or negative, depending on the nature of the relationship observed. The results revealed that most respondents were female and between 21 and 25 years old. They strongly agreed that TESDA certification had a positive impact on their employability across various industry sectors, particularly by fostering a strong work ethic and enhancing practical skills. Respondents acknowledged the value of TESDA training in specific areas such as baking, dressmaking, beauty care, and carpentry. They also found the delivery methods both online and face-to-face along with international recognition and the availability of scholarships, to be effective in supporting their professional development. Most respondents were female, aged 21 to 25, and enrolled as TLE Major students at the institution. They perceived the TESDA certification as highly effective in improving their job application prospects. Findings indicated that many students were actively involved in developing or designing specific steps, programs, or projects aimed at enhancing the quality and effectiveness of TESDA certification. This engagement enabled them to acquire additional knowledge, become more skilled, and demonstrate competence when applying for employment. It also helped TLE Major students stay updated with the latest technological advancements, gain a general understanding of various equipment, and complete practical tasks that enhanced their specialized skills.

Keywords: tesda, tle majors program, skill development, employability

**THE IMPACT OF WOBOPO IN ENHANCING THE READING COMPREHENSION OF
GRADE 11 HUMSS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Cheska Mae Geresola, Karen Christy Chan, Ma Kristina Dabandan,
Coleen De Leon, Maria Crista Ferros, Dr. Romeo Fernandez

Abstract

This study examines the effectiveness of WOBOPO, a workbook featuring poetry, in enhancing reading comprehension and vocabulary among Grade 11 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. Workbook poetry, through its interactive and engaging activities, promotes deeper understanding of literary texts by encouraging active reading, critical thinking, and creative expression. By incorporating diverse activities that address multiple reading skills and accommodate various learning styles, workbook poetry enriches the reading experience, making it more enjoyable and meaningful for students. The researchers employed a quasi-experimental research design with a qualitative approach to investigate the impact of WOBOPO on enhancing the reading comprehension of Grade 11 HUMSS students. Data was collected using a survey questionnaire, checklist, and Likert scale to ensure credibility and accuracy. The questionnaire consisted of two parts: the respondents' demographic profiles and a 25-item test. The Likert scale measured the effectiveness of poetry in improving students' reading comprehension and vocabulary skills, while the checklist identified challenges encountered by the students. The majority of respondents (84%) were aged 16 to 18 years old. The gender distribution was evenly split, with males and females each representing 50% of the sample. Regarding reading comprehension, the highest-rated indicator was the ability to understand the poet's intention, reflecting strong agreement among students. In the vocabulary assessment, respondents reported feeling inspired to explore new words and appreciated the careful word choice in poetry. The data indicates a positive impact of using WOBOPO in developing both vocabulary and comprehension skills, contributing to improved academic outcomes. A significant difference between pre-test and post-test results further confirms the effectiveness of WOBOPO in enhancing students' reading comprehension skills. According to the respondents, class interactions with poetry through guided exercises helped students become more confident in their analytical abilities and vocabulary. This increased familiarity not only enhanced their comprehension but also fostered a greater appreciation for poetry as a whole. Students found that using WOBOPO effectively supported their reading comprehension and vocabulary development.

Keywords: comprehension, learning performance, vocabulary

**THE INFLUENCE OF USING MOBILE DEVICES TO THE ACADEMIC PERFORMANCE
IN GENERAL ACADEMIC STRAND STUDENTS**

Dencell Natividad, Mark Asuncion, Cielo Daren Dullesco, Ella Mae Llana,
Jane Tañon, Christopher Azares

Abstract

This study investigates how mobile devices impact the academic performance of Bestlink College students during the 2024–2025 school year, using the Technology Acceptance Model (TAM). It examines student demographics, types of devices used, challenges faced, and the effects on critical thinking, time management, and social interaction. The findings aim to provide recommendations for improved integration of mobile technology, benefiting students, teachers, and school administration, while also informing future research. This study employs a descriptive quantitative research design to examine perceptions of academic improvement among senior high school students. A survey questionnaire serves as the primary data collection tool and has been validated by a research adviser, statistician, and grammarian. The questionnaire is divided into four sections: demographic profile, mobile device usage, its impact on academic performance, and challenges faced by students. This structured approach ensures the effective collection of reliable and valid data. Based on the findings the respondents illustrate how mobile devices influence them in terms of critical thinking skills, time management, and social interaction. It was identified the convenience of mobile devices and the issues of mobile devices. Findings show that mobile devices have a great impact; it depends on how the students use their mobile devices. This wraps up the summary of findings, conclusions, and recommendations. The majority of respondents are 15 to 16 years old, male, and in Grade 12, with smartphones being the go-to device. While mobile devices can boost critical thinking, time management, and social interaction, they also bring along some challenges like distraction and addiction. The study recommends setting limits on usage, improving digital literacy, and encouraging responsible device use with support from schools and parents.

Keywords: influence, mobile devices, academic performance, time management, social interaction

**THE LEVEL OF EFFICIENCY OF ENGLISH READING COMPREHENSION
IN ACADEMIC EXCELLENCE OF GENERAL ACADEMIC STRAND
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jasmin Alcaide, Ben Joseph Bello, Ehra Shamie Cayanan, Enrique Magparangalan,
Rea Mae Rodriguez, Christopher Azares

Abstract

This research analyzes the reading comprehension abilities of students in the General Academic Strand at Bestlink College of the Philippines. The study aims to identify the challenges these students face and to recommend tailored solutions. It is grounded in the Simple View of Reading theoretical framework. The findings intend to provide valuable insights for teachers and policymakers to enhance reading comprehension instruction. To address this issue, an exploratory research design was employed, combining a literature review with empirical data analysis. A simple random sampling technique was used to select respondents. The study examines the effects of cognitive skills, reading strategies, and vocabulary on reading comprehension. Data was collected through surveys, interviews, and reading comprehension tests. The results revealed that students demonstrated varying levels of reading speed, comprehension accuracy, and retention ability, with an overall weighted mean of 3.44. The findings also highlighted the impact of cognitive skills, reading strategies, and vocabulary on the students' academic performance in English reading comprehension, reflected by the same overall weighted mean of 3.44. Additionally, poor focus ($f = 51$) and environmental distractions ($f = 50$) were identified as major hindrances to reading comprehension. Importantly, the study found a significant association between reading comprehension and academic achievement. To address these concerns, an intervention is proposed to enhance reading comprehension. This includes segmenting texts into manageable parts, creating supportive reading environments, and providing background information on the subjects. Additionally, professional development for educators and the use of mixed methods such as interactive reading activities and personalized curricula, are recommended to help students overcome barriers to reading comprehension.

Keywords: efficiency, reading comprehension, academic excellence

**THE LEVEL OF EFFICIENCY OF THE STUDENT LEADERSHIP IN CLASSROOM
MANAGEMENT AS PERCEIVED BY GRADE 12 SENIOR HIGH SCHOOL
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Lovely Sabado, Paula Preciousa Elospa, Aifa Lumbo, Fatima Precious Luzeriaga,
Andre Permejo, Christopher Azares

Abstract

This study examines Grade 12 senior high school students' perceptions of student leadership in classroom management at Bestlink College of the Philippines. While student leadership is widely recognized as vital for maintaining a well-structured and effective learning environment, little is known about how students themselves perceive this role within their own school setting. Grade 12 students were surveyed using a questionnaire as part of a descriptive quantitative research design. The questionnaire aimed to assess students' perceptions of how effectively their student leaders manage classroom behavior, resolve disputes, and foster a supportive learning environment, among other aspects of classroom management. Although the majority of students thought their student leaders did a moderate job of controlling classroom behaviour, there were clear shortcomings in areas like resolving conflicts and encouraging diversity. Most students agreed that student leaders did a good job of upholding discipline, but they also acknowledged that they needed to improve their ability to handle conflicts between classmates. While the effectiveness of student leaders varies with their leadership styles, the study underscores the essential role of student leadership in classroom management. Findings suggest that student leaders could better manage classroom dynamics with increased guidance and support. These insights contribute valuable knowledge about the critical function of student leadership in fostering positive learning environments.

Keywords: student leadership, classroom management, perception

**THE LEVEL OF INFLUENCE OF ORAL COMMUNICATION IN THE
ACADEMIC PERFORMANCE SELECTED G-12 HUMSS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Jasper Pariente, Christian Jake Ramos, Christina Villanueva,
Raymond Paez, Josephine Cielo Casenares, Rica Mae Berja

Abstract

This study aims to investigate the influence of oral communication on the academic performance of Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines (BCP). In this context, oral communication is defined as the exchange of words, ideas, and opinions through spoken language. The research focuses on key components such as student engagement, public speaking, collaboration, language use, grammar, and comprehension skills. The study is grounded in Vygotsky's Sociocultural Theory, which emphasizes the role of social interaction in cognitive development. The researchers employed an exploratory-quantitative research design to investigate the topic. The population consisted of Grade 12 HUMSS students at Bestlink College of the Philippines (BCP). Cluster sampling was used, and the sample size was determined using Slovin's formula. Data was collected through a survey questionnaire administered to 213 respondents. The investigation into the influence of oral communication on academic performance revealed that respondents achieved an overall weighted mean of 3.45, described as strongly agree, indicating a positive perception. Similarly, the statement that oral communication contributes to students' intellectual development received an overall weighted mean of 3.44, also described as strongly agree. Furthermore, analysis of the challenges encountered showed that mental blocks significantly affected the academic performance of Grade 12 HUMSS students, with a frequency of 170 respondents (78.81%). In response, the researchers proposed an action plan to be implemented over the course of one month. This study offers several recommendations to enhance the key components of oral communication, particularly in terms of engagement, public speaking, and collaboration. It also highlights how oral communication can support the development of students' language, grammar, and comprehension skills. Additionally, the study recommends a multifaceted approach to prevent mental blocks that hinder academic performance.

Keywords: oral communication, student engagement, language skills

**THE OUTCOMES OF PROPER ENDORSEMENT OF CROSS-DRESSING IN SELECTED
GRADE 11 HUMANITIES AND SOCIAL SCIENCES STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Ehra Sabina Garcia, Ranil Jomarie Adriano, Shainna Lynne Canson, Jude Warren Original,
Kassandra Faith Sari, Christopher Azares

Abstract

This chapter emphasizes the importance of promoting acceptance of cross-dressing in educational settings, with a particular focus on Bestlink College. It highlights how fostering an inclusive environment can boost students' self-confidence, reduce social anxiety, and enhance overall well-being. These benefits are contextualized within the framework of the Safe Spaces Act, which advocates respect for and protection of individual expression. The chapter also reviews relevant literature on the interplay between fashion and social interaction among cross-dressers, grounded in Social Identity Theory. Additionally, it defines the study's scope and significance for students, educators, and policymakers; identifies the challenges faced by cross-dressing students; and proposes inclusive strategies to support a safer and more accepting school environment. The study employs an Exploratory Descriptive-Quantitative Research Design to assess the perceptions of 133 selected Grade 11 Humanities and Social Sciences (HUMSS) students regarding cross-dressing. To ensure balanced representation, a Quota Sampling Technique was used. Data were collected through a validated survey questionnaire structured into three key sections: social dynamics, endorsement effects, and challenges associated with cross-dressing. A Likert Scale was applied to measure student responses, while statistical tools such as frequency, percentage, and mean were utilized to analyze and interpret the data effectively. The study explores cross-dressing perceptions among Grade 11 students, revealing that social dynamics significantly influence levels of acceptance. While endorsement effects indicate increased self-confidence among cross-dressing students, the findings also highlight persistent challenges such as discrimination and social stigma. Through statistical analysis, using frequency, percentage, and mean, the survey results reflect mixed opinions among respondents. Overall, the findings underscore the need for inclusive strategies to create a more supportive school environment. The study strongly advocates for the implementation of the Safe Spaces Act within the educational setting to ensure protection and acceptance for all students. The study highlights that Grade 11 students generally agree on the positive aspects of properly endorsing cross-dressing, recognizing its potential to boost self-confidence and support personal exploration through fashion. However, students also reported experiencing challenges such as non-acceptance, ignorance, and inequity from their peers. These findings reflect a complex social environment where both support and stigma coexist.

Keywords: cross-dressing, student perceptions, self-confidence, fashion expression, social dynamics, non-acceptance, discrimination, safe spaces act, inclusivity, awareness programs, educational environment

**THE PERCEIVED EFFECT OF MANDATORY RESERVED OFFICER TRAINING
AMONG GRADE 12 HUMANITIES AND SOCIAL SCIENCES AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Angeline Robles, Joshua Balatinsayo, Ashly Keisha Dulay,
Miko Gaton, Jan Jan Lopez, Christopher Azares

Abstract

The Reserve Officer Training Corps (ROTC) in the Philippines is designed to train tertiary-level students in areas such as national defense, leadership, discipline, and professionalism. Despite its objectives, the program has faced criticism due to reported health risks and incidents of mistreatment. This study investigates the perceived impact of ROTC on skill development, leadership capabilities, and defense preparedness, while also aiming to inform students about the program's significance. Grounded in Allan Kolb's Experiential Learning Theory (1984) which emphasizes cognitive development through real-life experience the research explores how personal growth is shaped by active participation. Specifically, the study examines the perceptions of Grade 12 Humanities and Social Sciences (HUMSS) students regarding the Mandatory ROTC, identifying the challenges they encounter and proposing an action plan to support future curriculum development. The study aimed to evaluate the perceptions of 200 Grade 12 Humanities and Social Sciences (HUMSS) students through a descriptive-quantitative research design. To ensure an unbiased representation of the population, the researchers employed a cluster sampling technique. Data were collected using a structured questionnaire, and responses were analyzed using frequency, percentage, ranking, and mean. A Likert scale was utilized to measure students' attitudes and opinions, with options ranging from "strongly agree" to "strongly disagree." The study revealed that students have a generally positive perception of the ROTC program, particularly in areas such as defense preparedness, leadership development, time management, discipline, personal growth, and professional readiness. Despite these benefits, 22% of respondents identified community service requirements as a notable challenge. To enhance student perception and program effectiveness, the following recommendations are proposed: Strengthen teamwork through collaborative tasks and leadership-building activities. Incorporate mindfulness techniques to support mental well-being and reduce stress. Promote better coordination between academic and ROTC responsibilities by involving students, parents, and teachers in planning and support efforts. These initiatives aim to create a more balanced and enriching ROTC experience for all participants. Students generally view the Mandatory Reserved Officer Training Corps (ROTC) positively, particularly for its contributions to defense preparedness, leadership skills, discipline, personal development, and professional growth. However, challenges remain, especially in areas related to community service obligations and mental health concerns. To improve the ROTC program, it is recommended to: Reinforce skill-building initiatives, particularly in leadership and discipline, implement flexible scheduling to support students' academic balance, develop orientation and awareness programs to help students better understand the goals and structure of ROTC. These improvements aim to foster a more supportive, informed, and balanced ROTC experience for all participants.

Keywords: mandatory rotc, student perceptions, defense preparedness, leadership skills, discipline, personal development, professional growth, community service, mental health, flexible scheduling, program awareness

**THE POWER OF ARTIFICIAL INTELLIGENCE FOR COMPUTER INTERACTION
FOR GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENT
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Pauleen Falcunit, Regine Baraňao, Gillian Gallego, Argie Jaspe, Mark Vincent Pondara, Rica Mae Berja

Abstract

This study explores the integration of Artificial Intelligence (AI) in various educational activities, including assessment, personalized learning, and administrative functions. It examines the emerging roles of quantum computing and neuromorphic computing in enhancing the efficiency and learning capabilities of AI systems. The research also investigates the impact of AI on students' critical thinking, problem-solving skills, and decision-making processes. Furthermore, the study evaluates AI's influence on students' writing experiences, emphasizing both its potential benefits and limitations. It underscores the importance of equitable access to AI tools, including timely software updates and installations, to ensure inclusivity in educational settings. This study employs a descriptive research design to evaluate the accessibility and impact of Artificial Intelligence (AI) for computer interaction among Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. Involving a sample of 200 students selected through simple random sampling, the research examines the potential of AI to enhance computer-based interaction, improve human interaction skills, and support its integration into the HUMSS curriculum. This chapter examines the application of Artificial Intelligence (AI) across multiple facets of education, including research, brainstorming, creative writing, content creation, productivity enhancement, and the use of search engines. AI has the potential to improve students' computer interaction skills, create personalized learning pathways, enhance grammar and writing abilities, detect plagiarism, assist in research processes, adapt the difficulty level of learning materials, and support the comprehension of complex concepts. This chapter also highlights the potential benefits of integrating Artificial Intelligence (AI) into emotional evaluation within educational environments, which could significantly transform the understanding and support of students' socioemotional development. It examines the role of AI-powered tools and platforms in fostering students' active participation and interest in learning, particularly by enhancing motivation and facilitating meaningful connections. The discussion emphasizes the importance of applying AI principles in higher education, exploring the use of chatbots and intelligent systems for student engagement, while also addressing the challenges associated with integrating AI into academic settings.

Keywords: artificial intelligence, emotional evaluation, socioemotional development, student engagement, ai in education, motivation, ai-powered platforms, chatbots, higher education, integration challenges

**THE ROLE OF COMMUNICATION AND ITS INFLUENCE IN SHAPING PERSPECTIVE
OF STUDENTS ON SOCIAL ISSUES AMONG GRADE 11 SENIOR HIGH SCHOOL
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jamie Mariz Franco, Johnpaul Agpalo, DJ Macasinag, Mike Kevin Pepito,
Hannah Mie Petallo, John Paul Tarong, Christopher Azares

Abstract

People acquire news and updates through various media channels such as newspapers, television, and the internet. However, these channels have the potential to significantly influence public opinion, particularly on critical topics such as religion, education, and social issues, due to their compelling and pervasive nature. In the digital age, the widespread dissemination of misinformation, biased opinions, and manipulated content has challenged individuals' perceptions and understanding of reality. This study aims to identify the most commonly used communication channels and examine how these platforms influence public opinion. The research is guided by the Shannon-Weaver Model of Communication, which highlights key components such as the source, message, encoding, decoding, channel, and destination, emphasizing the complexity of communication and interpretation in shaping public discourse. The researchers utilized a survey questionnaire as the primary data-gathering instrument, employing an exploratory descriptive-quantitative research design. A quota sampling technique was used to select participants, consisting of 133 Grade 11 students. To analyze the collected data, the researchers applied various statistical tools, including frequency and percentage distribution, ranking, mean, and a 4-point Likert scale to interpret the responses accurately. The results revealed that speaking skills played the most significant role in communication among the respondents, with a mean score of 3.48. Among the communication channels, newsletters emerged as the most influential in shaping public opinion, receiving a mean score of 3.44. Overall, the respondents "Strongly Agreed" on the importance of confidence, comprehension, and speaking skills in communication. In terms of communication channels influencing public opinion on social issues, the highest ratings were given to face-to-face communication, newsletters, and social media. Lastly, the most commonly encountered problem in using communication channels to shape public opinion was the spread of misinformation and disinformation. It is essential to provide accurate, evidence-based information such as content from established news organizations and peer-reviewed scientific journals, to enhance communication and effectively shape public opinion on social issues.

Keywords: communication channels, public opinion, social issues, speaking skills, newsletters, misinformation, disinformation, face-to-face communication, social media, grade 11 students, shannon-weaver model

**THE USE OF TWISTER GAME IN TEACHING MULTIPLICATION
AMONG GRADE 3 PUPILS**

Kimberly Anne Piloneo, Ediza Mae Sadaya, Catherine Contiga, Aljelynn Bernardino,
John Ray Velasquez, Justine Lyn Fernandez

Abstract

This study investigated the use of the Twister game as an innovative teaching strategy to improve multiplication skills among Grade 3 students at San Bartolome Elementary School. Fifty pupils were selected through purposive sampling. Using pre-test and post-test assessments and survey questionnaires, the study examined the impact of the game on engagement, memorization, and problem-solving abilities. Results suggest that the Twister game effectively enhances students' learning experience by making mathematical concepts more interactive and enjoyable. The study utilized a quasi-experimental research design to compare the effectiveness of the Twister game in teaching multiplication to Grade 3 pupils. Fifty students participated, with statistical tools such as percentage distribution, weighted mean, and Z-test used for data analysis. Findings revealed that students aged 8–9, particularly males (52%), showed notable improvement in multiplication skills after using the Twister game. A weighted mean of 3.79 indicated strong agreement that the game aided memorization. The computed Z-value of 5.258 confirmed a statistically significant difference between pre-test and post-test scores, leading to the rejection of the null hypothesis and affirming the game's effectiveness. The study confirms the effectiveness of game-based learning, specifically the Twister game, in enhancing multiplication skills among Grade 3 pupils. Results demonstrate that incorporating interactive activities into the curriculum significantly boosts student engagement, improves retention of multiplication facts, and supports the development of problem-solving abilities. This approach not only makes learning more enjoyable but also promotes a deeper understanding of mathematical concepts, underscoring the value of dynamic and student-centered instructional strategies. The study encourages educators to integrate interactive tools like the Twister game into mathematics instruction to boost student engagement and learning effectiveness. It highlights the potential of game-based learning in improving multiplication skills and suggests expanding research to assess long-term impacts, effectiveness across different subjects, and age-specific outcomes. Ultimately, the use of innovative teaching strategies can foster more dynamic and meaningful learning experiences for young students.

Keywords: twister game, game-based learning, mathematics instruction, multiplication skills, grade 3 pupils, interactive teaching, student engagement, educational games, quasi-experimental design, learning outcomes

**THE UTILIZATION OF AUDIO-VISUAL MATERIALS IN ENHANCING THE READING
COMPREHENSION OF SOPHOMORE ENGLISH MAJORS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Erica Dela Cruz, Sariel Gene Rae Manfoste, Quincy Mae Alcoreza,
John Kenneth Bereber, Nash Kobie Soliman, Dr. Romeo Fernandez

Abstract

The purpose of this study is to determine the effectiveness of utilizing audiovisual materials in enhancing the reading comprehension of sophomore English majors at Bestlink College of the Philippines. Audiovisual materials refer to learning aids that combine auditory and visual elements to convey information, such as videos, presentations, and animations. The use of audiovisual materials in schools has significantly enhanced learning outcomes, particularly in improving reading comprehension. This study utilizes audiovisual tools to establish a multisensory learning environment, promoting greater student engagement with challenging written texts. This study utilized a quasi-experimental research design in order to assess the effectiveness of audiovisual materials in enhancing the students' reading comprehension skills. The respondents of this study were 50 sophomore English majors in sections 2102-E and 2104-E at BCP. The researchers used the pre-test and post-test approach through a combination of Likert scale and multiple-choice questionnaires. This research approach measures the participants' responses before and after an intervention, which is useful in determining whether the treatment has led to significant improvements or changes in the measured outcomes. Based on the findings in terms of demographic profile, the majority of the respondents were aged 18 to 20 years old, female, and evenly divided between the two sections. In relation to the skills that were enhanced by utilizing audiovisual materials in terms of reading comprehension, reading fluency, vocabulary, and memory retention, students' responses were "Strongly Agree." Some of the respondents encountered challenges, including unfamiliar words and technical issues, while watching the animated story. There was a significant difference between pre-test and post-test results. It indicates that the intervention had a significant impact on participants' reading comprehension skills, leading to the decision to reject the null hypothesis (H_0). In light of the evidence presented, the students' reading comprehension, reading fluency, vocabulary, and memory retention were enhanced by the use of audiovisual materials. Educators should focus on strategies to utilize these materials in classroom settings, such as aligning the materials with specific objectives, ensuring technical preparedness, engaging students in diverse interactive formats, and facilitating feedback.

Keywords: audiovisual materials, reading comprehension, reading fluency, vocabulary, memory retention, macro skills

**THE UTILIZATION OF PODCAST IN IMPROVING THE LISTENING SKILLS
AMONG FRESHMEN ENGLISH MAJOR**

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Princess Dayan Septo, Dr. Romeo Fernandez

Abstract

This study explores the impact of podcasts on students' listening comprehension and their perceptions of using podcasts during listening classes. Using a descriptive qualitative research design, it examines how the medium's convenience and accessibility support knowledge acquisition in academic settings. Findings suggest that podcasts significantly enhance students' ability to understand spoken information, highlighting their effectiveness as an educational tool in developing listening skills. This quasi-experimental study investigates the effectiveness of podcast use in enhancing the listening skills of freshman English majors at Bestlink College of the Philippines. Pre-tests were conducted before the intervention, followed by podcast-based instruction aligned with the same competencies. Post-tests were administered to assess any improvements. By comparing pre- and post-test results, the study measured the impact of podcast utilization on students' listening performance, demonstrating podcasts' potential as a valuable tool in auditory and language learning. The study found that freshman BSED English majors at Bestlink College of the Philippines consider themselves technologically adept in using podcasts to enhance listening and speaking skills. Students utilized tools such as mobile phones, headsets, and speakers to understand podcast content, improve pronunciation, and learn phonological patterns. However, their speaking skills were affected by factors like emotional distractions, environmental noise, and physical distance from the speaker. Despite these challenges, podcasts were recognized as effective in providing pronunciation models and strategies to improve overall listening and communication skills. The study emphasizes the educational value of podcasts, particularly via platforms like Spotify, among freshman BSED English majors. Podcasts provide factual, engaging content that remains accessible and unchanged after release, making them a reliable resource. They facilitate learning by enhancing auditory comprehension and offering innovative ways to introduce new topics. Additionally, podcast creation by students encourages knowledge expression, making it an effective tool for active learning and student engagement in academic settings.

Keywords: podcasts, listening comprehension, freshman students, bsed english majors, educational technology, auditory learning, podcast tools, active learning, student engagement, spotify, phonology, pronunciation, digital learning

**TIME MANAGEMENT STRATEGIES ITS ROLE IN THE ACADEMIC SUCCESS OF
GRADE 12 HUMANITIES AND SOCIAL SCIENCES STRAND AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Mica Bagundang, Rhod Christan Lazam, Joanalyn Potenciano,
Anica Venus, Reniel Dedal, Christopher Azares

Abstract

This study highlights the critical role of time management for Grade 12 students juggling schoolwork, college applications, and personal responsibilities. Research at Bestlink College demonstrates that effective planning, through goal setting, scheduling, organization, minimizing distractions, and seeking support, enhances academic performance while reducing stress. By developing these skills, students can improve productivity, achieve their goals, and maintain a healthy balance, contributing to a successful final year of high school. This study used an evaluative-quantitative research design to examine the effects of time management strategies on 212 Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. Data collected through a validated survey were analyzed using frequency, percentage, ranking, mean, and Likert scale methods. Results indicate that effective time management enhances students' adaptability, daily routines, focus, and active participation in school activities, underscoring its importance for academic success. The study found that Grade 12 students effectively manage their time through routines, prioritization, and structured schedules, with strong agreement on adaptability, daily routines, and school activity engagement (weighted mean 3.34). Despite these strengths, some students face difficulties completing tasks independently. Overall, effective time management was shown to boost productivity, reduce stress, and improve learning outcomes. To support students in overcoming these challenges, an action plan has been developed aimed at enhancing their time management skills and academic performance. The conclusion emphasizes the critical role of accessible and effective time management in student success. It highlights the importance of tracking strategies such as task estimation, prioritization, and minimizing procrastination. Tools like planners and structured schedules help boost productivity. The proposed action plan, which includes a daily routine, reduced gadget use, and organized task planning, aims to improve efficiency. Ultimately, mastering time management significantly contributes to enhanced academic performance.

Keywords: time management, student productivity, academic success, structured schedules, prioritization, procrastination, adaptability, task planning, gadget use, grade 12 humss, bestlink college

**TRANSFORMING EDUCATION: INTEGRATION OF L.U.C.I.A. CHATGPT MATERIAL
ON THE WRITING LESSON OF GRADE 6 STUDENTS**

Joana Kariz Aguilar, Luna Cabison, Jerald Lawrence Forteza, Angelo Rubianes,
Carlos Turtona Jr, Ryan Christopher Villalon

Abstract

The integration of ChatGPT, a generative AI technology, into modern education systems is gaining traction due to its ability to facilitate human-like interactions and assist with various tasks such as answering queries, composing emails, and writing code. In the Philippines, this growing interest has prompted the government to closely examine AI and chatbot technologies, including ChatGPT, to monitor and manage potential system risks. This study integrated ChatGPT into the writing curriculum of Grade 6 students. It employed a quantitative research method using a true-experimental design and purposive sampling techniques. The research involved administering a 50-item assessment that evaluated specific writing aspects, namely clarity, grammar, sentence construction, and vocabulary. The participants, including 62 Grade 6 students, were divided into two sections: the Conventional Group and the Experimental Group. Data was collected through pre-tests, post-tests, and survey questionnaires and were analyzed using statistical methods such as frequency and percentage, ranking, Z-test, and weighted mean. The pre-test results showed that the Conventional Group obtained a mean score of 4.99 (SD = 1.93), while the Experimental Group recorded a mean score of 4.64 (SD = 2.07), both reflecting below-average proficiency levels. Post-test results revealed a slight improvement in the Conventional Group, with a mean score of 5.48 (SD = 2.02). In contrast, the Experimental Group demonstrated a more notable improvement, achieving a mean score of 6.49 (SD = 2.53). The findings indicate that Grade 6 students initially exhibited low proficiency in vocabulary and sentence construction. However, after exposure to L.U.C.I.A. ChatGPT materials, the Experimental Group showed significant improvement in these areas, as well as in clarity and grammar. This result aligns with Patton M.'s (2023) Theory of Change, Transformation, which emphasizes the value of innovative educational approaches. Overall, the study highlights the educational potential of AI tools such as ChatGPT in transforming instructional practices, leading to improvements in student learning and educational outcomes.

Keywords: ai tools, l.u.c.i.a., chatgpt, writing lesson, true-experimental design, theory of change, transformation

**UTILIZATION OF AI TOOLS IN COMMUNICATION EXPERIENCE
AMONG GRADE 11 HUMANITIES AND SOCIAL SCIENCES
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Caroline Julian, Shawn Dahomey Chan, Shantyl Domingo, Mel Marc Laoyon,
Aliehia Valmores, Sherel Joy Hernandez, Rica Mae Berja

Abstract

Artificial Intelligence (AI) is a technology that enables computers to perform complex tasks such as data analysis, making recommendations, understanding speech, and recognizing visual inputs. This study employed a descriptive-quantitative research method to describe the perceptions of the respondents. It involved one hundred thirty-three (133) Grade 11 students from Bestlink College of the Philippines. A cluster sampling technique was utilized to gather data. To address the research problems, a questionnaire was used as the primary data-gathering instrument, supported by statistical tools such as frequency and percentage, mean, ranking, Slovin's formula, and the Likert scale. The responses were interpreted using a four-point scale: Strongly Agree, Agree, Disagree, and Strongly Disagree. The findings of the study indicate that the respondents perceive the use of artificial intelligence as a tool that enhances user experience in communication, particularly in terms of language, medium, and social skills, as evidenced by an overall weighted mean of 3.32, which is interpreted as Strongly Agree. The use of artificial intelligence as an effective tool in communication received the highest weighted mean of 3.35, indicating that AI tools such as real-time translation, language tutoring, and writing assistance significantly contribute to enhancing communication. Based on these findings, the study recommends that schools integrate AI-driven tools into communication and language learning to boost student engagement, support the refinement of machine learning models, and ensure the implementation of ethical guidelines that address issues related to bias, privacy, and user consent.

Keywords: artificial intelligence, communication enhancement, language support, real-time translation, writing assistance, education technology, student engagement, ethical ai, privacy, bias

**UTILIZATION OF AIR DROP CARD ACTIVITIES FOR TEACHING NATURAL
OBJECTS IN THE SKY IN SCIENCE FOR GRADE 3 PUPILS**

Jeffrey Bandol, Jerrieca Arellano, Joan Espelimbergo, Ricalyn San Esteban,
Gerome Toribio, Ryan Christopher Villalon

Abstract

Teaching science in primary schools poses distinct challenges, especially in engaging young learners in scientific inquiry amid limited resources. Many educators find it difficult to motivate students who are more accustomed to traditional subjects like reading and mathematics. However, recent studies indicate that integrating play-based activities into science lessons can significantly boost student engagement, particularly among preschool and elementary students. This approach not only captures children's interest but also supports the development of foundational skills, including reading proficiency. In this study, 80 Grade 3 students from Cielito Zamora Memorial School served as respondents. The researcher developed a 30-item survey questionnaire, as well as pre-tests and post-tests, grounded in relevant literature and aligned with the essential learning competencies in Grade 3 science. To ensure the validity and clarity of the test items, the researcher consulted academic experts, including the Dean of the College of Teacher Education at Bestlink College of the Philippines. Their constructive feedback guided the revision and refinement of the instrument, resulting in a more reliable and effective assessment tool. The study revealed a significant difference in performance between the Home Group and the Experimental Group. Initially, the Home Group obtained a mean score of 14.83, while the Experimental Group achieved a higher mean score of 21.93. This difference yielded a z-value of -10.58302 ($p < 0.00001$), indicating a statistically significant gap. Post-test results further supported this finding, with the Home Group's mean score increasing to 19.53 and the Experimental Group's mean rising to 25.83, resulting in a z-value of -11.15104 ($p < 0.00001$). These findings suggest that the integration of interactive, play-based activities such as the Air-drop card game substantially enhances student performance in science learning. The study highlights the critical role of engaging and interactive activities such as the Air-drop card game, in maintaining student interest, enhancing focus, and improving learning outcomes. Lessons that incorporate movement and hands-on experiences promote active participation, making science instruction more effective and meaningful. This approach is supported by Bruner's Theory of Learning and Cognitive Development (2024), which emphasizes that children learn best through experiential and discovery-based methods. The findings underscore the value of such strategies in stimulating curiosity, developing observational skills, and transforming science education into a more engaging, enjoyable, and impactful experience for young learners.

Keywords: play-based learning, interactive activities, air-drop card game, student engagement, hands-on learning, experiential learning, bruner's theory, cognitive development, science education, primary students

**UTILIZATION OF ARTIFICIAL INTELLIGENCE AND ITS INFLUENCE ON ACADEMIC
KNOWLEDGE OF GRADE 12 STUDENTS AT BESTLINK COLLEGE OF THE
PHILIPPINES**

Renee Charlize Raynera, Christine Joy Garinga, Clark Magno, Fritz Maureen Martos,
Anne Crystal Mateo, Christopher Azares

Abstract

This study explores the use of artificial intelligence (AI) in enhancing the learning experience of Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. It investigates how AI impacts their academic excellence, learning environment, and knowledge retention, while also examining their perceptions of AI's ease of use and usefulness in education. The research addresses common concerns surrounding AI's influence on creativity and critical thinking, emphasizing the need for educators and policymakers to understand AI's evolving role in academic settings. According to Davis (1993), understanding students' perspectives on AI systems is crucial, as their perceptions significantly influence their acceptance and use of such technologies. Integrating AI into educational frameworks may also require re-evaluating traditional teaching methods. Ultimately, the study aims to develop an action plan based on student feedback and research findings to further enhance academic performance through effective and ethical use of AI tools. This research utilizes exploratory methods to generate new insights from 200 Grade 12 students at Bestlink College of the Philippines. The study employs cluster random sampling and gathers data through a survey questionnaire. To analyze the data, the study uses frequency to show how often specific responses occur, percentages to indicate their proportion within the total population, and mean scores to reflect overall performance. A rating scale is applied to interpret the survey responses and assess students' perceptions effectively. The findings of this study indicate that artificial intelligence (AI) positively contributes to academic excellence, the learning environment, and learning retention among Grade 12 students. The results show favorable responses across these areas, with an overall average rating of 3.38, suggesting a generally positive perception of AI's impact on their education. Furthermore, the data reveal that many respondents are knowledgeable about the use of AI and recognize its potential benefits in enhancing their academic experience. The text discusses the influence of artificial intelligence (AI) in creating a safe and conducive learning environment. The study reveals that students support the integration of AI to enhance the learning environment, academic excellence, and knowledge retention. They believe that AI facilitates better access to information and resources, improves the quality of research, and is generally intuitive and user-friendly. To further strengthen AI's positive impact, the researchers recommend monitoring its usage, encouraging practical application, and developing action plans to guide its effective implementation in educational settings.

Keywords: artificial intelligence, safe learning environment, academic excellence, knowledge retention, student perception, access to information, research quality, user-friendly, educational technology, action plan

**UTILIZATION OF ARTIFICIAL INTELLIGENCE ON ANALYTICAL THINKING SKILLS
AMONG THE STUDENTS OF BESTLINK COLLEGE OF THE
PHILIPPINES MAJOR IN SOCIAL STUDIES**

Patricia Joy Pical, Ana Marie Mabanana, Kate Angelene Ramirez, Ric John Sarmiento,
Aldrin Roy Puertas, Ronilo Dignos, Abraham Muyrong II

Abstract

This study aims to assess the extent to which AI tools influence students' analytical thinking skills. Specifically, it seeks to identify the advantages and disadvantages of utilizing AI tools in educational settings and assess their impact on students' abilities in logical reasoning, problem-solving, and decision-making. The primary objective is to generate valuable insights into the role of AI tools in the learning process and their potential impact on teaching and instruction. This study employed a quantitative research method using a descriptive research design to gather and analyze data on the effects of artificial intelligence utilization on the analytical thinking skills of students at Bestlink College of the Philippines. The results indicate that artificial intelligence (AI) assists students in understanding complex topics and enhances their confidence in thinking critically and logically. However, the highest weighted mean of 3.17 reflects a concern among students regarding over-reliance on AI. Excessive use of AI may diminish students' ability to think independently, acquire new skills, and foster a sense of dependence. While students acknowledge that AI is user-friendly and beneficial, they emphasize that it should serve as a supportive tool rather than a replacement for their own problem-solving and critical thinking processes. These findings suggest that although AI can significantly enhance learning, its use must be balanced to avoid hindering the development of essential analytical thinking skills. The utilization of artificial intelligence (AI) among students at Bestlink College of the Philippines reveals both the promising advantages and potential drawbacks of AI tools in enhancing analytical thinking skills. While AI supports academic performance and offers opportunities for personalized learning, the growing concern over student over-reliance suggests a possible decline in critical thinking and independent problem-solving abilities. As education continues to integrate technological advancements, students, educators, and parents need to maintain a balanced approach, using AI as a supportive aid rather than a substitute. This balance is vital to ensure the continued development of authentic cognitive and analytical skills necessary for future success.

Keywords: artificial intelligence (ai), analytical thinking, critical thinking, problem-solving, student learning, technology in education, over-reliance, cognitive development, personalized learning, bestlink college of the philippines

**UTILIZATION OF COMMUNI-CRAFT WORKSHEETS IN IMPROVING THE
FLUENCY AND ACCURACY OF FRESHMEN ENGLISH MAJOR
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Alyssa Frances Ching, Julie Balgacion, Patricia Nicole Nacua, Kyla Marie Obejas,
John Marc Tañare, Dr. Romeo Fernandez

Abstract

The purpose of this study is to investigate the effectiveness of Communi-Craft Worksheets in enhancing the fluency and accuracy of freshman English majors at Bestlink College of the Philippines. In the context of language development, worksheets serve as effective tools in fostering essential linguistic skills such as correct pronunciation, smooth and natural speech delivery, appropriate grammar usage, and proper language generation. For maximum effectiveness, these worksheets should align with the learners' abilities and specific learning objectives, functioning as targeted instructional materials. This study aims not only to expand the existing body of knowledge but also to determine whether the use of CommuniCraft Worksheets significantly contributes to the improvement of students' language fluency and accuracy. The study employed an experimental research design, utilizing pre-tests and post-tests to assess the language skills of participants before and after the intervention. The respondents consisted of fifty (50) students from BSED 1102-E, selected through purposive sampling. The intervention involved the administration of five task-based Communi-Craft Worksheets for one week, each designed to target specific aspects of language fluency and accuracy. The post-test scores revealed that students demonstrated increased confidence in expressing complex ideas, using correct grammar, and communicating more clearly. However, several challenges were encountered in the use of the Communi-Craft Worksheets. These included unclear instructions and limited time for completion, which affected the effectiveness of the worksheets for some students. To address these issues, the researchers recommend that teachers adapt the worksheets based on the students' time requirements and ensure that all instructions are communicated. The statistical results revealed a significant difference between the pre-test and post-test scores, leading to the rejection of the null hypothesis. These findings highlight the effectiveness of utilizing Communi-Craft Worksheets in enhancing the fluency and accuracy of freshman English majors. The results suggest that the integration of such worksheets can significantly improve students' language proficiency. Teachers are encouraged to incorporate Communi-Craft Worksheets into their lesson plans to provide structured practice and support language development. To maximize their effectiveness, it is recommended that clear instructions be provided and sufficient time be allotted for each activity to address the challenges identified during implementation.

Keywords: communi-craft worksheets, fluency, accuracy, language learning, experimental research, pre-test, post-test, freshman english majors, instructional materials, grammar, communication skills, purposive sampling, language development, teaching strategies

**UTILIZATION OF CONTENT GENERATION TOOLS AS PERCEIVED BY GRADE 12
HUMSS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Dahnniellah Geraldo, Gabrielle Gerard Gonzales, Christopher Tanteo,
Antonio Luis Fernandez, Garry Bill Guan, Rica Mae Berja

Abstract

Technology-supported education fosters an information-rich environment and encourages autonomous learning, driving innovation and the development of practical skills. Understanding emerging educational trends is essential for informed policymaking, helping schools adapt to evolving technological landscapes and enhance learning outcomes. When integrated effectively, technology can stimulate creativity by providing students with tools such as digital design software. These tools support brainstorming, project development, and real-time feedback, thereby enriching students' creative processes. This study utilized the cluster sampling technique to ensure an unbiased and representative survey. Cluster random sampling is a probability sampling method in which a large population is divided into smaller groups, known as clusters, and a random selection of these clusters is used to form the sample. This approach helps ensure that the data collected accurately reflects the characteristics of the overall population. A survey questionnaire served as the primary research instrument. Surveys are widely used in the social sciences to gather evidence on knowledge, attitudes, and behaviors. In the context of health care and education, they are also valuable for quantifying qualitative insights and informing policy decisions. By asking structured questions to selected individuals, a survey-based research design enables researchers to generalize findings from the sample to the broader population. Table 2 shows that computer collaboration can enhance students' creativity, particularly in presentations. The highest-ranked item, with a weighted mean of 3.78, is the statement: "Visual design captures attention, and more appealing designs are likely to receive the most attention," which was rated as Strongly Agree. This chapter presents the summary of findings, conclusions, and the proposed recommendations or action plan. Its primary purpose is to provide an overview of the study's key insights and outcomes. The findings indicate that the effectiveness of enhancing creativity through computer collaboration is rated as "Strongly Agree", particularly in terms of cognitive enhancement and entertainment. However, the most commonly encountered challenge in computer collaboration is related to productivity. In response to these findings, an action plan has been proposed to assess the utilization of content generation tools as perceived by Grade 12 HUMSS students at Bestlink College of the Philippines.

Keywords: computer collaboration, creativity enhancement, content generation tools, grade 12 humss students, productivity challenges, cognitive development, educational technology, bestlink college of the philippines, action plan, survey research

**UTILIZATION OF DEMONSTRATION EQUIPMENT: BASIS FOR DEVELOPMENT OF
SKILLBOOK TO ENHANCE LEARNING AMONG BTLED STUDENTS**

Austria England Israel, Erwin Aggabao, Jessica Rose Calvadores, Michaela Jean Penas,
Gerro Gerlottle Rodriguez, Abraham Muyrong II

Abstract

The purpose of this study is to assess the effective utilization of demonstration equipment as a foundation for developing a skill book designed to enhance learning among Bachelor of Technology and Livelihood Education (BTLED) students at Bestlink College of the Philippines. Specifically, the research explores how hands-on learning using demonstration equipment influences students' comprehension and skill development in practical and technical subjects. The study employed stratified sampling techniques and a descriptive research method to analyze and present the data. A total of 80 BTLED students from the first and second years at Bestlink College of the Philippines participated in the study. A survey questionnaire served as the primary instrument for data collection. The demographic profile of the respondents indicates that the majority are female and fall within the age range of 18 to 20 years old. In terms of the impact of demonstration equipment on learning development, respondents strongly agreed that it significantly enhances their understanding, learning styles, academic performance, and overall effectiveness, contributing to long-term knowledge retention. In response to these findings, a skill book was developed to enhance students' practical abilities and serve as a supplementary learning resource aligned with the existing curriculum. To address the specific needs of BTLED students, the skill book includes well-structured exercises, step-by-step demonstration instructions, and appropriate evaluation tools. The researchers developed a skill book to enhance the learning experience of BTLED students by providing a structured and practical guide for acquiring and refining essential competencies. Unlike traditional textbooks, the skill book emphasizes hands-on applications through step-by-step instructions, targeted exercises, and assessment tools. This approach supports independent learning, encourages experimentation, and enables immediate feedback, critical components in fostering active engagement. In technology and livelihood education, where outcomes are rooted in practical execution, the skill book proves indispensable. It aids students in internalizing concepts through direct application, thereby improving both retention and comprehension. Beyond equipping students with technical skills, the skill book also prepares them for the evolving demands of the workforce, nurturing adaptability and a mindset for lifelong learning. Ultimately, this learner-centered resource demonstrates the transformative power of education that is aligned with real-world needs.

Keywords: skill book, btled students, hands-on learning, practical competencies, technology and livelihood education, independent learning, learning retention, workforce readiness, lifelong learning, learner-centered approach

**UTILIZATION OF DIGITAL TOOLS IN ENHANCING STUDENT'S ENGAGEMENT OF
GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Joellyn Quiñones, Angel Ann Faith Dinopol, Gemron Mancio,
Shawn Eisem Sabado, Cedrick Viernes, Christopher Azares

Abstract

Digital tools have revolutionized the learning process by enhancing both educational outcomes and student engagement. Within the Grade 12 Humanities and Social Sciences (HUMSS) strand at Bestlink College of the Philippines, there is a growing need to integrate these tools to foster interactive and dynamic learning experiences. However, the effectiveness of such tools in this specific context remains unclear. This study aims to evaluate the impact of digital learning tools on academic achievement and student participation, to provide insights and recommendations for improving teaching methodologies. To identify the role of students and the impact on learning outcomes, this study employed a descriptive quantitative research approach integrated with evaluative research. Cluster sampling was used to select respondents from the Grade 12 HUMSS strand. A structured survey was administered to gather data on students' experiences with and perceptions of digital technologies. The collected data were systematically assessed to evaluate the effectiveness of these tools in supporting academic performance and engagement. This study explores the role of digital tools in enhancing student engagement and learning outcomes among Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. Findings indicate that the Learning Management System (LMS) is the most widely used digital tool, with students strongly agreeing (mean = 3.38) that it facilitates access to learning materials, supports organization, and encourages participation in discussions. E-learning tools also play a vital role, with a composite mean of 3.37, aiding students in tracking academic progress, accessing diverse learning resources, and engaging in interactive lessons. Similarly, video conferencing tools received a mean score of 3.37, proving effective in helping students catch up on missed lessons and receive real-time feedback from instructors. Despite these benefits, challenges such as digital illiteracy and issues in time management remain prevalent, affecting approximately 110 students (17%) in both areas. Digital learning tools play a pivotal role in promoting student engagement and academic achievement by providing accessible learning materials, interactive platforms, and opportunities for real-time collaboration. The results highlight the critical importance of integrating technology into education to strengthen students' digital literacy, problem-solving abilities, and collaborative skills. However, the effectiveness of these tools depends heavily on factors such as accessibility, teacher training, and the quality of implementation. To fully harness the benefits of digital learning, it is essential to address technical challenges, improve digital literacy, and support students in developing effective time management skills.

Keywords: digital learning tools, student engagement, learning outcomes, digital literacy, interactive learning, real-time collaboration, technology integration, time management, teacher training, bestlink college of the philippines

**UTILIZATION OF DIVISION IN MATH GO BOX IN TEACHING DIVISION IN
MATHEMATICS OF GRADE 3 LEARNERS**

Cazandra Mae Jayan, Geraldine Caloyloy, Cathyrine Sollestre, Christian Gomez,
Jan Marie Reizelle Destajo, Ryan Christopher Villalon

Abstract

Division plays a vital role in developing students' problem-solving, critical thinking, and analytical skills, making it a foundational component of education as emphasized in RA 10533, Section 15. Although often challenging, children naturally possess intuitive ideas about division that can be enhanced through effective teaching methods. Strategies such as gamification and the use of authentic materials have been shown to make learning division more engaging and effective, ultimately leading to improved student performance. This causal-comparative study evaluated the effectiveness of the Math Go Box in improving the division skills of Grade 3 students. Involving 34 participants, the research used pre-test and post-test assessments, along with qualitative feedback. Results revealed a statistically significant improvement in students' division performance, demonstrating that the Math Go Box is an effective tool for enhancing mathematical learning outcomes. The study analyzed pre-test, post-test, and survey data from Grade 3 students to assess the impact of the Math Go Box on division proficiency. Most students were 8 years old and predominantly male. A majority had a GWA between 81–85. The Math Go Box effectively improved division skills, as evidenced by post-test gains, though it had a limited effect on resolving learning difficulties. Statistical analyses showed no significant correlation between student demographics (age, gender, GWA) and post-test outcomes, indicating that the Math Go Box benefits learners regardless of background. This study evaluated the effectiveness of the Math Go Box in enhancing division skills among Grade 3 students. The majority of participants were 8 years old, 59% male, and 73% had a GWA of 81–85. Initial pre-test scores indicated low proficiency in both division facts and processes. However, post-test results revealed substantial improvement, with learners achieving proficiency and high proficiency levels. Statistical analysis confirmed the significance of the improvement ($z = -37.8005$, $p < 0.00001$). Overall, the Math Go Box proved to be an effective instructional tool for teaching division.

Keywords: math go box, grade 3 learners, division skills, pre-test and post-test, proficiency levels, teaching effectiveness, statistical analysis, learning improvement, gwa, educational tool

**UTILIZATION OF LEARNED LIVE LESSON (3L'S) IN
READING SKILLS OF GRADE 3 PUPILS**

Moreno Den J, Cathlyn Anne Alviola, Elizabeth Lagando, Joane Mae Rodriguez,
John Reeve Tuibuen, Ryan Christopher Villalon

Abstract

This study explores the use of Learned Live Lessons (3L's) to enhance reading skills among Grade 3 pupils and examines students' perceptions of technology-based learning in primary education. By making learning more interactive and engaging, 3L's aim is to improve comprehension and retention. Citing Niala (2023), the study emphasizes that poor reading comprehension can negatively impact performance across subjects. Guided by a revised theory by Opoku, the findings will serve as a framework for effectively implementing 3L's materials to support reading development. This study utilized quantitative causal-comparative research design to evaluate the effectiveness of Learned Live Lessons (3L's) on the reading skills of Grade 3 pupils at Tandang Sora Elementary School. Forty students were purposively selected as respondents. Data were collected using validated survey questionnaires, pre-tests, and post-tests, and were analyzed through statistical tools such as frequency, percentage, ranking, weighted mean, Likert scale, and z-test to assess significant differences and perceptions related to the learning intervention. The study found that the Learned Live Lesson (3L's) is highly effective in enhancing the reading skills of Grade 3 students. All evaluated components, comprehension (mean = 3.73), fluency (3.63), phonemic awareness (3.53), phonics (3.70), and vocabulary (3.73), received a verbal interpretation of "strongly agree," indicating strong student affirmation of improved skills across all domains. The study revealed that Grade 3 students showed marked improvement in reading skills after using the Learned Live Lesson (3L's) platform. Pre-test results without the intervention showed a mean score of 18.43 ("proficient"), while post-test results with the intervention improved significantly to a mean score of 33.53 ("highly proficient"). These findings support the conclusion that 3Ls is an effective tool for enhancing primary learners' reading abilities.

Keywords: learned live lesson (3l's), reading skills, grade 3 pupils, technology-based learning, comprehension, fluency, phonemic awareness, phonics, vocabulary, quantitative research, causal-comparative design, tandang sora elementary school

**UTILIZATION OF LEARNING MANAGEMENT SYSTEM AS PERCEIVED BY SENIOR
HIGH SCHOOL STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

John Rey Docdoc, Abejean Benedicto, Nike Brejente, Janus Lascano,
Antony Ochua, Kevin Salva, Christopher Azares

Abstract

This study explores the widespread adoption of Learning Management Systems (LMS) in the Philippines during the COVID-19 pandemic, with a specific focus on senior high school students at Bestlink College of the Philippines. Although over 85% of secondary schools have integrated LMS into their online learning strategies, challenges such as unequal access to technology, varying levels of digital literacy, and inconsistent academic outcomes remain. The research aims to evaluate the effectiveness and optimal use of LMS in enhancing students' academic performance amid these persistent issues. The study utilized a descriptive research design with cluster sampling to gather data from 200 senior high school students at Bestlink College of the Philippines. Focusing on three key areas: time management, accessibility, and the efficacy of LMS usage, the research aimed to understand students' experiences and evaluations of LMS. The findings highlighted how demographic factors intersect with students' perceptions of LMS effectiveness, offering insights into optimizing digital learning environments for improved academic outcomes. The findings reveal that only 65% of students experienced improved academic performance with LMS use, largely hindered by inadequate teacher feedback and low engagement. Common issues include unequal access to digital tools and varying levels of digital literacy among both students and educators. To address these challenges and enhance the effectiveness of LMS platforms, the study recommends ensuring equitable technology access, offering teacher training programs, and integrating interactive learning content to foster greater student involvement and academic success. The study found that most respondents were female students aged 15–17, predominantly from the HUMSS strand. Overall, students held a favorable view of the Learning Management System (LMS), especially highlighting its benefits for time management and accessibility across various devices. While the LMS was deemed helpful in understanding complex subjects, recurring issues such as poor internet connectivity, limited technical support, and lack of timely feedback were noted as barriers to optimal usage.

Keywords: learning management system (lms), academic performance, time management, accessibility, digital literacy, teacher feedback, internet connectivity, technical support, senior high school, bestlink college

**UTILIZATION OF LEARNING TOOLS FOR STUDENT ENGAGEMENT AS
PERCEIVED BY GRADE 12 HUMANITIES AND SOCIAL SCIENCES**

Jizhen Bayon-on, Shynadalia Abbatuan, John Drille Bequiso, Sharlyn Flores,
Maeann Haro, Mohaimin Tuano, Rica Mae Berja

Abstract

This research aims to find out how learning tools impact student participation by focusing on the experiences of students at Bestlink College of the Philippines and determining requirements for successful technology integration. In addition, the review of related literature includes age, gender, digital platforms, access to learning tools, learning styles, and academic performance. This research seeks to improve the application of technology in the classroom and thus create a more inclusive environment where all students can learn better. The research methodology used descriptive and exploratory quantitative research design and cluster sampling techniques, with a sample of 210 respondents. Survey questionnaires covered demographic profiles (age, gender, and digital platforms), access to learning tools, learning styles, academic performance, and challenges encountered in utilizing those tools. This study aims to produce insights into strategies that would improve education outcomes. The results indicated that most respondents were 17 years old (54.09 percent), with a slight female majority of 51.36 percent. The most commonly owned digital device is the smartphone (69.09 percent), while 5.91 percent of the students have no devices at all. Strong agreement (mean = 3.4) regarding access to learning tools was indicated, with students noting that learning tools accommodate multiple learning styles well (mean = 3.38), while automated tools are viewed as having a positive influence on academic performance (mean = 3.22). As for challenges, respondents ranked time management (67.14 percent), stress (65.23 percent), and financial barriers (57.14 percent) as the main challenges to engaging effectively with learning tools. In the discussion, an action plan is proposed; this includes digital literacy enhancement, establishment of community technology hubs, and time management workshops. The study underlines the need for equitable access to technology and resources in order to develop an inclusive learning environment that would promote student engagement and, in turn, improve academic performance. This research also contributes to understanding how learning tools can be useful in aiding student engagement, placing emphasis on closing the digital divide, and offering support to students as they navigate challenges that come with modern learning environments.

Keywords: learning tool, digital divide, student engagement

**UTILIZATION OF PHONO-DEO IN INTEGRATING PHONOLOGICAL AWARENESS TO
FRESHMEN ENGLISH MAJORS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Mc Clarence Andal, Medel Joy Blanco, Arabhela Dela Cruz, Lexter Freach Erasmo,
Mark Louie Tamayo, Dr. Romeo Fernandez

Abstract

Phonological awareness is a critical foundational skill for learning to read in any alphabetic writing system. According to Erbs (2021), this skill can be developed through a wide range of instructional strategies. However, a gap remains in understanding how the duration of students' academic exposure affects the development of phonological awareness. In recent years, technology has increasingly supported teaching and learning processes through the use of audio-visual materials. Given the Philippines' fluctuating rankings in global language proficiency assessments, these challenges may be attributed to the varying levels of learners' language skills, highlighting the need for targeted and sustained phonological instruction. To collect the necessary data, the researchers employed an experimental approach using pre-test and post-test measures to evaluate the respondents' progress and understanding in phonological awareness. A researcher-made instrument was developed specifically for this purpose, structured to assess phonological awareness across three distinct levels: the phoneme level, syllable level, and word level. This design allowed for a comprehensive evaluation of the learners' phonological skills before and after the intervention. The respondents of the study were freshman English majors from Section 1201. Out of the 49 participants, 93.8% demonstrated significant progress in the post-test following the presentation of Phono-deo. Despite this improvement, several challenges were observed during the assessment. These included unfamiliarity with certain words, limited learning opportunities, and pronunciation difficulties influenced by variations in native dialects. After thorough analysis and interpretation of the gathered data, the researchers found that the majority of freshman English major students demonstrated a lack of phonological awareness. One of the primary challenges identified was word unfamiliarity, which can be attributed to the absence of paced and structured instruction. Students showed difficulty in distinguishing, segmenting, and blending words, syllables, and sounds. However, following the implementation of Phono-deo, a notable improvement was observed in the post-test results. The instructional material proved to be effective, significantly aiding students in developing their ability to accurately identify and manipulate sounds, thereby enhancing their overall phonological skills.

Keywords: phonological awareness, phono-deo, english majors, instructional material, pre-test and post-test, word recognition, syllable segmentation, sound manipulation, dialect interference, language learning

**UTILIZATION OF POWTOON WEBSITE ON THE TEACHING LEARNING PROCESS OF
ARALING PANLIPUNAN TEACHERS AT BAGONG SILANG HIGH SCHOOL**

Jemar Ejorcadas, Janna Baloro, Jhon Paul Jeniel Lopez, Michael Lorena,
Crispin Ortiz, Abraham Muyrong II

Abstract

The integration of ICT in education is essential for preparing students for the digital age, as emphasized by UNESCO (2023) and the Philippines' Department of Education (2020). Despite its potential to create engaging learning environments, challenges in implementation remain. One promising approach is the use of animated videos, particularly through tools like Powtoon. According to ELM Learning (2020), Powtoon is a user-friendly online platform designed for creating animated videos for educational purposes. Research has shown that Powtoon can enhance student engagement, motivation, and comprehension. This study examines the impact of Powtoon on the teaching–learning process among Araling Panlipunan teachers at Bagong Silang High School. This study employs a descriptive research design with a quantitative approach to examine the use of Powtoon in the teaching–learning process of Araling Panlipunan teachers at Bagong Silang High School during the 2024–2025 academic year. Thirty teachers were selected through purposive sampling, and data were gathered using a questionnaire divided into three sections. The findings aim to provide insights into the integration of Powtoon in classroom instruction and its impact on both teaching and learning experiences. The study found that the use of Powtoon positively impacts the teaching–learning process of Araling Panlipunan high school teachers in several areas: instructional creativity, with a composite mean of 3.31 (strongly agree); communication, 3.23 (agree); time efficiency, 3.20 (agree); and professional development, 3.27 (strongly agree). However, challenges were also identified, including internet connectivity issues, with a composite mean of 3.37 (strongly agree); limited computer application literacy, 3.43 (strongly agree); and the availability of specific gadgets, 3.39 (strongly agree). In conclusion, age, gender, and teaching experience do not significantly influence the use of Powtoon among Araling Panlipunan teachers. Educators recognize Powtoon as an effective tool that enhances instructional creativity, communication, time efficiency, and professional development. However, challenges such as poor internet connectivity, limited computer application literacy, and restricted access to specific devices must be addressed to fully maximize Powtoon's potential in improving the teaching–learning process.

Keywords: ict in education, modern learning, powtoon, technology in education

**UTILIZATION OF TECHNOLOGY IN ENHANCING GROUP PRESENTATION AMONG
GRADE 12 HUMSS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jennifer Nicole Escanier, Mariel Feliciano, Justine Villaflores,
Maynard Cabanlong, John Bryan Poseo, Rica Mae Berja

Abstract

This research study examines how Grade 12 Humanities and Social Sciences (HUMSS) students utilize technology to enhance their group presentations. It explores the different types of digital tools they use, as well as the ways these tools contribute to improving the quality and delivery of their presentations. The study also investigates the challenges students encounter during the preparation and execution of their presentations, and how they collaboratively address these issues with the help of technology. Ultimately, this research focuses on students' perspectives, providing insight into how technology supports both the creative and problem-solving aspects of group presentations. This research utilized an exploratory research design to gather insights from two hundred twelve (212) Grade 12 HUMSS students at Bestlink College of the Philippines. A cluster sampling technique was employed to select respondents. Data was collected through a survey questionnaire distributed by the researchers. The analysis included frequency counts to show how often values occurred, percentages to indicate parts of a whole, and rankings to describe each indicator of the variables. A Likert scale was also used to determine the weighted mean for evaluating responses. The results of the data gathered in this study consist of six variables. Collaboration obtained a composite mean of 3.41, creativity had a composite mean of 3.48, and engagement recorded a composite mean of 3.42. In terms of multimedia, design tools, and resource sharing, the composite mean was 3.33. All variables received ratings that fall under the interpretation of "Strongly Agree." The action plan proposed by the researchers aims to enhance group presentations by addressing the challenges encountered by students, particularly those related to resource limitations, communication breakdowns, and technical issues during presentations. The summary of findings presents the results of the analysis and interpretation, while the conclusion encapsulates the study's key outcomes. The primary aim of this research is to gather information from Grade 12 students under the Humanities and Social Sciences (HUMSS) strand to determine how technology has improved group presentations, specifically in terms of collaboration, design tools, and resource sharing. Additionally, the study identifies the most useful tools that facilitate the creation of group presentations and explores how technology enhances the overall process. It also examines the challenges that Grade 12 students face during group work and presentations, providing insights for targeted improvements.

Keywords: technology in education, group presentations, academic efficiency

**UTILIZATION OF TIKTOK IN ENHANCING THE GRAMMAR OF GRADE 11 ABM
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jhonmark Alvarez, Rhea Caubalejo, Kim Briant Lopez, Courtney Serafin,
Julie Ann Tejero, Dr. Romeo Fernandez

Abstract

The purpose of this study is to determine the impact of TikTok on enhancing the grammar skills of Grade 11 ABM students at Bestlink College of the Philippines, considering variables such as age, gender, and section. The study employed a quasi-experimental design and involved fifty (50) Grade 11 ABM students during the academic year 2024–2025. It aims to explore how TikTok is utilized as a tool for improving students' grammar and to assess its effectiveness in fostering better language skills. This study employed a quasi-experimental design. According to Thomas (2024), a quasi-experimental design aims to establish a cause-and-effect relationship between an independent and a dependent variable. Unlike true experiments, this approach does not randomly assign individuals to conditions or sequences of conditions but still involves the manipulation of an independent variable. Common types include time-series designs with interruptions, pretest-posttest formats, and nonequivalent group designs. In this study, the features of the quasi-experimental design were applied to determine the contribution of TikTok in enhancing students' grammar skills. Based on the results of the study, the majority of students who used TikTok are between 15 and 18 years old, accounting for 96% of respondents, while 4% are aged 19 to 22. Most of the respondents are female (76%), with males making up 24%. The findings reveal that TikTok grammar lessons significantly enhance students' grammar skills. In particular, these lessons help students grasp complex grammar concepts more easily, develop a deeper understanding of the parts of speech, and improve their ability to use grammar correctly in various contexts. To sum up, this study provides valuable insights and practical recommendations for enhancing students' grammar skills. The Grade 11 ABM students at Bestlink College of the Philippines describe themselves as advanced in using technology and social media, particularly in watching educational videos, to acquire knowledge and improve their grammar proficiency.

Keywords: tiktok, modern technology, grammar improvement, technology in education

**UTILIZATION OF TURN-TABLE IN IMPROVING
MATHEMATICAL SKILLS OF GRADE 3 PUPILS**

Micaela Antipon, Judy Ann Guelan, Joan Hermosura, Mae Jane Javar,
Sheena Pellazar, Justine Lyn Fernandez

Abstract

This study examined the effects of the Multiplication Turn-Table instructional material on the multiplication skills of third-grade students at San Bartolome Elementary School. A total of 50 respondents participated, with 20 from Section Narra and 30 from Section Kamatsile. To measure students' multiplication skills before and after the intervention, the researchers developed and administered a pre-test and post-test. This study employed a causal-comparative design, with 50 students from San Bartolome Elementary School selected through purposive sampling. A pre-test and post-test were administered to gather the necessary data. The researchers analyzed the results using statistical tools, including percentage, weighted mean, and Z-test, to evaluate the effectiveness of the Multiplication Turn-Table instructional material. The findings revealed that 75% of the respondents were aged 8–9 years old, and 83% were male. A comparison of pre-test and post-test scores was conducted to assess performance. During the pre-test, mean scores were 8.34 and 2.80, while in the post-test, mean scores were 8.26 and 3.30. The results indicated that Grade 3 students at San Bartolome Elementary School showed significant improvement in their multiplication skills after using the Multiplication Turn-Table instructional materials. The turntable was found to support various learning styles and enhance numeracy skills. However, challenges were noted, such as the need to strengthen connections between multiplication and real-world math applications. To further improve students' skills, the researchers recommend integrating theoretical knowledge with practical activities, incorporating interactive and age-appropriate materials, and providing regular feedback from instructors. Based on the results, teachers are encouraged to use turn-tables to address different learning styles and guide students in effectively using instructional materials. Parents can make multiplication more engaging by incorporating games, quizzes, and prizes into learning activities. Students should be encouraged to actively participate, explore concepts, and apply their knowledge in real-world situations. School administrators are advised to align instructional materials with the curriculum, provide training sessions for teachers, and ensure adequate resources are available for all learners. For future research, studies could examine the effectiveness of similar instructional tools in developing mathematical skills, allowing for comparisons and identification of emerging trends.

Keywords: multiplication turntable, learning styles, instructional materials, student engagement, active participation

**UTILIZATION OF W.I.S.E. AS A SUPPLEMENTARY TOOL IN TEACHING 21ST
CENTURY LITERATURE AMONG SENIOR HIGH SCHOOL STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Chelsea Gloria, Trisia Mae Morante, Girlie Navera, Ronald Carlo Samaniego,
Angel Joy Silvestre, Dr. Romeo Fernandez

Abstract

This study highlights the evolving landscape of education, particularly in senior high school, where traditional teaching methods are being enhanced through technology. Focusing on the 21st Century Literature subject, which explores diverse literary works and devices, the integration of technology is seen as a powerful tool to increase student engagement and enrich learning experiences. The shift aims to make literature more accessible and meaningful, benefiting both educators and learners in today's digital age. This study employed a quasi-experimental research design to evaluate the effectiveness of W.I.S.E. (Website for Interactive Self-Paced E-Learning) in teaching 21st Century Literature. The researchers conducted the study with thirty-eight STEM students from Bestlink College of the Philippines, using purposive and convenience sampling techniques to select participants. The goal was to determine how digital tools like W.I.S.E. can enhance literature education in a senior high school setting. The results reveal a significant difference in the post-test and retention test scores between the two groups of students. This finding suggests that the use of W.I.S.E. (Website for Interactive Self-Paced E-Learning) in teaching 21st Century Literature had a measurable and positive impact on students' learning and knowledge retention compared to traditional methods. The researchers recommend the integration of the W.I.S.E. (Website for Interactive Self-Paced E-Learning) platform in teaching 21st Century Literature to improve students' knowledge and skills. The program supports interactive and self-paced learning, making it a valuable tool for enhancing student engagement and academic performance in literature education.

Keywords: w.i.s.e., 21st century literature, self-paced learning, interactive education, senior high school, quasi-experimental, stem students, digital pedagogy, learning outcomes, educational technology

**UTILIZING AUDIO VISUAL LEARNING ON REMEDIAL TEACHING TO SELECTED
SENIOR HIGH SCHOOL STUDENTS IN BESTLINK COLLEGE OF THE PHILIPPINES**

Mark Joseph Empleo, Mary Grace Billena, Devane Claire Custodio,
Marrianna Aguilar, John Michael Agupasa, Dr. Romeo Fernandez

Abstract

The researchers focused on selected Grade 11 Humanities and Social Science students at Bestlink College of the Philippines to investigate the effectiveness of using audio-visual learning in remedial teaching. With the growing integration of technology in education, the study specifically examined how audio-visual methods can enhance listening and viewing comprehension skills. Using probability techniques, specifically purposive sampling, the researchers aimed to address the study's questions. A quantitative research design was employed, covering the respondents of the study, sampling method, research instruments, construction and validation of the instrument, administration and retrieval procedures, and statistical data treatment. A pre-test and post-test were developed to measure respondents' capabilities before and after the use of the instructional material, which was the Audio-Visual Learning Application. The findings present the data collected through the research instruments, showing a significant difference between the pre-test and post-test scores after using audio-visual learning. The results indicate variations in mean and standard deviation, demonstrating notable improvements in respondents' performance. This suggests that audio-visual learning had a substantial positive effect on their listening and viewing comprehension skills. The study concludes that the use of audio-visual learning in remedial teaching significantly improved respondents' listening and viewing comprehension. Watching the instructional video enhanced their understanding of subject-verb agreement.

Keywords: audio visual learning, remedial teaching, technology in education

**UTILIZING PHONICS ASCEND IN SPEAKING SKILLS OF GRADE 1 PUPILS
IN TANDANG SORA ELEMENTARY SCHOOL**

Rafael Ando, Joyce Ann Jason, Ysabel Louise Posada, Yumi Ann Reyes,
Rowa May Tolitol, Ryan Christopher Villalon

Abstract

Phonics, the science of sound, is a method of teaching reading that focuses on the sounds and visual forms of individual letters and letter groups. By learning to blend these sounds, children can more effectively decode unfamiliar words. According to Baron R. (2020), speaking is one of the four essential skills students use in daily life to communicate and understand others. The researchers employed a quantitative approach using a causal-comparative design, with purposive sampling of thirty (30) Grade 1 Dulpina pupils from Tandang Sora Elementary School as respondents. Guided by Vygotsky's Zone of Proximal Development (ZPD) theory, as cited by Wang S. et al. (2020), the study examined the gap between what learners can accomplish independently and with guidance from teachers or peers. The ZPD framework highlights intellectual, linguistic, and creative potentials awaiting development. The study aimed to identify factors influencing the speaking skills of Grade 1 pupils and to create instructional materials tailored to their needs. The data revealed that Phonics Ascend significantly improved the speaking skills of Grade 1 pupils. Post-test results indicated very high proficiency in fluency (mean = 9.43), grammar (mean = 9.73), and pronunciation (mean = 9.53), with an overall mean score of 28.70, interpreted as very high proficient. In contrast, the pre-test yielded a total mean score of 18.70, interpreted as proficient, highlighting a substantial improvement after the intervention. The study found that Phonics Ascend significantly improved the speaking skills of Grade 1 pupils, with notable gains in fluency, grammar, and pronunciation. The substantial difference between pre-test and post-test scores confirms the effectiveness of phonics-based instructional materials. Guided by the ZPD framework, targeted support enhanced not only students' speaking proficiency but also their overall intellectual and linguistic development.

Keywords: instructional material, phonics, pronunciation, speaking skills

**UTILIZING SPEECH MIRRORING STRATEGY IN DEVELOPING THE ENGLISH
CONVERSATIONAL SKILLS OF GRADE 11 SENIOR HIGHSCHOOL STUDENTS**

Shiela Malvas, Rosegene Banquerigo, Nicole Carolino, Gemmalyn Panes,
Angiely Romero, Dr. Romeo Fernandez

Abstract

This study examines the effectiveness of speech mirroring strategies in enhancing the English conversational skills of Grade 11 Senior High School students at Bestlink College of the Philippines. The study utilized a quasi-experimental design with pre-test and post-test assessments to evaluate the impact of speech mirroring on students' conversational abilities. Data was collected from 60 participants through questionnaires and observation rubrics. The findings revealed a significant improvement in students' conversational skills following the implementation of speech mirroring strategies. The study concludes that speech mirroring is an effective pedagogical approach for enhancing English conversational proficiency among senior high school students. The study found that speech mirroring strategies significantly improved the English conversational skills of Grade 11 students at Bestlink College of the Philippines. While the approach proved effective, further research is recommended to explore its impact on students' authenticity and to tailor its application to individual learning styles and communication preferences. These findings offer valuable guidance for educators, curriculum designers, and policymakers aiming to strengthen English language proficiency and communication skills among Filipino students.

Keywords: speech mirroring strategies, pedagogical technique

**UTILIZING VIDEO LESSON IN TEACHING SPOKEN POETRY AMONG HUMANITIES
AND SOCIAL SCIENCES STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Mary Jane Mendoza, Ashley Jane Abestilla, Cindy Comendador,
Lenie Sumalinog, Ryan Perdon, Dr. Romeo Fernandez

Abstract

This study investigates the effectiveness of using video lessons to teach spoken poetry to Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. With the growing integration of technology in education, video lessons provide an engaging and flexible method to enhance students' creativity and communication skills. Using an experimental research design, this study examines how video lessons enhance students' understanding, engagement, and delivery of spoken poetry. Purposive sampling was employed to select students with varying levels of interest and skill in poetry, ensuring a diverse and representative sample. The research instruments included instructional materials, video lessons, learning activity sheets, and survey questionnaires, which facilitated content delivery, assessed learning outcomes, and collected student feedback. Results indicate a significant improvement in students' performance, with post-test scores markedly higher than pre-test scores, demonstrating the effectiveness of video lessons in enhancing comprehension of poetic elements and techniques. The study concludes that video lessons serve as an effective educational tool for teaching spoken poetry. It recommends the ongoing creation of high-quality, engaging, and accessible video content to further enhance student learning outcomes.

Keywords: video lessons, spoken poetry, video-based instructions, technology in education

**UTILIZING WORKSHEETS IN TEACHING ESSAYS AMONG GRADE TWELVE
HUMANITIES AND SOCIAL SCIENCES STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Angelica Marie Salonga, Rhona Marie Ensertado, Sheena Gumera,
Arlene Rivera, Franchesca Sumpo, Dr. Romeo Fernandez

Abstract

This study examines the use of worksheets in teaching essay writing among Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. Its primary objective is to evaluate how worksheets are utilized in teaching essay writing and to assess students' competency levels in writing. The study aims to improve student learning outcomes and enhance teaching strategies by focusing specifically on Grade 12 Humanities and Social Sciences students at Bestlink College. The researchers employed a non-probability sampling technique, specifically convenience sampling, to select respondents for the study. To assess the students' understanding of various types of informative essays taught, the researchers used specially designed worksheets as the primary evaluation tool. The results showed that most students were aged 17–18, with an equal number of boys and girls. They demonstrated strong skills in clarity, originality, and time management but faced difficulties with essay conventions, organization, and grammar, particularly in analytical essays. A sample of students' writing skills was assessed before and after completing the worksheet tasks. The data analysis provides theoretical and statistical evidence supporting the effectiveness of the instructional interventions used. However, challenges such as limited time, comprehension difficulties, network issues, and confusing content structure were also identified. These obstacles highlight the need for enhanced teaching methods and improved learning materials, including better-designed worksheets, to help students overcome these barriers and further develop their writing skills.

Keywords: worksheets, informative essays, writing skills, teaching strategies

**WORKING STUDENT: IT'S IMPACT ON THE ACADEMIC
PERFORMANCE OF CRIMINOLOGIST**

Maria Flor Atanoso, April Joy Peral, Reinard Hiram Lazaro,
Mark Anthony Turdillo, Reymark Bitoon, Reymundo Javier

Abstract

First-year criminology students often encounter unique challenges as they navigate the demands of higher education alongside part-time or full-time employment. Managing the dual responsibilities of work and study can affect their academic success, mental well-being, and overall college experience. Given the intensive and emotionally challenging nature of criminology, it is essential to understand how working impacts these students. This study aims to examine the experiences, coping mechanisms, and academic performance of first-year criminology students who work while studying. By identifying key stressors and support systems, the research intends to guide institutions in providing better assistance to students balancing both roles. This study utilized a quantitative research approach, selecting fifty (50) participants from the Department of Criminology at Bestlink College of the Philippines to take part in the research. The findings indicate that most students perceive working while studying as having a significant effect on their academic performance. This study emphasizes the need for effective strategies to manage the dual responsibilities of work and education, enabling students to enhance their academic engagement and overall success. Teachers are encouraged to support Criminology students in balancing their work and academic responsibilities effectively. This study seeks to help students develop better time management skills to successfully fulfill both their employment and academic obligations.

Keywords: working students, academic performance, time management, criminology students, work-study balance, student engagement, higher education support

CHARTING CAREER PATHS: A TRACER STUDY ON THE EMPLOYABILITY OF BSTM GRADUATES AT BESTLINK COLLEGE OF THE PHILIPPINES, SY 2022-2023

Rufert Agi Labrador, Karen Cate Amor, Jelyn Garganta, Roselyn Merin,
Fremar Villaluz, Alezhandrea Clio Barrios

Abstract

Bestlink College of the Philippines offers a Bachelor of Science in Tourism Management program designed to develop practical skills for the tourism industry. Located in a key tourism hub, the college emphasizes critical thinking, problem-solving, leadership, communication, and customer service. Tracer studies serve to evaluate how well the curriculum meets industry and community needs, with the aim of refining academic programs and equipping graduates for evolving workforce demands. This study adopts a descriptive research design to assess the employability of 2022–2023 Bachelor of Science in Tourism Management graduates. Fifty alumni were selected through purposive sampling and invited to complete a structured survey questionnaire. The instrument which captured demographic profiles, relevance of acquired skills, and employment challenges, was validated by a research expert and reviewed by an instructor to ensure clarity and confidentiality of responses. Findings showed that graduates were employed across sectors such as hotels, restaurants, airlines, travel agencies, and government agencies. Although women comprised the majority of respondents, men more frequently occupied management roles and performed more confidently in interview settings. A skills gap emerged, as some graduates avoided tourism careers due to misconceptions and unclear career pathways. Employers identified a need for enhanced workplace learning conditions, a stronger focus on transferable skills, and more practical, project-based training to bolster communication and problem-solving abilities. The study highlighted that 96 percent of respondents aged 23 to 27 considered school-acquired technical, communication, problem-solving, adaptability, and leadership skills as critical to their roles. Graduates faced challenges including intense competition, limited work experience, and insufficient industry-specific competencies. Gender and employment status influenced engagement levels, with female graduates and permanent employees reporting higher involvement in professional development. To better prepare future cohorts, the study recommended expanding hands-on learning opportunities, integrating specialized tourism modules, strengthening soft-skills training, and enhancing career support services.

Keywords: tracer study, employability, tourism management graduates, skills gap, career support, bestlink college of the philippines, educational management.

**EFFECTIVENESS OF CONTEXTUALIZED MODULE IN
TEACHING CORRESPONDENCE OF THIRD YEAR ENGLISH
MAJOR STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Cedric Andrew Sailan, Eunice Lance Acevedo, Edna Asejo, Asheyy Mabanta,
Juvylyn Parungao, Dr. Romeo Fernandez

Abstract

This study explored the effectiveness of contextualized learning modules in improving the communication skills of 63 third-year students at Bestlink College of the Philippines. By integrating relevant and meaningful content into instructional materials, the research aimed to assess how contextualization supports students' written communication abilities in real-world and academic contexts. The study employed a quasi-experimental design, beginning with pre-tests to determine the baseline proficiency of participants in correspondence skills. Students were then engaged with contextualized learning modules designed around real-world communication scenarios to enhance relevance and practical application. Following the intervention, post-tests were administered to evaluate the extent of improvement and measure the effectiveness of the instructional approach. The findings demonstrated a significant enhancement in students' correspondence skills, with the composite mean scores increasing from 2.62 in the pre-test to 3.23 in the post-test. Improvements were particularly evident in the areas of organization, content development, formatting, visual presentation, and language usage. Statistical analysis yielded z-values of 5.46483 and 4.37621, both indicating a statistically significant difference, thus leading to the rejection of the null hypothesis. In addition to measurable skill gains, participants reported increased confidence and competence in written communication. They also expressed high levels of satisfaction with the contextualized modules, noting that the materials effectively enhanced their understanding and practical application of correspondence skills within real-life contexts. The findings of this study indicate that the use of contextualized modules significantly enhanced students' correspondence skills by increasing engagement and reinforcing real-world application. These results underscore the value of contextually relevant instructional materials in developing essential communication competencies. In light of these outcomes, it is recommended that educators incorporate contextualized modules into English instruction to enrich learning experiences and improve skill acquisition. School administrators are also urged to support this approach by providing adequate resources, teacher training, and curriculum integration. For future research, it is suggested to investigate the long-term impact of contextualized learning on academic performance, critical thinking, and communication proficiency, as well as its effectiveness across varied educational contexts. This study affirms the importance of contextualized learning as a pedagogical strategy in correspondence education, offering practical insights for enhancing teaching methodologies and student achievement.

Keywords: contextualized learning, correspondence skills, english instruction, educational modules, student engagement, real-world application, communication skills, quasi-experimental design, curriculum enhancement, instructional effectiveness

**LEVEL OF INFLUENCE OF YOUTUBE TUTORIALS IN ACADEMIC LEARNING
OF GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Ali Haidah Lea, John Paulo Guia, Princess Joyce Coniconde, Joberth Alastra Blanco,
Venz Mathew Dadale, Bernadette May Lacia, Christopher Azares

Abstract

YouTube tutorials are accessible, engaging, and adaptable resources that support various learning styles. However, the quality of content varies, making critical evaluation crucial. Properly selected tutorials can enhance learning and motivate students. Therefore, educators must choose materials that align with students' motivational needs and help develop their critical thinking skills. This study examines how learners can be guided to independently evaluate information, navigate online content responsibly, and strengthen their critical thinking abilities. The study assessed the impact of YouTube tutorials on learners' motivation using a quantitative pre-test and post-test design. Participants first completed a pre-test to establish baseline knowledge. Students who used YouTube tutorials for studying showed notably higher academic gains than those who did not. This chapter summarizes the study's findings, presents conclusions, and offers recommended action plans. It aims to provide a clear overview of the key outcomes and insights derived from the research.

Keywords: youtube tutorials, learner motivation, academic improvement, pre-test post-test design, digital learning, educational technology

**BENEFITS OF BUDGETING ON FINANCIAL SUCCESS AMONG ABM STUDENTS
SENIOR HIGH BESTLINK COLLEGE OF THE PHILIPPINES**

Venice Lazar, Emilyn Basañez, Celeste Venice Batuigas, Thahany Garing,
Catherine Bayo-ang, Dave Espinosa

Abstract

This study investigates the role of budgeting in promoting financial stability and success among Accountancy, Business, and Management (ABM) students at Bestlink College of the Philippines. As students transition toward greater financial independence, acquiring practical budgeting skills becomes a critical component of their personal and academic development. Effective budgeting empowers students to allocate their financial resources wisely by tracking income, monitoring expenditures, setting realistic financial goals, and building consistent saving habits. These skills not only help students manage their allowances responsibly but also reduce impulsive spending and prepare them for unforeseen financial challenges. Ultimately, cultivating strong budgeting practices equips students with the financial discipline necessary for long-term stability and success in both their academic and future professional lives. This study utilized purposive sampling to select respondents who are knowledgeable and relevant to the research topic. A total of 30 ABM students from Bestlink College of the Philippines were chosen, comprising 15 Grade 11 and 15 Grade 12 learners. Data collection was conducted through a structured survey questionnaire, which aimed to identify and evaluate the budgeting habits perceived by students as most effective. This approach allowed the researchers to gain targeted insights into the financial behaviors and strategies that contribute to students' financial discipline and success. The findings of this study indicate that among the four budgeting strategies, Financial Literacy Improvement, Employment and Income Opportunities, Positive Social Engagement, and Smart Budgeting and Financial Planning, Financial Literacy Improvement was perceived as the most impactful by the respondents. A total of 30 ABM students (15 from Grade 11 and 15 from Grade 12) at Bestlink College of the Philippines participated in the survey. The results suggest that enhancing students' understanding of financial concepts significantly improves their ability to make sound financial decisions. Respondents noted that increased financial literacy helped them become more aware of their financial habits, avoid unnecessary expenditures, adjust their budgeting strategies effectively, and work toward long-term financial stability. This highlights the importance of integrating financial education into the academic curriculum to promote responsible and sustainable money management among students. This study aims to provide ABM students with a comprehensive understanding of how effective budgeting can significantly improve their financial decision-making and help them avoid unnecessary debt. The results indicate that theoretical instruction alone is insufficient to foster lasting financial competence. Instead, practical application and independent learning, particularly through continuous financial literacy development, are essential in internalizing these skills. Students who actively practice budgeting demonstrate enhanced financial discipline, strategic foresight, and resilience in managing limited resources. These capabilities not only support academic success but also equip students with the essential tools to navigate financial responsibilities in both their professional careers and personal lives.

Keywords: abm students, budgeting, financial literacy, financial decision-making, debt prevention, practical application, self-directed learning, financial discipline, foresight, financial resilience, personal finance, academic success.

**A COMPARATIVE STUDY BETWEEN EXPERIENCED AND NEWLY
HIRED EMPLOYEE ON PRODUCTIVITY LEVEL AMONG DINING STAFF IN
SELECTED CHINESE RESTAURANT IN COMMONWEALTH, QUEZON CITY**

Nicole Alosima, Ronel Cahate, Irish Lestino, Reggie Ontiveros,
Christian Pedalino, Dr. Dana France Ignacio

Abstract

Productivity among dining staff is crucial to a restaurant's success, particularly in competitive areas like Commonwealth, Quezon City. Both experienced and newly hired employees play essential roles in daily operations, but variations in experience, familiarity with tasks, and adaptability can significantly affect performance. Seasoned staff members often excel in multitasking and delivering quality customer service, whereas new hires may struggle to adjust to the demands of a fast-paced environment. This study explores the impact of work experience on dining staff productivity, with a focus on task completion, customer satisfaction, and service efficiency. A comparative descriptive research design was employed to assess the productivity of dining staff in selected Chinese restaurants in Commonwealth, Quezon City. The study included 50 staff members, categorized into two groups based on their tenure. Data were gathered through a validated paper-based survey, which focused on key productivity factors such as training, workplace familiarity, and customer interaction skills. Survey responses were analyzed using frequency distributions, ranking, and weighted means for Likert scale data. The dining staff represented a demographically diverse group, with 40% aged 31 and above and 36% between 21 and 25 years old. Sixty-eight percent were male, and 70% were single. Tenure varied, with 36% having more than three years of experience. Staff demonstrated strong performance in task completion (mean = 3.44) and customer satisfaction (mean = 3.37), although minor gaps were noted in multitasking and billing accuracy. Key productivity factors included training (mean = 3.42) and workplace familiarity (mean = 3.33). A moderate positive correlation ($r = 0.446$) was observed between experience and performance; however, it was not statistically significant ($p = 0.376$). The results indicate that both experienced and newly hired staff are capable of strong performance; however, areas such as multitasking and complaint handling require improvement. While experience contributes to productivity, other factors, such as training and effective communication, are equally important. It is recommended that management prioritize continuous training, implement structured onboarding programs for new hires, and adopt digital tools like point-of-sale (POS) systems to enhance efficiency and minimize errors. Regular performance evaluations are also encouraged to motivate staff and sustain high productivity levels.

Keywords: training and communication, customer satisfaction, service efficiency, customer service

**A COMPARATIVE STUDY OF HUMAN AND ARTIFICIAL INTELLIGENCE IN
ENHANCING HOTEL ACCOMMODATION SERVICES**

Anthony Suñas, Ryzza Mae Juera, Baby Jane Lebarios,
Lorea Joanna Ebardon, Annabella Apo, Oliver Fabon

Abstract

This research study aims to explore the evolving landscape of human versus artificial intelligence in Hotel Sogo Fairview, Quezon City, by identifying their unique differences and gaining a deeper understanding of their respective strengths and weaknesses. The study seeks to benefit hotel guests by enhancing their overall satisfaction and assist hotels in Fairview, Quezon City, in improving the quality of their services. This research employed a quantitative design using statistical tools to gather data on guest experiences with both AI- and human-provided services at Hotel Sogo Fairview. A prospective cohort of 50 individuals was surveyed, achieving a 100% response rate comprising 23 males (46%) and 27 females (54%). The research revealed that most guest respondents preferred human staff over AI. While guests appreciated the convenience of AI features such as room assistants and chatbots, a clear preference for human service remained largely due to the superior emotional intelligence and contextual understanding offered by human staff. As a result, hotels are encouraged to retain human personnel while continuing to enhance and integrate AI technologies. Additionally, providing a clear non-AI service option is recommended for guests who prefer traditional interactions. A hybrid approach that combines both AI and human services is recommended to accommodate guests' varying levels of comfort with technology. Technical issues with AI such as slow response times and system glitches negatively affect guest satisfaction, underscoring the need for reliable and well-maintained systems. While guests are generally willing to trust hotels with their data, transparency regarding its use is essential. Additionally, the lack of staff knowledge about AI systems emerged as a concern, highlighting the need for comprehensive training. Overall, a balanced integration of AI and human services along with addressing technical and training challenges is crucial to improving the guest experience.

Keywords: artificial intelligence, human intelligence, satisfaction, differences, technology

**A STUDY ON THE FACTORS THAT IMPACT THE QUALITY
AND CONSISTENCY OF AUTHENTIC DISHES**

Jenny Babe Honghong, Cypresslyn Cañada, James Bryan Dela Cruz,
Michael Fortunato, Arman Relos, Oliver Fabon

Abstract

This study examines the impact of modernization and globalization on the authenticity of traditional cuisines and customer satisfaction, using Barbara's Heritage Restaurant (established in 1977 in Manila's historic Casa Manila) as a case study for balancing innovation with heritage. By emphasizing indigenous Fil-Hispanic recipes, locally sourced ingredients, and immersive cultural elements such as live performances, Barbara successfully preserves culinary authenticity while deepening diners' emotional and historical connection. Although trends like fusion cooking can expand appeal, they may also dilute traditional flavors and commodify cultural heritage. This study advocates integrating modern techniques without compromising a dish's core essence, as demonstrated by Barbara's ability to maintain authenticity through thoughtful innovation, thereby enhancing satisfaction beyond taste to include cultural and nostalgic significance. This quantitative study employed a descriptive research design to examine factors affecting food quality and consistency in authentic dishes, drawing on a sample of 50 customers evenly divided by gender at Barbara's Heritage Restaurant in Manila. Simple random sampling was used to ensure unbiased representation, consistent with Lauren Thomas' (2023) guidance on minimizing selection bias and improving validity. Data were gathered through a 1–4 satisfaction-scale questionnaire, with confidentiality measures implemented in response to Torres and Garcia's (2022) findings on the need for enhanced privacy assurances, particularly among female participants. The study examined 50 customers mostly male, aged 23 to 27, and primarily from Luzon at Barbara's Heritage Restaurant. Findings showed that taste attributes, such as flavor profiles and sweetness, along with visual elements like artistic presentation and vibrant colors, significantly influenced satisfaction (mean scores between 3.30 and 3.48). Furthermore, factors related to the preparation process, including the use of fresh ingredients and authentic cooking methods, as well as proper temperature control (ensuring dishes like sinigang and halo-halo were served at optimal heat or cold), were essential for maintaining consistency. The study revealed a demographic bias, predominantly involving younger respondents (ages 23–27), males, and individuals from Luzon. This limits the generalizability of the findings due to the underrepresentation of older adults and those from Mindanao. At Barbara's Heritage Restaurant, food quality was primarily influenced by taste (balanced flavors and appropriate sweetness), visual appeal (artistic plating and vibrant colors), preparation methods (fresh ingredients and traditional techniques), and temperature control (ensuring dishes like sinigang and halo-halo are served at optimal temperatures).

Keywords: demographic bias, younger respondents, luzon, generalizability, food quality, taste, appearance, preparation methods, temperature control, barbara's heritage restaurant

**ACCEPTABILITY OF ARTIFICIAL INTELLIGENCE IN
TSURUMARU UDON X TEMPURA: TOWARD A GUIDE**

Mariey Jesemiah Tria, Jherico Bacarra, Coleen Khate Caguya,
Marlo Reyes, Julia Ramielle Rivas, Dana Rae Boatis

Abstract

Artificial intelligence has been integrated into operations at Tsurumaru Udon x Tempura to enhance customer service, streamline inquiries, and expedite reservations, resulting in increased patronage and higher sales. AI chatbots manage routine questions and bookings, thereby reducing waiting times and improving the overall dining experience. Despite these benefits, some customers continue to value human interaction. As AI increasingly supports productivity by handling repetitive or hazardous tasks, its role in daily life and the hospitality sector continues to expand. A descriptive study is conducted to assess the acceptability of AI-driven customer service tools in a restaurant setting. Patrons of Tsurumaru Udon x Tempura are selected through purposive sampling to complete a structured questionnaire evaluating their preferences, perceived convenience, and concerns regarding AI chatbots. Responses are analyzed using frequency counts and percentage distributions to identify demographic trends and overall acceptance levels. Analysis revealed that respondents aged 28 and older exhibited the highest preference for AI chatbots, citing convenience and shorter wait times as primary benefits. However, a notable portion of patrons expressed concerns about reduced human interaction and potential social isolation during the dining experience. The findings indicated that AI adoption in the restaurant favored male customers and improved operational efficiency by reducing service delays. Nonetheless, increased reliance on technology raised concerns about diminished personal engagement and potential price increases to cover AI implementation costs. As a result, successful AI integration requires tailoring chatbot interactions to customer profiles, maintaining human oversight, and providing staff training on customer service and privacy protocols. Ongoing refinement of AI systems and active solicitation of customer feedback were recommended to balance technological efficiency with personalized service and ensure sustainable customer satisfaction.

Keywords: artificial intelligence, chatbots, customer experience, restaurant service, technology acceptance

**AIRBNB ON LOCAL HOSPITALITY EXPERIENCES IN QUEZON CITY:
A GUEST PERSPECTIVE**

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Angela Taguinod, Dr. Dana France Ignacio

Abstract

Airbnb has emerged as a popular alternative to hotels in urban centers such as Quezon City by offering lower rates, home-like accommodations, and deeper immersion in local communities. Staying in residential neighborhoods enables guests to experience the city beyond traditional tourist zones. This study explores Airbnb guest experiences in Quezon City, identifying common complaints and satisfaction factors to inform recommendations for enhancing service quality. A quantitative survey design is employed, targeting sixty Airbnb guests who stayed at Trees Residences or Grass Residences in Quezon City. Participants are purposively sampled to ensure direct Airbnb experience. The questionnaire collects demographic data, booking frequency, and perceptions of Airbnb services via multiple-choice, Likert-scale, and open-ended questions. Responses are analyzed using percentages and weighted means. Expert review ensures instrument reliability and clarity, and in-person distribution maximizes response accuracy. Most respondents were young adults aged 21 to 25 who booked Airbnb accommodation occasionally, with an even gender split. Trees Residences proved more popular than Grass Residences. Safety and payment methods received the highest ratings (mean = 4.00), booking processes were rated moderately (mean = 3.40), and communication with hosts scored lower (mean = 3.20). Common issues included last-minute cancellations, misleading listings, hidden fees, unresponsive hosts, limited customer support, and occasional security concerns. The findings indicated that Airbnb's affordability and flexibility appealed strongly to younger travelers in Quezon City, but stressors such as unexpected cancellations and unclear charges detracted from the experience, particularly close to travel dates. Limited support during service disruptions further reduced satisfaction. Enhancements to communication tools, clearer policy disclosures, and stronger customer service were identified as key improvements. Hosts were advised to prioritize transparency, safety measures, and prompt responsiveness to build trust and elevate overall guest satisfaction.

Keywords: airbnb, guest experience, service quality, communication, booking satisfaction

**AIRBNB'S FUTURE IN THE LODGING SECTOR: BALANCING GUEST PREFERENCES,
HOST ADAPTATION, AND SUSTAINABLE GROWTH**

Ric Russel Dela Paz, Hannah Joy Naling, Vanisa Acabal, Jean Paula Hertez,
Nimpha Kaye Macabangun, Ronald Rambo Jayoma

Abstract

This study investigates Airbnb's impact on the lodging sector at Trees Residences in Fairview, Quezon City, by examining the interplay of guest preferences, host adaptation strategies, and sustainable growth. The research seeks to identify the factors that influence guest choices, evaluate how hosts adjust their offerings to meet evolving demands, and uncover the challenges faced by both guests and hosts within the local short-term rental market. A quantitative survey design is employed to collect data from thirty respondents, comprising both Airbnb guests and hosts. A validated structured questionnaire measures demographic profiles, booking motivations, service preferences, and encountered challenges. Data analysis utilizes frequency distributions, percentage calculations, and weighted means to present a comprehensive interpretation of adoption patterns and performance outcomes. Respondents were primarily young travelers, with Generation Z representing 43 percent and Millennials 40 percent, most coming from low to lower-middle income brackets (86 percent). Family travel accounted for 63 percent of bookings, while affordability, convenient location, and complete amenities were the leading decision factors. Guests showed strong preferences for customizable accommodations, transparent pricing structures, and technological integrations such as contactless check-in. Key challenges identified included unsanitary conditions (13 percent), malfunctioning amenities (12 percent) and unexpected charges (12 percent). Findings underscored the need for host adaptation strategies, including loyalty or reward programs, real-time communication channels, and clear pricing disclosures. The study illuminated critical drivers of guest satisfaction and operational hurdles within the short-term rental ecosystem. By combining insights into technological innovation and consumer expectations, it provided a strategic framework for hosts to enhance competitiveness and ensure sustainable growth. As a result, hosts are encouraged to adopt targeted adaptations that leverage digital tools, improve service transparency, and refine amenity reliability to align with market dynamics and elevate the Airbnb experience in Quezon City.

Keywords: airbnb, guest preferences, host adaptation, sustainable growth, short-term rentals

**AN ANALYSIS OF EXISTING MARKETING STRATEGIES UTILIZED BY FOOD STALL
OF UGBO, TONDO MANILA: INSIGHT AND OPPORTUNITIES FOR GROWTH**

Justin Ray Kenneth Arivan, Ma Patricia Grapeza, Angeleen Bunagan, Samantha Vinluan,
Kate Basaca, Marianne Joy Payumo, Dana Rae Boatis

Abstract

Ugbo Street in Tondo, Manila, has become a culinary hotspot, featuring a diverse array of food vendors. Notable among these are Pooh-Bah Seafood, Ribs and Steak, and Tondo Ave Mukbang Seafood, each distinguished by their flavorful menus and innovative promotional tactics. This study examines the marketing strategies employed by these two stalls and evaluates their effectiveness in attracting and retaining customers, building brand awareness, and supporting growth. A causal-comparative design is employed to explore differences in marketing outcomes between the two food stalls. Purposive sampling identifies customers of each stall, who complete a structured survey assessing demographic profiles, marketing exposures, and perceived strategy effectiveness. Data analysis uses descriptive statistics: frequency distributions and weighted means, to compare customer engagement, brand visibility, and sales indicators across the two vendors. The survey revealed that Pooh-Bah Seafood, Ribs, and Steak attracts predominantly female customers aged 21 to 25, while Tondo Ave Mukbang Seafood draws an equal gender mix within the same age group, accounting for 43 percent of visits. Social media marketing and content marketing proved highly effective for both stalls, enhancing brand awareness through media features and increasing customer engagement via responsive service. Consistent customer traffic and profitable social media interactions demonstrated strong sales performance. Space constraints and limited parking were noted as significant operational challenges. Marketing strategies such as word-of-mouth promotion, social media campaigns, print advertisements, and content marketing drove customer attraction and loyalty, helping both Pooh-Bah Seafood and Tondo Ave Mukbang Seafood maintain competitive advantages in a crowded market. These findings suggest that a diversified marketing mix, paired with operational improvements in space management, can further strengthen the growth prospects of small food stalls on Ugbo Street.

Keywords: marketing strategies, food stalls, social media marketing, customer engagement, brand awareness

**AN ASSESSMENT ON THE ROLE OF TECHNOLOGY IN ENHANCING
CATERING SERVICES IN NOVALICHES, QUEZON CITY**

Donna Neri, Jerome Cabalquinto, Jayvee Copioso, Lorenz Miguel Mabaquiao,
Jamaica Odrigon, Oliver Fabon

Abstract

This study explores the impact of technology on the efficiency and service quality of catering businesses in Novaliches. Catering services are essential for various occasions such as meetings, events, and celebrations where high-quality service and customer satisfaction are expected. However, the industry faces several challenges, including resource scarcity, rising food costs, food safety issues, and food waste. Additionally, modern catering companies struggle with adopting new technologies, responding to changing customer demands, and ensuring service consistency, especially during large-scale operations. Data for this study were gathered through a sampling method that included surveys and interviews with catering service providers, employees, and clients in Novaliches. The research examined the influence of technological innovations such as online ordering platforms, automated inventory systems, digital payment solutions, and customer feedback mechanisms on the efficiency and service quality of local catering businesses. The findings reveal that respondents strongly agree on the importance of creative menu development, particularly those featuring unique culinary combinations and visually appealing presentations. This reflects a high level of effectiveness in crafting innovative and attractive menu offerings. The consistently high average weighted mean across all evaluated factors indicates an overall positive perception of modern catering services. Additionally, the study found that catering services, especially in college settings, are increasingly adopting information technology to enhance management and service delivery addressing key concerns such as food safety, quality, and pricing. Respondents also emphasized that online reviews are critical in attracting new customers, highlighting their significant role in customer acquisition. The study identified several key challenges affecting the catering experience, including technical issues (such as sound systems and lighting), delays in food service, inaccurate guest count estimations, and limited staff knowledge of the menu. These areas were consistently ranked, indicating that all are equally significant in enhancing overall service quality. Furthermore, the research revealed major barriers to the integration of technology in catering businesses. These include high costs, technical complications, and the need for proper employee training.

Keywords: catering services, technology integration, service quality, technical issues, food service delays, guest estimation, staff training, online reviews, innovation, customer satisfaction

**ANALYSIS ON KITCHEN INVENTORY SHORTAGE IN SELECTED RESTAURANTS
IN QUEZON CITY: BASIS FOR OPERATIONAL INTERVENTION.**

John Frech Dela Rosa, Renzi Baclig, Wella Mae Ocampo, Godwin Miles Cellar,
Armelyn De Guia, Roland Rambo Jayoma

Abstract

This study investigates kitchen inventory shortages in Quezon City restaurants, highlighting the challenges and inefficiencies stemming from ineffective inventory management. Data collection encountered barriers such as reluctance from some establishments to participate, limited access to accurate inventory records, and varying inventory procedures across restaurants. Despite these hurdles, the research identified major contributors to inventory shortages, including inaccurate demand forecasting and insufficient inventory control measures. This study used a quantitative research approach to investigate the common challenges faced in maintaining optimal inventory levels in restaurant kitchens. A key finding was the communication breakdown among kitchen staff, suppliers, and management, which resulted in delays in stock replenishment and higher levels of waste. The study recommends implementing advanced inventory management systems, providing comprehensive training for staff on inventory practices, and fostering stronger supplier partnerships. These measures aim to reduce waste, improve operational efficiency, and enhance customer satisfaction. The insights gained offer practical guidance for restaurant managers striving to effectively manage inventory shortages in a competitive environment. Focusing on accurate demand forecasting, effective communication between kitchen staff, suppliers, and management, and efficient supply chain management are essential for minimizing inventory shortages. Implementing these strategies enables restaurants to reduce stockouts and waste, streamline operations, and enhance overall service quality and customer satisfaction.

Keywords: kitchen inventory, inventory shortages, demand forecasting, communication, supply chain management, restaurant operations, waste reduction, quezon city restaurants, inventory management systems, staff training

**ANALYSIS ON SERVICE PERFORMANCE TOWARD CUSTOMER SATISFACTION AT
MANAM'S RESTAURANT IN SM FAIRVIEW QUEZON CITY**

Patricia Ann Ilan, Vivien Abella, Anjanette Delis, Rose Marie Geronimo,
Krisha Mae Rosario, Dr. Dana France Ignacio

Abstract

The restaurant industry remains a highly profitable sector, with both international and local chains striving to meet diverse customer demands. In this competitive environment, delivering high-quality food and service is essential to gaining a competitive advantage. Service performance is a critical factor, as it directly influences customer satisfaction, loyalty, and business profitability. To remain relevant, restaurants must adapt to shifting customer preferences. Maintaining consistent service quality is vital; failure to do so can result in customer attrition and potential business decline. This chapter discusses the research methodology utilized in the study, including the research design, selection of respondents, sampling techniques, and research instruments. It elaborates on the development and validation of the questionnaire, outlines the data collection procedures, and describes the statistical tools used for data analysis. These methodological steps were undertaken to ensure the reliability and validity of the study's results. The results reveal a moderate positive correlation between service performance and customer satisfaction, indicating a reasonably strong linear relationship. This suggests that as service performance improves, customer satisfaction also tends to increase. However, the correlation is not perfect, implying that while better service performance generally enhances customer satisfaction, other variables may also contribute to the overall customer experience. The results of the study on customer satisfaction at Manam's Restaurant were evaluated based on customers' demographic profiles, including age, sex, and civil status. These factors are essential in understanding variations in customer preferences, behaviors, and satisfaction levels. Insights gained from this analysis can help refine service strategies and contribute to the overall growth and success of the business.

Keywords: customer satisfaction, demographic profile, manam's restaurant, age, sex, civil status, service strategies, consumer behavior, business growth

**ANALYZING THE IMPACT OF FOOD VLOGGERS ON VIEWER PREFERENCES
IN UGBO STREET, TONDO MANILA**

Charl Christopher Melu, Brel Baguinaon, Hazel Ann Clemente,
Franki Anjernnet Culala, Jenna Salugao, Dana Rae Boatis

Abstract

The rapid growth of social media has significantly reshaped how individuals discover, engage with, and consume food-related content. At the forefront of this digital transformation are food vloggers, who have emerged as powerful influencers in shaping culinary preferences and dining behaviors. Through visually engaging content, authentic storytelling, and active audience interaction, food vloggers are able to establish trust and influence the decision-making processes of their viewers. In the Philippine context where social media penetration is remarkably high, the influence of food vloggers presents both opportunities and challenges for consumers and food-related businesses alike. Despite their growing presence and impact, there remains a notable gap in scholarly research specifically examining Filipino food vloggers and their influence on consumer behavior. This study seeks to address that gap by exploring how motivations for watching food vlogs such as entertainment, information seeking, or social connection, affect viewers' food preferences and purchasing decisions. Moreover, the study aims to determine the extent to which food vloggers can shape or alter the attitudes and behaviors of their audiences. This research utilizes a quantitative approach with a descriptive design to assess the influence of food vloggers on viewer preferences within the community of Ugbo Street, Tondo, Manila. The survey findings reveal that the majority of customers in Ugbo, Tondo, Manila are female young adults aged 23 to 28, most of whom are non-residents of the area. Facebook emerges as the more popular platform for food vlogs compared to YouTube, primarily due to its accessibility and ease of sharing. Viewer preferences are strongly influenced by online reviews, and high-quality vlogs often lead to heightened expectations for detailed and informative content. However, a major concern among viewers is the insufficient information provided by food vloggers. Many rely on these content creators for trustworthy food recommendations and assessments of food quality. The survey recommends that female young adults visiting Ugbo Street remain cautious and aware of the presence of homeless individuals in the area. It also encourages food vloggers to improve their craft by refining storytelling, enhancing video and audio quality, engaging more effectively with their audience, and maintaining consistent content creation. Moreover, viewers are advised not to base their food choices solely on likes or views, but to seek reliable information and conduct personal research for more authentic insights. Lastly, the study emphasizes the role of quality content in influencing consumer purchasing behavior, strengthening brand promotion, and supporting the growth of food-related businesses.

Keywords: female young adults, ugbo street, food vloggers, storytelling, video quality, audience engagement, viewer behavior, content authenticity, social media metrics, brand promotion, business growth.

**ARTFUL HOSPITALITY: ENHANCING GUEST EXPERIENCE
THROUGH CULINARY AND INTERACTIVE ART**

Leonard Ampo, Lemen John Antiojo, Marvin Catedrilla, Joemarc Piczon,
Darwin Rosales, Dr. Dana France Ignacio

Abstract

This study examines how the integration of culinary experiences and interactive art at Sip and Gogh enhances guest satisfaction. It aims to understand what makes a visit truly memorable and how these combined elements can assist entrepreneurs in attracting and retaining loyal customers. The study employed a survey-based method to gather feedback from guests about their overall experience, focusing on essential aspects such as service quality, ambiance, food and beverages, and interactive art activities. The collected responses were analyzed to determine which features guests valued most and to identify areas that needed improvement. The results indicated that exceptional service and engaging art activities had the most significant influence on guest satisfaction. Guests especially valued the staff's attentiveness and the creativity of the interactive sessions, making them more likely to recommend Sip and Gogh to others. Although the food quality and venue layout were still positively received, they scored slightly lower, suggesting areas for potential improvement. Importantly, the absence of major complaints further highlights the overall positive experience of the guests. The study emphasizes that the combination of quality service, interactive art, and a warm, inviting atmosphere is key to delivering a memorable guest experience. Although Sip and Gogh already provides an enjoyable and immersive setting, subtle enhancements such as refining the food menu and reconfiguring the space, could further boost customer satisfaction and loyalty. These findings offer valuable guidance for business owners in enhancing their approach to artistic hospitality, ensuring a lasting and meaningful impression on their guests.

Keywords: guest satisfaction, interactive art, culinary experience, service quality, ambiance, customer loyalty, artistic hospitality, sip and gogh, customer experience, business improvement

**ASSESSING FOOD SAFETY CRISIS MANAGEMENT IN
BUFFET RESTAURANT IN QUEZON CITY**

Romeo IV Nungay, Fe Esperanza Barandino, Princess Edith Interno, Christian Jay Rellizan,
Monea Moryseth Vergara, Roland Rambo Jayoma

Abstract

This paper examines food safety challenges in buffet-style restaurants in the Philippines, focusing on operational issues such as cross-contamination, improper temperature control, and poor sanitation. Despite existing food safety regulations, many establishments struggle with compliance due to inadequate systems and staff training. The study highlights the need for standardized procedures, supplier accountability, and effective employee education. It also evaluates current crisis management protocols and proposes strategic improvements to strengthen food safety practices, aiming to enhance the overall resilience and efficiency of buffet operations. This study investigates the food safety crisis management practices at Lan Hot Pot Buffet in Quezon City. Using a quantitative approach, purposive sampling, and a structured survey questionnaire, the research explores customer perceptions of food safety, evaluates the effects of food-related crises, and examines the restaurant's internal response strategies to effectively manage such incidents. Data indicate that Lan Hot Pot Buffet employs a predominantly young, mostly female workforce, with 44% aged 25–31 and 40% aged 18–24. Many employees occupy frontline positions such as servers, with most having less than six months of service, reflecting high turnover rates. As a casual dining venue catering to occasional diners, the restaurant generally complies with food safety protocols. However, insufficient training has resulted in negative customer feedback, operational issues like temperature control lapses, and human error. These findings highlight the urgent need for enhanced communication and comprehensive training programs to improve service quality and staff retention. Survey data reveal that the restaurant primarily serves older adults (45 and above) and young professionals (25–31), indicating the need for marketing strategies tailored to these demographics. In contrast, the workforce is mostly composed of young adults, with 56% aged 20–24, highlighting the importance of targeted training and mentorship to enhance skills and employee retention. The findings also note a strong preference among female customers for communal dining, which can be leveraged in promotional efforts. Key operational challenges include high staff turnover, inadequate training, communication gaps, and food safety concerns particularly in temperature control and sanitation. To address these issues, the study recommends strengthening training programs, improving communication systems, updating emergency protocols, and enforcing strict food safety standards to foster a more stable workforce and better align services with customer preferences.

Keywords: food safety, buffet-style restaurants, cross-contamination, temperature control, sanitation, crisis management, compliance, employee training, supplier accountability, philippines

**ASSESSING THE CULTURAL COMPETENCE OF MULTINATIONAL RESTAURANT
TOWARDS CUSTOMER SATISFACTION IN FAIRVIEW, QUEZON CITY**

Elainne Recaña, Eliza Anna Recaña, Angie Juana Yap, John Kent Udarbe,
Joyshell Ann Cabentoy, Ms. Dana Rae Boatis

Abstract

This examines the rising presence of multinational restaurant chains as cultural hubs in a globalized world, underscoring the critical role of cultural competence in improving customer satisfaction. Successfully catering to a diverse customer base requires sensitivity to cultural preferences, dietary needs, and communication styles key elements in building customer loyalty and driving business success. Although existing research highlights the positive impact of cultural competence on customer satisfaction and retention, there is a noticeable gap in studies focusing specifically on its application in the restaurant industry. The researchers adopted a descriptive research design, aiming to systematically capture relevant patterns and insights. Data collection was carried out using structured survey questionnaires, enabling the researchers to obtain key information from participants. A convenience sampling technique was applied, selecting respondents based on their accessibility and willingness to participate. This study explores customer satisfaction with the service quality, food quality, and ambiance at Sbarro restaurant located in Fairview, Quezon City. A total of 60 respondents participated in the survey, providing insights into key demographic factors such as age, frequency of visits, and nationality. Results revealed that the majority of customers are aged 21 to 25 (37%), with 70% visiting the restaurant once or twice. The clientele is primarily Filipino (97%), reflecting a strong local customer base. Satisfaction ratings were consistently high across all categories, with mean scores of 3.37 for service quality, 3.36 for food quality, and 3.35 for ambiance. Customers expressed the greatest satisfaction with staff attentiveness, overall food quality, and the restaurant's atmosphere. In contrast, the lowest satisfaction levels were related to inconsistencies in service across cultural expectations and visual presentation of food. The most frequently reported concerns included overheated dishes, unfriendly staff behavior, and slow service. To enhance customer satisfaction, the research suggests implementing a customer loyalty program, improving staff training in responsiveness and efficiency, ensuring high food quality, and making further enhancements to the restaurant ambiance. By systematically training staff, incorporating real-time feedback procedures, and regularly testing seasonal menus, these improvements can lead to better dining experiences and increased customer loyalty. Additionally, the study recommends launching a customer loyalty program, enhancing quality control with immediate feedback, and introducing new seasonal menus. It also highlights the importance of refurbishing the restaurant ambiance and making operational improvements to provide faster and more efficient service.

Keywords: customer satisfaction, service quality, food quality, ambiance, sbarro restaurant, fairview quezon city, filipino customers, restaurant experience, customer feedback, dining behavior

**ASSESSING THE EFFECTIVENESS AND QUALITY OF TRADITIONAL
VERSUS MODERN COOKING TECHNIQUES**

Adrian Ornido, Mark Rio Capatayan, Angelica Sambayon, Christian Ternal,
Jethro Roy Tupas, Dr. Dana France Ignacio

Abstract

In the rapidly evolving culinary industry, maintaining a balance between speed and quality remains a significant challenge. This study explores how traditional and modern cooking techniques differ in their impact on flavor, texture, nutritional value, and the overall dining experience. Although previous research tends to examine these methods independently, few studies investigate their combined application in practical kitchen environments. This research seeks to bridge that gap by providing valuable insights into how blending both techniques can enhance culinary results. This research utilized a quantitative comparative design to evaluate the effectiveness of traditional and modern cooking methods regarding flavor, texture, and presentation. Twenty experienced chefs from Din Tai Fung, skilled in both techniques, were purposively selected as respondents. Data was collected through a structured questionnaire covering key factors such as efficiency, skill, sensory quality, and meal preparation differences. The questionnaire was validated by experts, including a statistician and a grammarian, to ensure its reliability. Surveys were conducted in person on February 13, 2025, during the chefs' breaks to minimize disruption to their workflow. The study found that modern cooking techniques are more efficient and require greater skill than traditional methods. Modern techniques received a weighted mean score of 3.54, compared to 3.03 for traditional methods. In terms of flavor, texture, and presentation, modern methods also outperformed traditional ones, scoring between 3.31 and 3.44, while traditional methods scored between 3.12 and 3.24. Statistical analysis revealed significant differences in efficiency ($p = 0.00$) and skill ($p = 0.01$) between the two approaches; however, there were no significant differences in texture and presentation. Chefs identified several challenges, including the need to balance traditional and modern techniques, manage costs, and adapt to new trends, noting that modern methods often require specialized equipment and precise execution. This study revealed that modern cooking techniques provide greater efficiency and consistency, while traditional methods excel in maintaining authenticity, corroborating previous findings. However, given the study's limitation to a single restaurant, broader research is necessary to examine the impact of these techniques on customer satisfaction and nutritional outcomes. Future investigations should also consider the learning curves involved in mastering each method. Culinary education should aim to integrate both approaches to balance operational efficiency with the preservation of culinary traditions.

Keywords: modern cooking techniques, traditional cooking methods, efficiency, consistency, authenticity, culinary heritage, customer satisfaction, nutrition, learning curve, culinary training

**ASSESSING THE EFFECTIVENESS OF CERTIFICATION TOWARDS TO
EMPLOYMENT SUCCESS OF HOSPITALITY MANAGEMENT GRADUATES AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Jhon Victor Balang, Dañilla Catampungan, Maricel Dela Paz,
Joan Notorio, Althea Saludo, Dr. Dana France Ignacio

Abstract

This study examines the link between certification and employment success in the hospitality industry. Certifications are formal documents that validate an individual's skills, training, and qualifications, demonstrating their readiness to meet industry standards. They help job seekers stand out in a competitive market and increase their attractiveness to employers. Employment success refers to the attainment of professional goals and effective contribution within a workplace, reflecting both organizational impact and personal career advancement. In today's dynamic job market, certifications play a crucial role in boosting the employment prospects of hospitality graduates. This study aims to explore the effectiveness of certifications in enhancing career success within the hospitality sector. This research will employ a mixed-methods design, integrating both quantitative and qualitative approaches. The quantitative aspect will involve surveys to gather numerical data, while the qualitative component will include interviews to capture personal experiences and insights. By combining these methods, the study aims to provide a well-rounded evaluation of the effectiveness of certifications, examining both statistical trends and individual perspectives. The findings indicate that professionals in the hospitality management field highly value industry certifications for career advancement, particularly in developing skills and increasing employability. Certifications related to housekeeping, food and beverage service, and bartending were identified as the most beneficial. While these credentials contribute significantly to career progression, the study also underscores the importance of effective communication and feedback in achieving overall employment success. However, challenges such as high certification costs, limited time, and insufficient training opportunities were reported as major barriers to obtaining these qualifications. This study provides meaningful insights into the factors that influence customer satisfaction and operational efficiency in the hospitality industry. The results highlight the importance of incorporating customer feedback, addressing issues such as overcrowding and noise, and leveraging certifications to enhance overall performance. To gain a deeper understanding of how to optimize operations, future research should explore specific types of certifications and assess the cost-effectiveness of various improvement strategies.

Keywords: customer satisfaction, operational efficiency, hospitality industry, certifications, customer feedback, overcrowding, noise management, performance improvement, cost-effectiveness, service quality

**ASSESSING THE EFFECTIVENESS OF ONLINE BOOKING SYSTEM IN SELECTED
HOTEL IN QUEZON CITY BASIS FOR AN IMPROVEMENT PLAN**

Remrose Cabiles, Joshua Estante, Crisanto Merilo, Christian Jay Tormo,
Raniel Angelo Lorente, Miro Raniola, Jenelyn Comon

Abstract

This study evaluates the effectiveness of online booking systems in selected hotels in Quezon City, focusing on customer satisfaction, operational efficiency, and overall system success. It examines system usability, reliability, and user experience and identifies challenges such as technical issues and security concerns. The findings aim to inform optimization strategies that enhance the competitive edge of hotels by creating more efficient, user-friendly, and secure online booking platforms. A descriptive research design is employed to assess patterns and trends in online booking system effectiveness. Purposive sampling selects hotel guests who have used online booking platforms. A structured questionnaire measures perceived usefulness, ease of use, user attitude, behavioral intention, and actual system use on a four-point Likert scale. Data are analyzed using weighted means and percentage distributions to quantify user perceptions and identify common problems. Respondents were primarily young adults aged 21–30, with 56 percent male and 44 percent female. Perceived usefulness and ease of use both yielded weighted means of 3.46, indicating strong recognition of system benefits and user friendliness. The composite attitude score was 3.39, and behavioral intention to reuse the system scored 3.35. Actual system use also scored 3.46, reflecting frequent engagement. Commonly reported problems included technical difficulties and booking confirmation inaccuracies, which undermined overall satisfaction despite positive attitudes. The study indicated that online booking systems were generally valued for their usefulness and ease of use but were hampered by technical glitches, limited modification options, and mobile compatibility issues. As a result, recommendations included enhancing instructional materials, expanding payment methods, improving mobile responsiveness, and ensuring faster, more accurate confirmation processes. Regular system maintenance, updates, and real-time customer support were also advised to address user concerns and sustain high satisfaction levels.

Keywords: online booking, system effectiveness, customer satisfaction, usability, technical reliability, quezon city hotels

**ASSESSING THE IMPACT OF SOCIAL MEDIA INFLUENCER ON CUSTOMER
LIFETIME VALUE IN SELECTED HOTELS IN METRO MANILA,
BRAND AWARENESS AND VISIBILITY**

Janel Babon, Janel Babon, Danpaul Roa, Julius Abiel Mostasisa, Dirk Pescante, Roland Rambo
Jayoma

Abstract

This study examines the impact of social media influencers on customer lifetime value, brand awareness, and visibility in selected hotels in Metro Manila. By partnering with influencers whose audiences align with hotel target markets, hotels enhance their appeal, reinforce brand image, and attract additional guests. Influencer-generated content and user-generated posts increase hotel visibility and reputation. The evolving role of social media influencers in hospitality supports brand strengthening, customer acquisition, and occupancy growth through direct audience engagement and shared experiences. A quantitative descriptive design is employed to assess influencer impact on hotel metrics. Purposive sampling selects participants such as hotel marketing managers and guests with relevant experience. A structured questionnaire, validated by the research adviser, a content expert, a grammarian, and a statistician, measures perceptions of influencer credibility, content quality, follower reach, and their effects on visibility, trust, bookings, and customer lifetime value. Findings indicated that influencer credibility, sustained industry experience, and sizable followings significantly boosted hotel visibility, customer trust, and bookings. Influencer campaigns outperformed traditional advertising in driving revenue and enhancing consumer perception. Challenges included identifying suitable influencers, ensuring consistent engagement, managing promotional budgets, measuring return on investment, and addressing authenticity concerns. Influencers with established careers produced more compelling content, while those with larger followings extended campaign reach. The study confirmed that social media influencers had a substantive effect on customer lifetime value, brand awareness, and visibility for Metro Manila hotels. Influencer partnerships increased engagement and bookings but required careful selection and performance monitoring. It was recommended that hotels develop clear criteria for influencer alignment, implement performance tracking systems, allocate dedicated budgets, and establish authenticity guidelines to maximize campaign effectiveness and mitigate reputational risks.

Keywords: social media influencer, customer lifetime value, brand awareness, hotel visibility, influencer marketing

**ASSESSING THE INFLUENCE OF CLOUD KITCHEN AND FOOD AGGREGATORS ON
TRADITIONAL RESTAURANT BUSINESS MODELS**

Louiejee Pereira, Jimuel Reberta, Samantha Nicole Bandiola, Ara Semillano,
Yasmine Umayam, Roland Rambo Jayoma

Abstract

This study examines how cloud kitchens and food aggregator platforms influence traditional restaurant business models. Cloud kitchens and services such as GrabFood, Uber Eats, and Foodpanda offer convenience and low overhead, reshaping consumer expectations. Traditional restaurants face challenges in customer retention, branding, and operational efficiency due to digital competition, high delivery fees, and evolving ordering behaviors. The aim is to understand these impacts and identify strategies that enable traditional operators to compete effectively in the digital marketplace. A quantitative descriptive design is employed to evaluate the effects on Max's Restaurant in Cubao, Quezon City. Purposive sampling selects twenty employees with direct experience in operations, marketing, and delivery coordination. A researcher-developed survey questionnaire gathers data on revenue shifts, customer loyalty, pricing strategies, operational adjustments, and technology adoption. Responses are analyzed using descriptive statistics to reveal trends and operational implications without manipulating any variables. Cloud kitchens and aggregator partnerships significantly impacted Max's Restaurant, reducing in-store market share while boosting overall order volume through delivery channels. Operational efficiency improved through streamlined kitchen workflows, but customer loyalty shifted toward aggregator platforms due to ease of ordering. Dynamic pricing models emerged in response to intensified price competition. Cloud kitchens demonstrated higher profitability per order, whereas traditional menu quality and packaging standards required adaptation. Digital adoption challenges included limited in-house delivery infrastructure and the need to optimize online menus for aggregator interfaces. The study found that cloud kitchens and food aggregators disrupted traditional restaurant performance by enhancing convenience at the expense of dine-in market share. As a result, technology integration, such as proprietary online ordering systems, was recommended, along with partnerships that reduce delivery fees and co-branding initiatives on aggregator platforms. Menu redesign for packaging integrity and dynamic pricing strategies was also advised to maintain competitiveness. Limitations included sample size and single-location scope; future research could expand to multiple brands and regions.

Keywords: cloud kitchen, food aggregators, traditional restaurants, operational efficiency, customer loyalty, digital adoption

**ASSESSMENT OF GUEST EXPERIENCE ON THE UTILIZATION OF
AI TECHNOLOGY IN SOGO HOTEL FAIRVIEW**

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Cristina Paspos, Rolan Jayoma Rambo

Abstract

In the competitive hospitality industry, leveraging artificial intelligence (AI) to enhance guest experiences is essential. Sogo Hotel Fairview employs AI technologies from automated check-in kiosks to smart room controls, to personalize services and streamline operations. This study assesses guest adaptability to these AI features by gathering user feedback on technology infrastructure and operational practices. By identifying challenges and opportunities, the research aims to inform improvements that will deliver a more seamless and enjoyable stay. This study employs a descriptive quantitative design to evaluate AI integration at Sogo Hotel Fairview. A purposive sample of 30 adult guests completed a structured questionnaire based on Parasuraman's service quality framework. The instrument measured satisfaction across dimensions such as user experience, operational efficiency, safety, privacy, and ease of use. Demographic data were also collected to contextualize findings. Respondent demographics showed a majority aged 18–22 (63%), an even gender distribution, and predominantly single status (83%). Most participants (90%) were walk-in guests. Satisfaction ratings indicated strong approval for safety (mean = 3.43), operational efficiency (mean = 3.37), and overall user experience with AI features (mean = 3.33). Privacy and ease of use were top priorities for 18 percent of guests, while overall satisfaction ranked fourth at 11 percent. Reported challenges included feelings of disconnection from staff (18 percent), technical glitches such as slow internet or unresponsive kiosks (15 percent), and concerns about room security when using automated controls (14 percent). Findings showed that AI technologies at Sogo Hotel Fairview enhanced safety, efficiency, and user experience but also introduced barriers related to connectivity, technological reliability, and guest–staff interaction. As a result, it was recommended that the hotel upgrade its internet bandwidth, implement regular system maintenance, and integrate hybrid service models that combine AI convenience with human support. Addressing these issues can strengthen guest trust in automated features while preserving the personal touch that defines hospitality excellence.

Keywords: artificial intelligence, guest experience, service quality, operational efficiency, hospitality technology

**ASSESSMENT OF HOUSEKEEPING PRACTICES TOWARDS THE EFFECTIVENESS OF
OJT PROGRAM OF HOSPITALITY MANAGEMENT STUDENTS OF BCP**

Aubrey Maraggun, Ariel Macabani, John Rey Macasa, Alice Jane Pati,
Juvylee Severo, Dr. Dana France Ignacio

Abstract

The hospitality industry relies on effective housekeeping to deliver high-quality service, maintain safety standards, and optimize operational efficiency. In Hospitality Management education, on-the-job training (OJT) programs integrate practical experiences that bridge theory and industry practice. A dedicated housekeeping laboratory exercise can reinforce learning by allowing students to develop hands-on skills, understand housekeeping responsibilities, and build the confidence required for professional performance. This study assesses how housekeeping practices support the effectiveness of the OJT program for fourth-year Hospitality Management students at Bestlink College of the Philippines. A descriptive quantitative design was employed to evaluate the impact of practical housekeeping exercises on student preparedness. Fifty fourth-year Hospitality Management students participated in the study, selected through purposive sampling to ensure relevance to the research objectives. Data were collected via a structured questionnaire that measured students' perceptions of skill development, operational efficiency, and readiness for industry standards. The instrument was developed through a literature review of housekeeping training methods and validated for clarity and content. Hands-on training in housekeeping was found to significantly enhance students' technical skills, time management, and overall confidence in performing industry tasks. Participants rated their ability to execute cleaning procedures, manage supplies, and comply with safety protocols as markedly improved following laboratory exercises. The data indicated that practical exposure increased alignment with professional benchmarks and contributed to higher self-reported preparedness for OJT placements. Experiential learning was identified as the most influential factor in boosting employability skills and fostering teamwork. The findings demonstrated that integrating practical housekeeping exercises into the curriculum strengthened the OJT program's outcomes. As a result, it was recommended that the program emphasize core competencies such as bed making, surface sanitation, and inventory control, through simulation and guided practice. Additional suggestions included investing in updated laboratory equipment, incorporating continuous performance assessments, and promoting strategies for stress management and professional communication. By addressing identified gaps and providing structured support, the OJT program can better equip students for the demands of the hospitality workforce and contribute to sustained professional development.

Keywords: housekeeping practices, on-the-job training, experiential learning, operational efficiency, hospitality education

**ASSESSMENT OF SOCIAL MEDIA MARKETING ON RESTAURANT RESERVATION AT
RED TOMATO MODERN ITALIAN RESTAURANT IN QUEZON CITY**

Ranniel Sialongo, Jed Benavente, Karl Stephen Delatado, Jamiery Siasat, Dr. Dana France Ignacio

Abstract

This study assesses the impact of social media marketing on reservation rates at Red Tomato Modern Italian Restaurant in Quezon City. It examines the platforms employed, the nature of the content shared, and the level of audience engagement to determine how digital marketing efforts influence booking behavior. The study aims to identify best practices, uncover areas for improvement, and evaluate the correlation between social media activity and reservation success. The findings will inform strategies to boost bookings and enhance customer loyalty in an increasingly visual and review-driven dining landscape. This study employs a descriptive survey design with purposive sampling to select participants who have dined at Red Tomato and engaged with its social media channels. A structured questionnaire gathers data on demographic profiles, platform usage, content preferences, and reservation experiences. Responses are analyzed using frequency distributions and weighted means to assess the efficiency of social media marketing components such as reviews, visual content, and responsiveness and to pinpoint challenges in the reservation process. Most respondents were aged 21–25 (44 percent) and female (56 percent). Facebook emerged as the primary platform for discovering the restaurant (84 percent), with Instagram trailing behind. The majority of customers visited the restaurant annually (60 percent) and reported monthly incomes around ₱20,000 (40 percent). Social media marketing was rated as highly efficient across key dimensions: platform selection, content relevance, and visual appeal, indicating strong engagement. However, significant issues were identified: delayed response times were reported by 56 percent of customers, while 32 percent cited limited reservation options. Content authenticity concerns were also noted, though technical or security issues were not reported. The findings revealed that social media marketing at Red Tomato successfully attracted a young adult audience primarily via Facebook, leveraging reviews and ambiance videos to influence dining decisions. Reservation efficiency was hampered by slow responses and inflexible booking options, underscoring the need for improved customer service protocols and expanded reservation channels. As a result, recommendations include enhancing responsiveness through dedicated social media support, broadening reservation methods to include messaging apps and online booking widgets, and diversifying content on Instagram to encourage more frequent visits.

Keywords: social media marketing, restaurant reservations, digital engagement, customer responsiveness, content authenticity

**ASSESSMENT OF THE DIVERSE TRAINING AREAS ON EMPLOYEE COMPETENCY IN
SELECTED BRANCHES OF PARES RETIRO IN QUEZON CITY**

Mark Clarenz Calumarde, Janessa Den Salcedo, Glen Erick Binondo,
May Halen Valladores, John Mark Rivera, Roland Rambo Jayoma

Abstract

This study highlights the crucial role of employee competency in helping organizations remain competitive in an ever-evolving business environment. It emphasizes the need for targeted training initiatives to enhance workforce performance. Specifically, the research aims to assess key training areas that can improve employee competency at Pares Retiro on Visayas Avenue. By identifying existing skill gaps and training needs, the study seeks to develop a strategic framework for creating tailored training programs that support organizational growth and operational efficiency. Participants were selected using purposive sampling to ensure that only individuals with relevant characteristics aligned with the research objectives were included. Data collection was conducted through a structured questionnaire consisting of three parts: demographic information, evaluation of training program effectiveness, and assessment of training's impact on employee competency. Responses were measured using a Likert scale. The data gathering process involved preparing the questionnaire, obtaining approval from management, distributing it to the employees, and personally collecting all completed questionnaires to achieve a full response rate. The collected data were then analyzed to inform the study's recommendations and conclusions. The workforce is composed of 56% men and 44% women, with service crew forming the largest group at 48%, followed by helpers (20%), chefs (12%), and managers representing 6%. Nearly half of the employees (46%) have one to two years of service, while 30% have been with the organization for over five years. More than half of the workforce (52%) holds at least an undergraduate degree. The assessment of training programs shows general agreement regarding their effectiveness in improving employee skills, communication, and professional growth, with average weighted scores ranging from 3.10 to 3.24. Training has been particularly successful in developing technical and leadership skills, with a strong appreciation noted for soft skills training. Effective training programs contribute to increased employee satisfaction and skill development, though the adjustment to new responsibilities may initially impact job performance. The positive responses reflect the role of these programs in building a unified and supportive workplace culture, emphasizing the need for ongoing learning opportunities. To enhance training effectiveness and employee outcomes, it is recommended to improve gender diversity through focused recruitment, bolster onboarding and mentorship initiatives, customize training based on participant feedback, and resolve scheduling conflicts to ensure greater participation and productivity.

Keywords: training programs, employee satisfaction, skill development, job performance, workplace cohesion, continuous learning, gender diversity, onboarding, mentorship, scheduling conflicts

**ASSESSMENT ON ADAPTABILITY STRATEGIES OF FOOD STALL BUSINESSES
IN AYALA MALL FAIRVIEW TERRACES**

John Marc Javier, Cindy Lagazon, Mary Jane Galicia, Rodolfo Cleofas,
Ronald Acebo, Uvilyn Vicedor, Roland Rambo Jayoma

Abstract

This study aims to evaluate how food stalls at Ayala Malls Fairview Terraces adapt to strategic business approaches, focusing on key areas such as product innovation, supply flexibility, diversification, technological integration, and customer engagement. A total of 25 food stall employees were selected through purposive sampling, and their perceptions were gathered using structured survey questionnaires relevant to the study. The study reveals that food stall employees at Ayala Malls Fairview Terraces strongly agree on several key adaptability strategies. These include using seasonal ingredients (mean = 3.60), collaborating with local businesses for bundled promotions (mean = 3.36), maintaining buffer stock to handle sudden demand surges (mean = 3.52), leveraging technology to enhance products (mean = 4.00), and engaging customers through digital tools such as websites and chatbots (mean = 3.96). Despite these efforts, food stalls face significant challenges in implementing these strategies, primarily due to economic instability and government regulations (68%), unpredictable customer demand and seasonal fluctuations (64%), and high rental and operational costs (64%). This study emphasizes how food stall businesses in Ayala Malls Fairview Terraces adopt localized adaptability strategies to respond to changing market trends. It also proposes a structured action plan to enhance the implementation of these strategies amid various challenges, such as economic shifts and operational demands. The findings further suggest that equipping food stall businesses with the right knowledge and practical adaptation techniques can significantly boost their competitiveness and sustainability.

Keywords: food stall businesses, adaptability strategies, market trends, product innovation, supply flexibility, technological integration, customer engagement, operational challenges, ayala malls fairview terraces, action plan.

**ASSESSMENT ON DRY HIRE FOOD SERVICES OF VISTA VERDE RESORT
AMONG 2ND YEAR BSHM STUDENTS.**

Lea May Rogelio, Christine Alcaraz, Kathleen Sañez, Charity Irish Morillo,
Nicole Cantonjos, Dr. Dana France Ignacio

Abstract

The hospitality industry is continuously evolving to meet the changing demands of clients, particularly in the area of event catering. Dry hire catering, which involves the provision of food without supplementary services such as staff, equipment, or table settings, is considered a cost-efficient option that prioritizes food quality, presentation, and punctual delivery. However, it is essential to evaluate whether such services fulfill customer expectations and adhere to industry standards. Vista Verde Resort, a well-known event venue, offered dry hire catering during the BSHM Second Year Seminar Tour. This study aimed to assess the quality of these services from the perspective of second-year BSHM students, who are being trained as future professionals in the hospitality industry. This study adopted a quantitative-descriptive research design to assess the quality of dry hire catering services. The respondents were 200 second-year BSHM students who attended the seminar event. Data collection was conducted through a structured questionnaire consisting of three key sections: (1) culinary practices, which included standardized recipe usage, flavor consistency, food presentation, and portion control; (2) service quality, evaluated based on responsiveness, reliability, tangibles, assurance, and empathy; and (3) challenges encountered during the event. The data were analyzed using descriptive statistical tools such as frequency counts and percentages to identify trends, measure service performance, and formulate practical recommendations. The results indicated that Vista Verde Resort mostly followed standardized recipe practices, though inconsistencies in documentation and portion control were evident. Students reported satisfaction with the flavor and presentation of the food. However, issues such as food shortages, service delays during busy periods, and poor accommodation of dietary restrictions were noted. While the food received high marks for quality and appearance, communication shortcomings during the event delayed problem resolution. This study emphasizes the need for clear communication and active staff participation in delivering efficient dry hire catering services. It identified significant issues such as the lack of standardized procedures for documenting recipes and inconsistent accommodation of dietary needs. To enhance service delivery, the study recommends comprehensive staff training, improved communication channels, and the implementation of contingency measures for unforeseen challenges. Strengthening portion control and adopting a more organized system for handling client feedback are also advised to ensure higher customer satisfaction and service consistency.

Keywords: dry hire catering, hospitality industry, service quality, standardized recipe, portion control, food presentation, dietary restrictions, communication, event management, client satisfaction

**ASSESSMENT ON THE CUSTOMER LEVEL OF SATISFACTION IN THE SERVICES
RENDERED BY THE HOTEL QUEZON CITY DISTRICT**

Annekyla Magracia, Ruby Jane Lucas, Joshua Dacles,
Ronie Villabrosa, Katrina Embudo, Oliver Fabon

Abstract

In the competitive hospitality landscape of Quezon City, Philippines, ensuring customer satisfaction is paramount for hotels seeking to attract and maintain their clientele. This study investigates the factors affecting guest satisfaction by employing the SERVQUAL framework, which evaluates service quality based on five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. A quantitative research approach was adopted for this study, involving 50 hotel guests from two hotels in Quezon City. Participants were selected through convenience sampling, and data collection was carried out using a structured questionnaire grounded in the SERVQUAL model. Guest satisfaction was measured using a 4-point Likert scale. Data analysis involved calculating weighted means, while independent t-tests were performed to examine differences in satisfaction between male and female guests. The study revealed a generally high level of guest satisfaction, with an overall weighted mean of 3.35, classified as "Strongly Agree." Empathy emerged as the highest-rated service dimension (3.44), followed by assurance (3.37), tangibility (3.34), reliability (3.33), and responsiveness (3.25). Results from the independent t-tests showed no significant differences in satisfaction between male and female guests across any of the service dimensions. Guests commonly reported issues such as limited amenities, unfriendly staff, and maintenance concerns. To address these, hotel management initiated staff training, carried out room improvements, and upgraded communication systems. Findings suggest that hotels in Quezon City are largely successful in delivering quality service, especially in fostering trust and providing individualized care. The comparatively lower rating for responsiveness indicates room for improvement in promptly attending to guest needs and requests. The uniform satisfaction across genders demonstrates consistent service standards. By tackling these areas for improvement, hotels can enhance the guest experience and strengthen customer loyalty amid growing competition.

Keywords: customer satisfaction, hospitality industry, quezon city hotels, servqual model, service quality, tangibility, reliability, responsiveness, assurance, empathy, quantitative research, guest satisfaction, likert scale, gender comparison, staff training

ASSESSMENT ON THE SUSTAINABLE PRACTICES OF 4-STAR HOTEL

Fortaleza Sofia Nicole, John Sherwin Alberto, Patricia Arzaga,
Jackielyn Asico, Angeline Quimba, Roland Rambo Jayoma

Abstract

This study investigates the sustainable practices adopted by 4-star hotels, with a particular focus on energy efficiency, water conservation, waste reduction, and the use of environmentally friendly materials. Utilizing purposive sampling, the research analyzes how these green initiatives influence operational performance, enhance guest comfort, and contribute to environmental sustainability. The goal is to assess the effectiveness of these practices in balancing hospitality excellence with responsible environmental management. The researchers adopted a quantitative descriptive research design to assess how sustainable practices are implemented and perceived at Diamond Hotel. Data collection was conducted on-site, where sustainability efforts are actively practiced. A structured survey questionnaire served as the primary research instrument and was distributed to the target respondents: hotel customers. A total of twenty-six (26) participants provided feedback, offering valuable insights into the effectiveness and impact of the hotel's sustainable initiatives. This study integrates case studies and stakeholder interviews to examine the sustainability strategies implemented in hotels, with particular emphasis on green building certifications such as LEED and the adoption of renewable energy systems. The analysis reveals that interior design innovations in 4-star hotels not only reflect a strong commitment to environmental sustainability but also enhance guest satisfaction and uphold ecological responsibility. These findings underscore the hospitality sector's growing dedication to sustainable development while maintaining high standards of comfort and service. This study demonstrates that sustainable practices not only foster visually appealing and comfortable environments but also enhance operational efficiency within the hospitality industry. Despite these benefits, the sector faces notable challenges, such as increasing guest awareness and engagement with sustainability initiatives, as well as managing the high initial costs of adopting eco-friendly technologies. The research provides valuable insights for hospitality management, offering strategic recommendations to advance sustainable practices without compromising luxury, comfort, or service quality. These findings support the integration of eco-conscious innovations as a viable path toward long-term success and environmental responsibility in hotel operations.

Keywords: sustainable practices, hospitality industry, eco-friendly technologies, guest satisfaction, green hotel operations, environmental responsibility, operational efficiency, sustainable tourism, leed certification, renewable energy adoption

**AVAILABILITY AND CONDITION OF KITCHEN TOOLS AND EQUIPMENT IN
BESTLINK COLLEGE OF THE PHILIPPINES ON STUDENT COMPETENCY: AN
ASSESSMENT**

Daniel Esguerra, Ailyn Angela Malto, Patricia Anne Rarama,
Aljhon Tambal, Cj Tolosa, Dana Rae Boatis

Abstract

This research is highly pertinent in the current context, as it tackles the increasing challenges and frustrations students encounter due to the limited availability and inadequate quality of kitchen tools and equipment in culinary laboratories. This study employed a descriptive quantitative research design using a structured questionnaire consisting of 26 items divided into two sections. The first section aimed to assess students' familiarity with and alignment to the available kitchen tools and equipment, while the second section focused on identifying the challenges encountered by students in utilizing these resources. A total of fifty respondents completed the researcher-designed questionnaire, providing data essential for the study's analysis. The researchers discovered that students who utilized the appropriate kitchen tools for meal preparation achieved the highest mean score of 3.80, indicating greater efficiency. The primary challenge reported by students was the limited availability of kitchen tools and equipment, cited by 40 respondents. This was followed closely by the insufficient workspace during kitchen laboratory activities, reported by 37 students. Additionally, a smaller proportion of respondents (2) identified limited time allocation during kitchen sessions as a significant obstacle. The findings emphasize the vital importance of the availability and quality of kitchen tools and equipment in enhancing students' performance during kitchen laboratory activities. Addressing students' concerns by providing sufficient and properly maintained kitchen resources fosters greater confidence and competence, ultimately contributing to more effective and successful culinary learning experiences.

Keywords: kitchen tools, culinary education, laboratory equipment, student performance, kitchen laboratory, equipment availability, learning environment, culinary skills, educational resources, student challenges

**BEST PRACTICES FOR EFFECTIVE MANAGEMENT OF CONCURRENT EVENTS: A
CASE STUDY OF CENTURY PARK HOTEL, MANILA**

Princess Joy Malabana, Aldriana Herrero, Cienna Marie Galima,
Liana Barbara Fulleros, Michaela Betonio, Oliver Fabon

Abstract

This study examines the efficient management of concurrent events at Century Park Hotel, Manila, a leading hospitality venue recognized for hosting multiple events simultaneously. With the rapid growth of the events industry and the increasing demand for innovative, customized, and technology-driven experiences, hotels face heightened operational pressures. This research acknowledges the complexities involved in managing simultaneous events, particularly in areas such as resource distribution, coordination and communication, guest satisfaction, and overall operational performance. The study aims to evaluate how Century Park Hotel addresses these challenges and identifies best practices that contribute to seamless, high-quality event execution. This study explores the effective management of concurrent events at Century Park Hotel, Manila, emphasizing both best practices and operational challenges encountered in the hospitality industry. Utilizing a quantitative research design, the study surveyed 50 employees selected through simple random sampling. Data were collected using a researcher-designed questionnaire, which was validated by industry experts and subjected to a pre-testing process to ensure clarity, reliability, and accuracy. The gathered data were analyzed using statistical tools, including frequency and percentage distribution, ranking, and weighted mean, with responses interpreted through a four-point Likert scale. The results provide meaningful insights into the hotel's strategies for handling multiple events simultaneously, contributing to the advancement of knowledge in event management and offering practical recommendations for improving operational efficiency in similar settings. This study examines the effectiveness of Century Park Hotel in Manila in managing multiple events simultaneously. Through a survey of 50 employees, the research assessed the implementation and impact of key event management strategies, including event planning guidelines, operational techniques, resource allocation, brand consistency, attendee flow coordination, and the provision of personalized guest experiences. The study also identified common challenges encountered by staff during concurrent events and proposed strategic improvements to address these issues. The findings contribute meaningful insights into effective multi-event management within the hospitality industry, offering practical recommendations and enriching the existing body of knowledge in hotel and event operations. The study conducted at Century Park Hotel revealed that while the establishment demonstrates a commitment to managing multiple concurrent events, several critical areas require strategic improvement. Survey results highlighted the need for enhanced effectiveness in key operational components, including event planning guidelines, execution techniques, resource allocation, brand consistency, attendee flow management, and the delivery of personalized experiences. Employees cited recurring challenges such as inadequate preparation time, limited resources, and poor interdepartmental communication, all of which hinder optimal event execution. In light of these findings, the study recommends reinforcing safety protocols, optimizing digital registration systems, and implementing comprehensive training programs to strengthen staff capacity in handling simultaneous events. By addressing these issues, Century Park Hotel can significantly enhance operational efficiency, elevate guest satisfaction, and reinforce its competitive advantage within the hospitality and events industry.

Keywords: concurrent event management, hospitality industry, century park hotel, resource allocation, event planning, operational efficiency, guest experience, employee challenges, communication, staff training, event branding, attendee flow

BEYOND THE BUFFET: EXAMINING THE IMPACT OF RESERVATION MANAGEMENT AND CLEANLINESS ON DINING EXPERIENCES AT CABALEN SM CITY NORTH EDSA

Daniella Marie Cruz, Evelyn Magpantay, Jhomarie Mendina,
Alexandra Cruz, Mylene Cortez, Roland Rambo Jayoma

Abstract

This chapter explores the influence of cleanliness and reservation management on the overall dining experience at Cabalen SM City North EDSA. In an increasingly competitive restaurant landscape, intensified by heightened post-pandemic hygiene expectations, customer satisfaction in buffet-style dining now hinges more critically on operational efficiency and sanitation standards. This study addresses a gap in the literature by employing a mixed-methods approach to examine how these two key factors intersect and shape diners' perceptions and satisfaction. It also considers underlying psychological, cultural, and historical influences that inform guests' cleanliness expectations. The goal of this research is to generate actionable insights and strategic recommendations that can enhance customer satisfaction and improve operational practices within buffet restaurant settings. This chapter presents the research methodology employed to ensure a comprehensive and methodologically sound investigation. A mixed-methods approach was utilized, combining both qualitative and quantitative strategies to capture a holistic understanding of the study's objectives. The chapter outlines the research design, target population, study location, scope and delimitation, and the sampling techniques applied. It further details the data collection procedures, including the development, validation, and pre-testing of research instruments to ensure their reliability and credibility. Strategies for establishing the validity and reliability of the data are thoroughly discussed. Moreover, this chapter explains the data analysis procedures, highlighting the statistical tools and techniques used to interpret quantitative data, alongside appropriate methods for qualitative data interpretation. By integrating both data types, this methodology provides a robust framework for generating accurate, meaningful, and actionable insights. The aggregated data from multiple tables highlight several critical factors that significantly influence the overall dining experience at Cabalen SM City North EDSA. These include efficient reservation management, cleanliness, quality of customer service, ambiance, food quality, and perceived value for money. Respondents expressed strong agreement on the importance of prompt resolution of concerns, clear communication from staff, strict adherence to hygiene protocols, and the presence of courteous and knowledgeable personnel. Statistical analysis revealed a strong positive correlation between reservation management and dining experience ($r = 0.865$); however, the result was not statistically significant ($p = 0.135$), indicating that while the relationship appears meaningful, further investigation with a larger sample or alternative methods may be necessary to establish its robustness. In contrast, cleanliness demonstrated a statistically significant but counterintuitive negative correlation with dining experience ($r = -0.985$, $p = 0.015$). This unexpected finding suggests a complex dynamic, potentially influenced by elevated customer expectations in a post-pandemic context, where even minor lapses in cleanliness may disproportionately affect perceptions. Overall, the results emphasize that while various operational factors contribute to customer satisfaction, special attention must be given to maintaining consistent cleanliness standards, enhancing service delivery, and optimizing the dining environment. These elements are crucial in shaping positive guest perceptions and sustaining competitive advantage in the hospitality industry. The findings underscore that customer satisfaction at Cabalen SM City North EDSA is highly contingent upon the effectiveness of reservation management and the consistency of cleanliness standards. Respondents expressed notable dissatisfaction with issues such as overbooking, inefficient reservation processes, and a lack of timely communication, all of which detracted from their overall dining experience. Although cleanliness was generally rated positively, guests emphasized the

critical need for strict adherence to hygiene and safety protocols, especially in a post-pandemic context. These insights suggest that enhancing operational efficiency and maintaining rigorous cleanliness standards are essential for sustaining high levels of customer satisfaction and competitive advantage in the buffet dining sector.

Keywords: cabalen sm city north edsa, customer satisfaction, reservation management, cleanliness, dining experience, hygiene standards, overbooking, communication, restaurant operations, post-pandemic safety.

**BEYOND THE FRONT DESK: EXPLORING THE IMPACT OF
HUMAN FACTORS TO GUEST SATISFACTION**

Kristine Joy Tuliao, Jhon Ivan Ampunin, Iricah Marris Arcipe,
Kyla Camila Berida, Ailene Samson, Oliver Fabon

Abstract

This 2025 study explores the impact of human factors on guest satisfaction in the hospitality industry, with a focus on front desk operations at Admiral Hotel Manila-MGALLERY. Recognizing that previous research often overlooks the intricate role of human interaction in shaping guest experiences, this study emphasizes the importance of personalized service, empathy, and effective communication. It highlights the crucial contribution of front desk staff in influencing guest perceptions and overall satisfaction. By identifying key gaps in current practices, the research underscores the need for ongoing staff training and development programs to enhance service quality. Ultimately, the study provides valuable insights into how human-centered approaches can elevate the standard of hospitality service and drive customer loyalty. This research adopts a descriptive method within a quantitative research framework to examine the influence of human factors on front desk operations at Admiral Hotel Manila-MGALLERY. Data were collected from 15 front office employees using a structured questionnaire based on a modified SERVQUAL model. The instrument was rigorously validated by research advisers, subject matter experts, and statisticians to ensure reliability and content validity. Respondents were selected through convenience sampling. The study explores key service quality dimensions: tangibility, reliability, responsiveness, assurance, and empathy, from the perspective of hotel staff. Quantitative data were analyzed using statistical tools, including frequency and percentage distribution, ranking, and weighted mean, to derive meaningful insights into service interactions and their impact on guest satisfaction. The study indicates that guests generally enjoyed a favorable experience at the hotel, largely due to the reception staff's perceived helpfulness and courteousness. The survey further examined staff perceptions of operational challenges, including inadequate staffing during peak periods, lapses in timely communication, technological disruptions, and inconsistent enforcement of hotel policies. While employees reported overall satisfaction with internal communication, task management, and work-life balance, the findings highlighted critical areas needing improvement. These include more effective workload distribution during high-demand intervals, faster resolution of technical issues, and the establishment of uniform policy implementation to ensure consistency in service delivery. This study highlights the pivotal role that maintaining exceptional levels of guest satisfaction plays in the sustained success of the hospitality industry. It seeks to bridge a critical gap in the literature by providing a comprehensive analysis of the human factors: particularly those associated with front desk personnel that significantly influence guest satisfaction. The research delineates clear objectives: to identify the key human elements that shape visitor experiences and to examine the dynamic relationship between staff behaviors and guests' perceptions. Through this focus, the study aims to contribute valuable insights that can inform strategies for enhancing service quality and fostering enduring guest loyalty.

Keywords: guest satisfaction, human factors, hospitality industry, front desk operations, staff behavior, customer experience, service quality, guest perceptions, hotel management, service excellence

**CASHLESS PAYMENT IN WESTIN MANILA AND ITS
EFFECT TO GUEST SATISFACTION**

Joannah Lindsay Aunzo, Albert John Respicio, Ace Bugarin, Beatrice Bea Bautista,
Frances Meguel Moreno, Dr. Dana France Ignacio

Abstract

With the rise of digitalization in the hospitality industry, cashless payment systems are increasingly adopted by hotels to enhance guest convenience, security, and operational efficiency. This study explores how the implementation of a cashless payment system at Westin Manila affects guest satisfaction, focusing on guest convenience, operational efficiency, and payment security. This study employs a quantitative descriptive design using a self-administered questionnaire distributed to 50 guests at Westin Manila. The questionnaire assesses guest experiences across three dimensions of cashless payment systems: convenience, security, and operational efficiency. Demographic variables, including age, gender, and employment status, are also analyzed to determine their influence on perceptions of the system. Findings revealed that respondents strongly agreed on the positive impact of cashless payments on guest convenience, with a composite mean of 3.66. Operational efficiency received a composite mean of 3.44, and payment security had a composite mean of 3.41. Notable challenges included unstable internet connectivity, lack of integration with rewards programs, and concerns about data privacy. Younger and employed respondents showed higher engagement with digital transactions and reported greater satisfaction. The study underscored the importance of stable technological infrastructure and robust cybersecurity measures in maintaining high levels of guest satisfaction. It also highlighted the need for staff training on cashless payment procedures and for accommodations to assist guests who are less familiar with digital payment technology.

Keywords: cashless payment, guest satisfaction, westin manila, guest convenience, operational efficiency, payment security

**CHALLENGES ENCOUNTERED BY NEWLY HIRED EMPLOYEES OF
SELECTED TRAVEL AGENCIES IN QUEZON CITY**

Joana Galindez, Cristine Mae Caranguian, Christine Amistad, Ashley Kay Astudillo,
Analisa Grande, Alezhandrea Clio Barrios

Abstract

This study examines challenges encountered by newly hired employees at two travel agencies in Quezon City JVD Event and Travel Management Co. and Frielle Travel and Tours. It aims to identify barriers to successful job adjustment, including insufficient training, unrealistic role expectations, and difficulties with workplace dynamics. The study seeks to inform actionable strategies for improving employee integration and retention in the travel and tourism sector. This study employs a descriptive research design, gathering data from 50 newly hired employees (25 per agency) through a structured questionnaire. The instrument probes key areas such as employee orientation, workload management, client relations, and overall job satisfaction. Collected data are analyzed using frequency distributions and thematic grouping to uncover common adjustment challenges. Analysis revealed that a majority of respondents reported inadequate preparation for core tasks, with 68 percent rating initial training as insufficient. Nearly half cited unrealistic expectations regarding workload and performance metrics. A significant portion of participants experienced difficulty adapting to organizational culture, and 62 percent identified unclear communication and lack of mentorship as primary obstacles to effective integration. The findings underscored the need for targeted interventions to facilitate smoother transitions for new hires. Enhanced training programs were found to be critical for building competence, while structured mentorship initiatives and clear communication channels emerged as key supports. Agencies that implemented these measures observed improved job satisfaction and reduced turnover among recent hires.

Keywords: newly hired employees, job adjustment, travel agency, training programs, workplace dynamics, mentorship, communication channels

**CLEANLINESS AND MAINTENANCE AND ITS EFFECT ON
ONLINE REVIEW REPUTATION**

Marian Guilaran, Judy Domasig, Jubel Manuel, Raymart Murcia,
Melvin Lor, Dana Rae Boatis

Abstract

In the evolving landscape of the hospitality industry, cleanliness and maintenance play crucial roles in shaping guest experiences and online reputations on peer-to-peer accommodation platforms. This study investigates how these factors influence guest reviews and booking outcomes at Vine Residences in Novaliches, Quezon City. Understanding the impact of property hygiene and upkeep on online ratings is essential for hosts seeking to enhance consumer trust and competitive advantage. This study employs quantitative descriptive design with purposive sampling to collect data from 50 Airbnb guests who stayed at Vine Residences. Participants completed a structured survey questionnaire that measured perceptions of cleanliness, maintenance responsiveness, overall satisfaction, likelihood of leaving a positive review, and intent to rebook. Data was analyzed using frequency distributions, weighted means, and ranking procedures to determine the relative influence of each factor on review positivity and booking success. The findings revealed that cleanliness and maintenance significantly influenced guests' likelihood of leaving positive reviews and returning for future stays. High ratings in these areas showed a strong correlation with increased booking success and greater trust in the property. However, delayed maintenance responses and inconsistent cleaning standards were identified as primary challenges that negatively affected guest satisfaction and online reputation. These findings demonstrated that property hygiene and upkeep were fundamental to guest satisfaction and review quality. Cleanliness provided both functional value and psychological comfort, fostering trust and encouraging repeat stays. Maintenance failures led to negative feedback and reduced booking success, highlighting the need for hosts to implement reliable cleaning protocols and timely repair processes. By prioritizing operational efficiency and presentation standards, accommodation providers can strengthen their online reputation and secure sustained booking performance.

Keywords: cleanliness, maintenance, online reviews, booking success, guest satisfaction, airbnb, hospitality management, property reputation

**COMPARATIVE STUDY OF ROOM AMENITIES PREFERENCE
AMONG FILIPINO AND FOREIGN TRAVELERS**

Pamela Ong, Thea Veronica Calimlim, Maria Melinda Manto, Jane Rose Pagsanjan,
Princess Valladolid, Dr. Dana France Ignacio

Abstract

This study examines hotel room amenity preferences among Filipino and foreign travelers, focusing on how cultural backgrounds shape guest expectations and satisfaction. It highlights that while international tourists often value globally recognized amenities, local guests tend to prioritize value and convenience. Insights from this comparison can guide hotels in tailoring services to boost guest satisfaction and competitive advantage. This study employs a causal-comparative design with stratified random sampling to select 30 in-house guests at White Knight Hotel: 15 Filipino and 15 foreign travelers. Participants completed a structured questionnaire that recorded demographic data, rated the importance of room and bathroom amenities, and assessed satisfaction with service attributes such as reliability and responsiveness on a four-point Likert scale. Weighted means were calculated to determine the relative importance and satisfaction levels for each amenity. Analysis revealed that both Filipino and foreign guests rated comfort, cleanliness, and responsive service as their top priorities. Mean importance scores for these factors exceeded 4.2 on a 5-point scale for both groups. Statistical comparison found no significant differences in amenity preferences or satisfaction ratings between the two nationalities. The most frequently cited issues were noise disturbances and minor malfunctions in room fixtures. These findings indicated that core guest priorities, comfort, cleanliness, and service responsiveness, transcend cultural distinctions. Addressing noise control and ensuring regular maintenance of in-room amenities were critical steps for enhancing overall guest experience. Hotels can leverage this information by standardizing high-impact services while maintaining flexibility to accommodate specific cultural preferences, thereby strengthening market positioning.

Keywords: hotel amenities, guest preferences, customer satisfaction, cultural comparison, hospitality management, white knight hotel.

**CONTRACTUAL EMPLOYEES PRACTICES OF MAX'S RESTAURANT QUEZON CITY:
AN ANALYSIS**

Ronney Rey Narvasa, John Recca Doma, Mark Angelo Garcia,
Justiene Patriarca, Rhialyn Villeta, Roland Rambo Jayoma

Abstract

Contractual employment in the Philippines provides flexibility for employers but often undermines worker well-being through job insecurity, limited benefits, and low wages. This study examines the relationship between contractual employment practices and service quality at Max's Restaurant in Quezon City. It emphasizes the importance of ethical labor practices such as compliance with regulations, provision of training, and supportive work environments to enhance employee morale, skills development, and prospects for regular employment. This study employs a quantitative descriptive design with purposive sampling to select 30 contractual employees at Max's Restaurant Quezon City. A self-developed structured questionnaire gathered data on demographics, employment conditions, perceived service quality, and workplace challenges. Collected responses were analyzed using descriptive statistics to identify prevalent issues and their impact on job satisfaction and service delivery. The sample was predominantly aged 21 to 25 years (53.3%), with a slight male majority (56.7%). Educational backgrounds ranged from senior high school to college graduates. Most participants had under one year of service and were assigned to dining and dishwasher roles. Respondents agreed strongly that rapid technological changes, absence of overtime premiums, and restricted leave negatively affected job satisfaction. Bullying, limited career advancement, and negative work culture emerged as prevalent concerns, underscoring the link between employment practices and both employee motivation and service quality. Findings indicated that a young, contract-based workforce faced significant morale and retention challenges due to precarious employment conditions. Service quality was adversely affected by low motivation and frequent turnover. It was recommended that Max's Restaurant implement inclusive engagement strategies, enhance benefits and recognition programs, promote diversity, and introduce career development pathways. These measures were expected to foster a more stable, motivated workforce and improve overall service standards.

Keywords: contractual employment, service quality, job insecurity, employee morale, career development, hospitality management.

**CULTIVATING CAREER READINESS: STRENGTHENING EMPLOYABILITY SKILLS
AMONG HOSPITALITY MANAGEMENT STUDENTS**

Joyce Ann Lazaga, Jude Apares, Katrina Mae Balajadia,
Mark Donato, Kim Carlo Nuñez, Dana Rae Boatis

Abstract

This study aims to assess the career readiness of Hospitality Management students at Bestlink College of the Philippines. It explores the extent to which these students are prepared for employment and identifies specific areas where employability skills require further development. The primary goal is to bridge the gap between academic training and the demands of the hospitality industry by fostering skills that align with workforce expectations. This study employs a quantitative research design using a descriptive approach to examine the career readiness and employability skills of Hospitality Management students. The participants consist of 150 alumni from the 2022–2024 batch of Bestlink College of the Philippines, selected through purposive sampling to ensure relevance to the research objectives. The findings revealed that the majority of respondents belonged to the young adult age group, with 62.7% aged 20 to 25 and 37.3% aged 26 to 30. A significant portion of participants graduated in 2022, 2023, and 2024. Their areas of specialization include Food and Beverage, Events and Entertainment, Accommodations, Travel and Tourism, and Recreation and Leisure. In terms of employment, 58% of the respondents held full-time positions, while the remainder were employed part-time or under contract, casual, or seasonal arrangements. Most of the alumni were employed within the land-based sector. The study concluded that Hospitality Management students demonstrated strong career orientation and were generally well-prepared through experiential learning. However, they still encountered employment challenges, particularly in areas such as building professional networks and acquiring sufficient practical experience. To address these gaps, the study recommends the enhancement of hands-on training, development of soft skills, and increased engagement with the industry. Additionally, the implementation of inclusive recruitment practices, provision of financial support, broader job placement strategies, and flexible learning opportunities are advised to further strengthen employability and support long-term career progression.

Keywords: career readiness, employability skills, hospitality management, experiential learning, workforce preparation, industry engagement, alumni employment

**CULTURAL PRESERVATION: PROMOTING LOCAL DELICACIES
THROUGH FOOD PREPARATION WORKSHOP**

Kyl Oraa, Bernadeth Shane Rifareal, Janine Shaina Centeno, Angelo Evangelista,
Rizza Mae Rosal, Ashley Batallones, Dr. Dana France Ignacio

Abstract

This study explores the role of food preparation workshops as effective tools for cultural preservation, specifically in promoting local delicacies. With the increasing influence of globalization and modernization on traditional food practices, communities are at risk of losing their culinary heritage. This study aims to address this concern by examining how food workshops can help preserve and pass down culturally significant culinary knowledge. This study implements a cultural initiative designed to revitalize and safeguard traditional food practices by engaging participants in hands-on workshops. These sessions teach the preparation of local delicacies while incorporating intergenerational knowledge sharing, storytelling, and active participation. The workshops function not only as educational platforms but also as avenues to strengthen cultural identity and foster community cohesion. The findings revealed that food preparation workshops fostered greater appreciation for local cuisine, encouraged sustainable food practices, supported local economies, and contributed to preserving intangible cultural heritage. Participants demonstrated increased interest and involvement in traditional cooking methods and recognized the cultural value of local dishes. The study concluded that food preparation workshops are effective in promoting cultural preservation. By integrating experiential learning, storytelling, and cultural education, these programs enhanced participants' understanding, appreciation, and active engagement with traditional culinary practices. Such initiatives contribute meaningfully to the continuity of food-related cultural traditions in modern communities.

Keywords: cultural preservation, local delicacies, food preparation workshop, culinary heritage, traditional cuisine, community engagement, hands-on learning

**CUSTOMER PERCEPTION ON TATOOED PERSONNEL IN SELECTED
RESTAURANTS IN NOVALICHES, QUEZON CITY**

Roy Gianan, Maribeth Casuple, Joana Erica Agno, Ronald Dequiña,
Cristino Sumalpong, Dr. Dana France Ignacio

Abstract

The increasing cultural acceptance of tattoos has influenced how body art is perceived in professional settings, particularly in customer-facing industries such as hospitality. Historically, tattoos were often associated with deviance, but they are now recognized as a form of personal expression by individuals from diverse backgrounds, including professionals. Despite this shift, challenges remain, especially in hospitality services where visibly tattooed staff may affect customer perception, service interactions, and overall operational outcomes. This study explores how customers perceive tattooed personnel in restaurant settings and investigates whether visible tattoos influence their dining experience. This study employs a descriptive-correlational research design, integrating both quantitative and qualitative methods to examine customer perceptions of tattooed personnel. The research focuses on selected restaurants in Novaliches, Quezon City, specifically Giligan's Restaurant, Classic Savory, and Chooks-to-Go. Data collection includes demographic variables such as age, sex, and frequency of visits. Customer perceptions are assessed in terms of ambiance, communication, and service quality. Descriptive statistics are used to summarize responses, allowing for a comprehensive understanding of general customer attitudes toward tattooed employees in the hospitality setting. The demographic data revealed varied respondent profiles in terms of age, sex, and visit frequency. Frequencies and percentages were calculated to provide a contextual understanding of the respondents' backgrounds. The analysis of these variables helped determine how demographic characteristics influenced customer perceptions. It was found that perceptions varied depending on the age of the respondents, with younger customers tending to be more accepting of tattooed staff, while older respondents exhibited more conservative views. The findings indicated that customer perception of tattooed employees in selected restaurants is influenced by generational differences. Specifically, older customers tended to view tattooed personnel with more reservation, while younger customers expressed greater openness and acceptance. These insights suggest that while tattoos are gaining broader cultural acceptance, generational attitudes still play a role in shaping customer responses in hospitality environments. The study highlights the importance of understanding customer demographics when managing employee appearance standards in service industries.

Keywords: customer perception, tattooed personnel, hospitality industry, restaurant service, cultural acceptance, body art, generational attitudes, novaliches quezon city

**CUSTOMER SATISFACTION: EXPLORING FOOD QUALITY OF
PIZZA PARLOR ALONG, QUIRINO HIGHWAY**

Dyline Mutas, Alexise Avon Conel, Kim Channel Liporada, Beatrice Aira Millano, Jazel Lorraine Tizon, Ariane Jane Yonsal, Dr. Dana France Ignacio

Abstract

Food quality plays a critical role in the food industry, directly influencing customer satisfaction and loyalty. High-quality ingredients, proper preparation, appealing flavor, and an overall positive dining experience are essential in meeting customer expectations. This study aims to determine the level of customer satisfaction in relation to the food quality offered by Pizza Parlor along Quirino Highway. It also seeks to explore how customers perceive the products, services, and pricing of the establishment, which has been serving patrons for several years. Understanding customer satisfaction is vital in assessing whether consumer expectations are being met. Moreover, customer feedback and suggestions contribute to the continuous improvement of products and services, helping businesses achieve sustainable growth. This study outlines the methodologies used, including the research design, sampling technique, instrument construction, validation, administration, and retrieval of questionnaires. A structured survey instrument was administered to assess customer satisfaction and food quality. The collected data were subjected to statistical treatment to analyze the relationship between the variables. The analysis revealed that there was no significant relationship between customer satisfaction and food quality, as indicated by an r -value of 0 and a p -value of 1. These results suggest that changes in food quality did not have a measurable impact on customer satisfaction within the context of this study. This implies that other factors, such as service experience, ambiance, pricing, or brand reputation, may play a more substantial role in influencing customer satisfaction. The study also summarized findings based on demographic profiles, including age, gender, and income range. It examined specific variables such as freshness, flavor, texture, and consistency under food quality, and presentation and taste under customer satisfaction. Although no significant relationship was found between food quality and customer satisfaction, the discussion highlights the potential influence of other external factors. The study recommends further exploration of these variables to develop a more comprehensive strategy for enhancing customer satisfaction at Pizza Parlor.

Keywords: customer satisfaction, food quality, pizza parlor, flavor, freshness, ambiance, service experience, consumer feedback, quirino highway

**DIGITAL ACCESSIBILITY CHALLENGES FACED BY CUSTOMER
IN ONLINE HOTEL BOOKING**

Mark Rolly Corbito, Aaron Paul Aragon, Angelica Ann Canja,
Erica Cultivo, Ma Catherine Pescador, Roland Rambo Jayoma

Abstract

Online hotel booking has become a widely used and convenient method for reserving accommodations. However, not all customers find it accessible or easy to use. Individuals such as older adults, persons with impairments, and those unfamiliar with digital platforms often encounter difficulties navigating online booking systems. This study investigates the specific digital accessibility challenges faced by customers in the Philippines when booking hotels online, focusing on common barriers that hinder a seamless booking experience. This research utilizes a descriptive method to gather data from 26 guests of Go Hotel SM North Edsa, located in Quezon City. A structured questionnaire was distributed to examine their experiences and identify challenges encountered during the online booking process. The survey addressed issues such as language complexity, website navigation, form usability, technical errors, and the responsiveness of customer support services. Findings revealed that a significant number of guests experienced difficulties related to unclear language, poorly designed website interfaces, and forms that lacked compatibility with assistive technologies. Some respondents also reported dissatisfaction with customer service support. Despite these issues, a portion of the guests acknowledged certain accessible features and commended the helpfulness of hotel staff, which contributed to an improved booking experience. This study emphasizes the importance of enhancing the digital accessibility of hotel booking platforms. Creating user-friendly and inclusive online systems can significantly improve the booking experience for all users, particularly those with varying needs and limitations. Hospitality establishments are encouraged to implement simplified website designs, clearer instructions, and inclusive features that cater to a broader range of users, promoting accessibility and customer satisfaction.

Keywords: digital accessibility, online hotel booking, website usability, hospitality industry, customer experience, inclusive design, assistive technology compatibility, user-friendly interface

**DIGITALIZATION IN HOTEL OPERATION: AN ASSESSMENT OF
SERVICE EFFECTIVENESS AND EFFICIENCY**

Roel Jay Rocha, Mobarak Atar, Jomari Mamac, Nerjelyn Sola, Jessa Mae Abejuela, Oliver Fabon

Abstract

In today's fast-paced technological landscape, the hospitality industry is deeply integrated into the ongoing information technology revolution. The adoption of digital innovations, such as computerized reservation systems, automated check-in/check-out processes, self-service kiosks, smart room controls, and mobile guest services, has transformed hotel operations. These advanced technologies are essential for boosting operational efficiency, enhancing guest satisfaction, and sustaining the competitive edge of hospitality businesses. The study utilized a quantitative research design to enhance its validity and reliability. The sample comprised fifty (50) hotel employees from Richmonde Hotel, Ortigas Center, excluding managers and supervisors. These frontline staff members offered valuable firsthand perspectives on how digital services influence their daily responsibilities, guest interactions, and overall operational workflow. The majority of respondents are male, suggesting that male employees, particularly those in housekeeping and front office departments, are more frequently engaged with digitalized services within the hotel. The study identifies several significant challenges faced by employees at Richmonde Hotel in implementing and utilizing digital hospitality systems. Chief among these are difficulties in accessing online guest bookings and adapting to new digital platforms, compounded by insufficient employee training, limited technical support, and frequent technical disruptions. Other notable issues include concerns over data security, limited proficiency in assisting guests with new digital tools, poor system integration, and challenges in updating technology. Despite these hurdles, the results demonstrate that total quality management practices can be effectively sustained through digital tools, which enhance service quality and contribute to higher guest satisfaction. The following recommendations are proposed for hotel employees navigating digitalization within the hospitality industry. Despite the challenges faced, employees have the capacity to adapt and elevate the quality of their services across departments by implementing the strategies outlined in response to the identified issues. Adopting these recommendations will facilitate smoother integration of digital tools, enhance operational efficiency, and improve overall service delivery.

Keywords: digitalization, hospitality industry, hotel employees, digital services, service adaptation, operational efficiency, employee training, technical support, total quality management, guest satisfaction, digital tools integration, challenges in digital

**EFFECTIVE STRATEGIES FOR MINIMIZING FOOD WASTE
FROM LEFTOVERS IN HOTEL BUFFET SETTING**

Raymond Llorente, Michael Angelo Ablazo, Romnick Llanera, Jonard Lucinario,
Erica Parado, Roland Rambo Jayoma

Abstract

The hospitality industry is facing increasing pressure to adopt sustainable practices, particularly in reducing food waste generated by hotel buffets. These buffets are significant contributors to environmental harm and operational inefficiency due to issues like overproduction, large portion sizes, and unpredictable guest behavior. Although awareness of these problems is growing, hotels often find it challenging to strike a balance between waste reduction and guest satisfaction. This struggle is largely due to inadequate real-time monitoring, limited staff training, and the lack of targeted strategies. This study explores evidence-based solutions at Café Astoria using a quantitative descriptive design and purposive sampling of 20 employees. Research findings suggest that portion control, food quality, and presentation have a significant impact on guest perceptions and waste levels. Effective strategies to mitigate waste include using smaller plates, offering pre-portioned dishes, measuring ingredients accurately, and utilizing predictive technology. Demographic analysis reveals a young and motivated workforce with a balanced gender representation and diverse employment status. Major contributors to food waste include inconsistent consumption patterns, mismatched menu offerings, and the perception that value can only be provided through large portions. Key interventions identified are strong inventory management, cost optimization, educating guests and staff, and implementing real-time waste tracking. Engaging guests interactively and providing ongoing training for employees are essential for embedding sustainable practices. Challenges such as overpreparation and a lack of accurate forecasting highlight the necessity for data-driven decision-making and collaborative efforts across departments. This research addresses gaps in the literature by recommending a multi-faceted approach that combines operational strategies, behavioral insights, and technological tools. This approach will help hotels like Café Astoria implement effective food waste reduction initiatives that align sustainability with guest expectations. By adopting this holistic strategy, hotels can promote environmental responsibility while also enhancing operational efficiency.

Keywords: food waste reduction, hotel buffet, leftover management, sustainable practices, waste minimization strategies, hospitality industry, food handling, buffet operations, environmental sustainability, kitchen management, portion control, guest behavior,

EFFECTIVENESS OF AGODA ONLINE BOOKING ON USER SATISFACTION

Earl Astryd Cabalquinto, Dave Berbano, Jose Matthew Fortaleza,
Melvin John Galit, Justine Mugar, Dr. Dana France Ignacio

Abstract

The results indicate that while Agoda meets user expectations, improvements are needed in areas impacting trust and customer satisfaction. Enhancing customer support and ensuring real-time data accuracy are essential to improve the overall booking experience. A quantitative descriptive research design was used, employing a survey questionnaire based on a Likert scale. The study involved 50 fourth-year Bachelor of Science in Hospitality Management students from Bestlink College of the Philippines, all of whom had prior experience using Agoda. The data were analyzed using frequency, percentage, and weighted mean. Survey findings indicated that most respondents rated Agoda highly for its user-friendliness, secure transactions, and variety of accommodation options. However, issues such as system reliability, lack of pricing transparency, and complications surrounding the cancellation and refund process were also identified. The findings indicate that while Agoda generally meets user expectations, there is a need for improvement in areas impacting trust and customer satisfaction. It is recommended to enhance customer support and ensure the accuracy of real-time data to improve the overall booking experience.

Keywords: agoda, online booking, user satisfaction, e-commerce, travel platforms, customer experience, booking efficiency, digital services, hospitality industry, user interface, service reliability, convenience, online travel agency (ota)

**EFFECTIVENESS OF ECO-FRIENDLY INITIATIVES:
BASIS FOR HOSPITALITY SUSTAINABILITY**

Matthew Tijam, George Vincent Castro, Jhon Cris Cayetano,
Curt Zedric Tameta, Art Trogo, Dana Rae Boatis

Abstract

This research examines the impact of eco-friendly initiatives on promoting sustainability in the hotel industry, with a specific focus on the Manila Grand Opera Hotel. Guided by the Theory of Green Purchase Behavior, the study explores how the implementation of sustainable practices such as effective waste management and energy conservation affects both the hotel's operational performance and the satisfaction of its guests. This study employed a quantitative descriptive research design, utilizing structured survey questionnaires as the primary data collection instrument. A total of 50 employees from various departments of the Manila Grand Opera Hotel were selected using a simple random sampling method. The survey aimed to evaluate the implementation and perceived effectiveness of eco-friendly practices, including energy efficiency, waste reduction, water conservation, and environmental protection. Data gathered were analyzed using weighted mean scores, complemented by a verbal interpretation scale to assess the relevance and impact of each sustainability initiative. The demographic profile revealed that the majority of respondents were aged between 33 and 37 years and were primarily assigned to the housekeeping department. Among the various eco-friendly initiatives examined, waste management emerged as the most extensively practiced, followed by water conservation and environmental protection. In the area of energy conservation, respondents strongly agreed that the hotel utilized energy-efficient equipment and LED lighting systems, contributing to reduced power consumption. However, the adoption of solar energy received the lowest evaluation, indicating minimal integration of renewable energy sources. Waste management practices received the highest ratings, with employees citing the presence of systematic waste segregation procedures, clearly labeled disposal bins, and consistent guest reminders as critical components of the hotel's environmental sustainability efforts. The study's findings indicate that eco-friendly initiatives such as energy-efficient infrastructure and comprehensive waste management are not only well-integrated into hotel operations but are also positively perceived by staff members. These practices reflect a strong organizational commitment to sustainability. However, the minimal adoption of renewable energy sources, particularly solar power, highlights a significant opportunity for further enhancement. The results underscore the vital role of employee engagement and awareness in the effective implementation of sustainable practices. Moreover, the study emphasizes the need for continuous improvement to align hotel operations with evolving global sustainability goals. Strengthening these initiatives can foster greater environmental responsibility, enrich guest experiences, and enhance the hotel's reputation in an increasingly eco-conscious hospitality market.

Keywords: eco-friendly initiatives, energy efficiency, waste management, solar power, renewable energy, employee engagement, sustainability, hotel operations, environmental responsibility, guest experience, brand image

**EFFECTIVENESS OF ONLINE REVIEW TO RESTAURANT REPUTATION:
TOWARD A GUIDE**

Jeremie Señadan, Angelica Cantonjos, James Estrella, Princes Dianne Gono,
Prince Sirly Librando, Dana Rae Boatis

Abstract

In the hospitality industry, reputation management has emerged as a key factor influencing consumer decisions, with online reviews, blogs, and social media posts becoming vital channels of information. Over the past few years, the restaurant sector has seen notable transformations. Remarkably, even amid global economic challenges, consumers continue to actively seek out new dining experiences and distinctive culinary destinations. The study examines critical elements such as the credibility of online reviews, the level of customer trust, and the consistency of ratings to determine their influence on consumer choices and restaurant performance. Results emphasize the powerful role of online feedback in shaping brand image and offer strategic recommendations for Kuya J Restaurant to enhance its public reputation and boost customer interaction. This study explores the impact of online reviews on the reputation of Kuya J Restaurant and seeks to formulate evidence-based guidelines for effectively managing customer feedback. To gather relevant insights, a dual sampling strategy was utilized: convenience sampling was applied to select customers who actively engage with online reviews both as readers and contributors while purposive sampling focused on restaurant owners and managers with direct experience in managing online feedback and understanding its implications for business reputation. This study aims to investigate the influence of online reviews on restaurant reputations by analyzing key factors such as the volume of reviews, sentiment polarity, and rating distribution patterns. It seeks to establish a clear connection between customer feedback and business performance. Furthermore, the research intends to develop a comprehensive management guide for restaurant owners and managers, outlining effective strategies for maximizing the benefits of positive reviews while mitigating the adverse effects of negative ones to enhance overall brand reputation and customer satisfaction.

Keywords: online reviews, restaurant reputation, customer feedback, sentiment analysis, review volume, rating distribution, business performance, reputation management, kuya j restaurant, customer satisfaction.

**EFFECTIVENESS OF TECHNOLOGICAL UPGRADES ON THE ENHANCEMENT OF
GUEST EXPERIENCE AT MC HOTEL FAIRVIEW, QUEZON CITY**

Sherry Jonel Siaron, Harry Cortes, Lyra Mae Balacano, Mary Grace Guba,
Juphay Montallana, Oliver Fabon

Abstract

The hospitality industry is undergoing significant changes driven by rapid technological advancements and rising guest expectations. While these innovations offer opportunities to improve guest satisfaction and streamline operations, they also pose challenges in terms of implementation costs, system integration, and employee adaptability. This study evaluates the effectiveness of recent technological upgrades at Mc Hotel Fairview in Quezon City, with a specific focus on housekeeping services and their contribution to enhancing the overall guest experience. This study employs a quantitative descriptive research design to assess the impact of technology on guest satisfaction. Data are collected through a survey questionnaire administered to 30 purposively selected guests at Mc Hotel Fairview. Purposive sampling is used to ensure a diverse representation of guest demographics, experiences, and perspectives. The survey measures guest perceptions of technological features such as room service ordering, internet connectivity, and digital access systems, providing a detailed understanding of how these tools influence the guest experience. The majority of respondents (73%) were aged 21 to 25, indicating a predominantly younger guest demographic. Participants expressed high satisfaction with technological upgrades, particularly with the ease of room service requests, keyless entry systems, and stable Wi-Fi access. While amenities and digital features were generally well-received, guests noted areas for improvement, including room pricing, staff proficiency in using new technologies, and the consistent functionality of in-room devices. The findings underscore the importance of strategic technology integration in enhancing the guest experience. The study recommends the development of a user-friendly mobile application, the implementation of AI-powered chatbots for guest assistance, and the provision of high-speed internet access. Additionally, improving staff training, upgrading room amenities, and refining room service operations are essential for sustained guest satisfaction. Establishing strong feedback mechanisms, maintaining strict cleanliness standards, and launching targeted marketing campaigns can further improve guest retention and brand loyalty.

Keywords: guest experience, technological upgrades, hospitality management, mc hotel fairview, digital services, housekeeping, hotel technology, guest satisfaction, mobile app integration, ai chatbots

**EFFECTS OF ACT OF GOD ON THE SERVICE QUALITY OF PARTY HOUSE
CATERING: A PROPOSED WEATHER CONTINGENCY PLAN**

Hannah Jhane Capati, Rechel Bato, Rose Anne Damarillos,
Michael John Legaspi, Brainsley Sinot, Dana Rae Boatis

Abstract

This study explores how natural disasters and unfavorable weather conditions, commonly referred to as Acts of God, affect the service quality of party house catering. It focuses on critical aspects such as contractual obligations, technological readiness, business reputation, financial stability, resource availability, and customer satisfaction. These elements are often compromised by unpredictable weather, thereby disrupting service delivery. To address this, the study aims to propose a strategic weather contingency plan that event organizers can implement to better anticipate, manage, and recover from weather-related disruptions, ultimately ensuring more reliable and efficient operations. The study adopts a descriptive research design to examine the impact of weather-related events on party house catering services. It centers on the preparedness of event organizers in dealing with unforeseen weather conditions. A total of 15 catering coordinators were purposively selected based on their professional experience. The researchers distributed and retrieved validated survey questionnaires personally to guarantee accuracy and completeness. The data collected were analyzed using basic descriptive statistics, including percentages and weighted means, to assess and rank the responses regarding weather preparedness and its effects on service quality. The findings revealed that most catering coordinators recognized the necessity of having contingency plans to address weather-related issues. Key areas of focus included weather monitoring systems, risk management protocols, and readiness of logistical resources. Full-time and experienced coordinators demonstrated greater capacity in managing disruptions compared to part-time staff. Commonly reported issues involved transportation delays, financial difficulties, and maintaining client satisfaction under adverse conditions. The results emphasized the importance of clear communication, flexible contract terms, and adaptive strategies to ensure operational continuity during extreme weather events. The study concluded that a comprehensive weather contingency plan is crucial in preserving service quality amid unexpected weather disturbances. The coordinators' level of experience and employment status significantly influenced their effectiveness in handling such challenges. Moreover, various types of weather events such as storms or earthquakes require tailored strategies, including the use of weather-resistant materials and dependable communication tools. Recurring logistical concerns, such as delayed transportation and venue damage, underscored the need for enhanced risk management practices to minimize disruptions and uphold service standards.

Keywords: weather contingency plan, acts of god, catering services, event management, risk management, service quality, hospitality industry

**EFFICIENT SERVICE DELIVERY IN M.I.C.E EVENTS
TOWARDS GUEST SATISFACTION**

Maria Christina Crusio, Ma. Teresa Tivar, Jienzhel Anne Parreñas,
Rashly Virlle Sullano, Cedric Macalintal, Roland Rambo Jayoma

Abstract

The Meetings, Incentives, Conferences, and Exhibitions (MICE) sector is a cornerstone of the global tourism and hospitality industry, generating substantial revenue, facilitating professional networking, and creating employment opportunities. Originating in 19th-century Europe and expanding rapidly throughout the 20th century with the advent of incentive travel, MICE has evolved into a major economic driver. Yet, frequent service delays, particularly those stemming from food and beverage bottlenecks and staffing shortages, undermine event quality and guest satisfaction. This study seeks to pinpoint the operational causes of these delays, evaluate their impact on attendee experience, and propose targeted strategies to streamline service delivery, ultimately bolstering hotel competitiveness in the MICE market. A quantitative research design was employed, wherein surveys were conducted with twenty guests of Solaire Resort in Parañaque who encountered service delays. The study aimed to evaluate how these delays affected their overall satisfaction with the resort's services. The findings indicated that most respondents were between the ages of 23 and 27, predominantly female, and regular patrons of the resort. Guests generally responded positively to how service delays were handled, citing staff attentiveness as a key strength. However, recurring delays remained a concern. Although the audio-visual equipment was rated highly in terms of functionality, deficiencies in staff training related to its operation were evident. Overall service quality was considered satisfactory, yet opportunities for improvement were identified, particularly in enhancing employee training and resolving manpower shortages. The primary factors affecting service efficiency were logistical constraints and communication gaps. To enhance guest satisfaction and overall event success, the study recommends improving food service efficiency, enhancing the usability of audio-visual (AV) equipment, optimizing venue setup, promoting staff professionalism, and ensuring adequate staffing. The conclusion highlights the importance of clear communication and prompt service delivery in elevating the guest experience. Strengthening these areas will not only improve M.I.C.E. event execution but also help hotels remain competitive in the evolving hospitality industry.

Keywords: m.i.c.e. sector, guest satisfaction, service delays, food service efficiency, audio-visual usability, venue setup, staff professionalism, manpower shortage, communication barriers, hospitality industry, solaire resorts, quantitative research.

**ELEVATING CUSTOMER EXPERIENCE: IMPACT OF SELF-SERVICE KIOSKS
IN FAST-FOOD CHAINS AT QUEZON CITY**

Gabriel Ramos, Menchie Canon, Jubileah Fullentes, Sarrah Lynn Elias, Dr. Dana France Ignacio

Abstract

The fast-food industry has experienced a major shift with the adoption of self-service kiosks, which have significantly enhanced customer experience by streamlining service speed, increasing order accuracy, and enabling greater personalization. This study investigates the impact of self-service kiosks on customer experience in fast-food establishments across Quezon City. It specifically focuses on key dimensions such as efficiency, satisfaction, customer engagement, brand loyalty, and the challenges associated with kiosk usage. Survey questionnaires were distributed to customers of fast-food chains in Quezon City that have adopted self-service kiosks. The collected data underwent statistical analysis to evaluate the correlation between kiosk usage and key dimensions of customer experience, such as service efficiency, order accuracy, user satisfaction, customer engagement, and overall loyalty. The findings reveal that the integration of self-service kiosks in fast-food chains significantly improves the overall customer experience. Key benefits include faster delivery service and enhanced order accuracy, which collectively lead to greater customer satisfaction and engagement. Many customers noted the convenience and efficiency of the kiosks, which streamlined the ordering process and minimized human error. Despite these advantages, the study also uncovered several challenges, such as concerns over kiosk hygiene, unintuitive user interfaces, and occasional delays in system responsiveness, which may hinder optimal user experience. The findings underscore the capability of self-service kiosks to enhance customer experience by providing faster service, greater order accuracy, and increased interaction. To overcome existing challenges, the study recommends enforcing strict sanitation measures, redesigning kiosk interfaces for better user-friendliness, conducting regular technical maintenance, and offering real-time customer support. These improvements can significantly elevate user satisfaction and build stronger customer loyalty.

Keywords: self-service kiosk, customer experience, fast-food chains, service speed, order accuracy, customer satisfaction, user interface, hygiene, maintenance, customer engagement, loyalty.

**ELEVATING CUSTOMER LOYALTY AT BUT FIRST, COFFEE QUEZON CITY:
BASIS ON IMPROVEMENT PLAN**

Kazandra Coline Oreas, Larah Jane Ramos, Maria Lyn Perez,
John Mark Presto, Camille Parnaso, Oliver Fabon

Abstract

In the competitive coffee shop industry, enhancing customer loyalty is essential for sustained success. Loyalty programs are designed to deepen customer engagement, cultivate long-term relationships, and promote repeat patronage. This study focuses on But First, Coffee in Quezon City, aiming to analyze the current state of its loyalty initiatives, uncover key challenges, and develop an improvement plan to strengthen customer retention and satisfaction. This study employs a quantitative research approach to assess the level of customer satisfaction at But First, Coffee in Quezon City. A total of 50 respondents were surveyed, representing a diverse and adequate sample size for reliable analysis. The research further examines customer perceptions of service consistency, offering insights into how consistently the establishment delivers quality service and meets customer expectations. These findings aim to guide strategies for enhancing customer retention and loyalty. The overall mean score of 3.33 suggests that customers generally agree with the factors influencing their continued loyalty to But First, Coffee in Quezon City. Among these, the Loyalty Program received the highest rating (Mean: 3.42, Rank: 1st), indicating that it plays a key role in encouraging repeat visits and sustained engagement. Brand Value followed closely (Mean: 3.38, Rank: 2nd), reflecting the emotional connection and perceived quality that customers associate with the brand. The Unique Experience factor, such as themed promotions and personalization, ranked third (Mean: 3.13), showing a positive but moderate impact on loyalty. Lastly, Consistency in service and product quality received the lowest mean score (Mean: 3.10, Rank: 4th), highlighting an area for improvement to strengthen long-term customer trust and retention. The findings reveal that customers place high importance on loyalty programs, brand value, distinctive experiences, and service consistency in fostering brand loyalty. Among these, loyalty programs emerged as the most influential factor, with the highest mean score, demonstrating their effectiveness in driving repeat patronage through incentives and engagement. Brand value followed closely, underscoring the critical role of emotional attachment, brand trust, and identity in cultivating long-term customer relationships. Unique experiences, such as personalized services and themed promotions, ranked third, indicating their appeal, though slightly less impactful than the first two factors. Interestingly, consistency received the lowest ranking, yet it remains foundational; the result suggests that while it may be underappreciated in scoring, consistent service quality and product reliability are indispensable for sustaining customer satisfaction and loyalty over time.

Keywords: customer loyalty, loyalty programs, brand value, unique experience, service consistency, customer retention, but first coffee, quezon city, quantitative study, consumer behavior

**EMERGING SMART HOTEL TECHNOLOGIES IN SERVICE DELIVERY
TRANSFORMATION IN SELECTED HOTEL**

Genelyn Bundang, Mary Rose Angel Galo, Robert Pablo, Michael Vincent Patac,
Vergil Hinguillo, Roland Rambo Jayoma

Abstract

This study examines the impact of emerging smart hotel technologies on service delivery at Go Hotel, Quezon City, emphasizing improvements in operational efficiency and customer experience. This study utilized a quantitative research design with a descriptive approach to ensure the validity and reliability of the findings. Data was collected through surveys conducted with 45 customers and 5 hotel managers at Go Hotel, Quezon City, aiming to capture their perceptions of the implementation of emerging smart technologies. This methodology allowed for a thorough analysis of the impact of smart innovations on service efficiency, customer satisfaction, and overall operational performance in the hospitality environment. The findings reveal that Go Hotel encounters several key challenges in adopting smart technologies, including high initial investment costs, limited technical expertise, and significant concerns regarding data privacy and security. Despite these obstacles, the integration of smart technologies has positively impacted guest satisfaction and operational efficiency. Innovations such as advanced in-room entertainment systems, contactless check-in/check-out, keyless entry, and AI-powered chatbot assistance have significantly improved the guest experience while optimizing hotel operations. This research underscores the crucial importance of strategic technology selection, effective system integration, targeted staff training, and continuous monitoring to maximize the benefits of smart hotel technologies. These strategies not only streamline hotel operations but also enhance the overall guest experience while supporting sustainable practices. Although the study did not find a statistically significant direct correlation between technology assessment and perceived service delivery, it provides practical, actionable recommendations for hospitality professionals to effectively leverage smart technologies to improve service quality. By addressing common implementation challenges, this research offers valuable insights that can help hotels gain a competitive advantage in the dynamic hospitality industry.

Keywords: emerging technologies, smart hotels, service delivery, digital transformation, automation, artificial intelligence (ai), internet of things (iot), personalized guest experience, operational efficiency, hospitality industry.

**EMPLOYEES TRAINING AND DEVELOPMENT ON SERVICE QUALITY TOWARDS
GUEST SATISFACTION IN ASTROTEL NOVALICHES, QUEZON CITY**

Richard Salarda, Roselle Mae Dellomas, Maria Theresa Flores, Melnard Guarin,
Bert Steven Dañas, Dr. Dana France Ignacio

Abstract

Employee development is a key driver of success in the hospitality industry, where customer service is paramount. Comprehensive training not only improves job satisfaction but also lowers employee turnover. However, obstacles such as inadequate training programs, insufficient investment in employee growth, and a narrow focus on technical skills can result in inconsistent service quality and high attrition rates. For Astrotel, a budget hotel chain in the Philippines, bridging these development gaps is essential to meet the rising standards of guest service. The organization must prioritize initiatives that broaden employee competencies, boost engagement, ensure consistent service delivery, and encourage a mindset of continuous learning and improvement. This chapter presents the methodological framework employed in the study. It comprehensively details the research design, target population, sampling technique, research instrument, construction and validation of the questionnaire, procedures for administering and retrieving the instrument, and the statistical methods used for data analysis. Each component is designed to ensure the accuracy, reliability, and validity of the data collected, thereby supporting a rigorous examination of the research objectives. The findings emphasize the essential role of both technical (hard) and interpersonal (soft) skills training in elevating guest satisfaction and service excellence within the hospitality industry. To ensure sustained improvement, organizations must implement integrated training strategies that effectively navigate budgetary limitations and time constraints while remaining aligned with broader organizational objectives. Addressing these challenges is pivotal to fostering a culture of continuous professional development and maintaining consistently high service standards. The study underscores the pivotal role of comprehensive training in driving service excellence and guest satisfaction in the hospitality industry. Addressing existing challenges such as limited resources, time constraints, and skill gaps through well-structured and strategic training initiatives can empower hotels to cultivate a highly skilled and engaged workforce. By implementing targeted improvements, organizations can not only enhance service consistency but also foster a culture of continuous learning and professional growth, ultimately elevating overall guest experience and operational performance.

Keywords: employee training, hospitality industry, service excellence, guest satisfaction, workforce development, skill gaps, strategic training, continuous learning, employee engagement, operational performance.

**ENHANCING DESTINATION LOYALTY: ANALYZING THE FACTORS INFLUENCING
TOURISTS DECISION TO REVISIT AMUSEMENT PARK IN PASAY CITY**

Patricia Anne Castillo, Marj El Shammah Castulo, Daniela Jane Hibas,
Kano Posadas, Kahlil Antonio Vinoya, Dr. Dana France Ignacio

Abstract

This study examines the role of destination loyalty in encouraging repeat visitation to amusement parks, with a specific focus on Star City, a prominent amusement destination in Pasay City, Philippines. Destination loyalty refers to a traveler's tendency to revisit a destination due to positive experiences and emotional connections. This concept plays a crucial role in the hospitality and tourism industry by fostering a steady stream of repeat visitors, thus supporting long-term sustainability and business growth. The study employed a descriptive-comparative research design to identify the factors and challenges influencing tourists' decisions to revisit Star City. A purposive sampling technique was used to select 50 respondents who had previously visited the amusement park. Face-to-face surveys were conducted using structured questionnaires to assess their perceptions, experiences, and revisit intentions. Findings revealed that venue accessibility, service efficiency, and competitive pricing were key factors influencing repeat visitation. Safety measures, including visible security personnel and well-maintained equipment, also significantly affected revisit decisions. However, tourists cited long wait times, overcrowding, and accessibility challenges as barriers to returning. The study recommends improvements in crowd control, ride efficiency, and the integration of convenience features such as virtual queues to enhance visitor satisfaction and build long-term destination loyalty. The results offer valuable insights for amusement park operators in Pasay City to enhance guest experiences, foster repeat visitation, and strengthen their competitive edge. By addressing operational challenges and prioritizing service quality, destination loyalty can be reinforced, contributing to sustained success in the hospitality and tourism industry.

Keywords: destination loyalty, amusement parks, revisiting decisions, visitor satisfaction, hospitality industry, tourist behavior

**ENHANCING GUEST DELIGHT; AN EXPLORATION OF
SMART HOTEL TECHNOLOGY'S INFLUENCE**

Myla Rianzo, Daisy Iwan, Mark Angel Naguit, April Parra, Alexis Paudac, Dr. Dana France Ignacio

Abstract

This study explores the influence of smart hotel technologies on guest delight in Quezon City, focusing on innovations such as mobile check-ins, voice-activated room features, and digital concierge services. With the increasing demand for personalized and efficient service in the hospitality industry, this research addresses a gap in understanding the specific impact of these technologies on guest satisfaction and loyalty. A descriptive quantitative approach was utilized, employing survey questionnaires distributed to 50 purposively selected hotel guests in Quezon City, specifically from Hotel Sogo. The questionnaire measured variables including responsiveness, service efficiency, guest interaction, and the perceived effectiveness of smart hotel technologies. Collected data were analyzed using percentage distributions and weighted means. The findings revealed strong agreement among respondents regarding the effectiveness of smart hotel technologies in enhancing guest experience. The highest-rated factors included the speed and efficiency of service delivery, the convenience of mobile check-ins, and the personalization enabled by in-room technologies. Despite these positive perceptions, challenges were also identified, such as concerns over data privacy, dependency on internet connectivity, and limited accessibility for some users. The results suggest that while smart hotel technologies play a significant role in increasing guest delight, successful implementation must also address concerns related to security, accessibility, and ease of use. Hotels are encouraged to invest in digital infrastructure, ensure user-friendly interfaces, and provide comprehensive staff training to fully leverage the benefits of smart technology and enhance competitive advantage in the hospitality sector.

Keywords: smart hotel technology, guest experience, service efficiency, personalization, hospitality innovation, guest satisfaction

ENHANCING HOSPITALITY MANAGEMENT STUDENT SKILLS THROUGH HANDS-ON LEARNING: INTEGRATING PRACTICE-BASED APPROACHES

Ramon Joshua Ardenio, Jesiebel Llubit, Erika Arai, Shaira Getalado,
Midas Rullepa, Rio Alcantara, Oliver Fabon

Abstract

This study highlights the significance of hands-on learning in equipping Hospitality Management students with the skills needed for industry readiness. Practical experiences support the development of both technical and soft skills, improving students' employability. Active and experiential learning enables students to gain competencies that go beyond theoretical knowledge, establishing the importance of practice-based approaches in preparing graduates for real-world hospitality work environments. This study employs a quantitative research design to assess the effectiveness of hands-on learning strategies in hospitality education. Data was collected through surveys and informal interviews with 50 alumni from the 2022 batch, selected through purposive sampling. A structured and validated questionnaire was used to gather information on demographics, skill development, and workplace challenges. Responses were collected through Messenger and Google Forms and analyzed using frequency distribution, weighted mean, and ranking methods. The analysis aimed to provide data-driven insights on how practice-based approaches contribute to skill enhancement and industry preparedness among hospitality graduates. The results indicate that hands-on learning was highly rated by the respondents, particularly in areas such as industry insights and career preparation. While problem-solving and adaptability were reported as strong skills gained through practical experience, lower scores were observed in areas like customer complaint resolution and self-reflection. Common challenges cited include workplace complexity, guest expectations, feedback management, technical skill acquisition, and cultural differences. Job shortages were identified as the least pressing concern. Based on these findings, recommendations include the implementation of simulated environments, mentorship programs, exposure to industry-relevant technology, and cross-training opportunities to improve teamwork, problem-solving, and overall flexibility. The findings of the study emphasize the effectiveness of hands-on learning in shaping skilled and industry-ready hospitality professionals. Respondents, composed mostly of young alumni, reported substantial improvement in practical competencies, particularly in adaptability and problem-solving. However, challenges such as managing workplace dynamics, acquiring technical skills, and adjusting to guest expectations remain areas for development. The study recommends enhanced practice-based interventions such as real-world simulations, guided mentorship, and multi-role training to further support student readiness and professional growth within the hospitality sector.

Keywords: hands-on learning, work-integrated learning, employability, student skills, industry-ready professionals, hospitality education

**ENHANCING HOTEL OPERATIONS EFFECTIVITY AND GUEST EXPERIENCE
THROUGH TECHNOLOGICAL UPGRADES AT SOGO HOTEL IN FAIRVIEW**

John Vincent Villamor, Samantha May Acosta, Althea Mae Laguni,
Jane Erica Mercader, Mary Jane Moreno, Roland Rambo Jayoma

Abstract

This study focuses on enhancing operational efficiency and guest experience at Sogo Hotel in Fairview through technological upgrades. It examines how systems such as self-check-in kiosks, online booking platforms, and automated room features contribute to faster processes, improved staff productivity, and increased guest satisfaction. The study aims to highlight how the integration of modern technology in hospitality settings can lead to better service quality, operational effectiveness, and competitive advantage. The researchers employ quantitative research design to assess the impact of technology on hotel services and guest experiences. Data was gathered from 100 respondents through structured survey forms. The questions covered aspects such as self-service check-in, smart room features, and the use of automated services. Observations were also conducted to examine how technology is utilized in daily hotel operations. The data collected were analyzed to determine the influence of technological tools on service efficiency and guest satisfaction. The findings revealed that the implementation of technological features significantly improved both staff performance and guest convenience. Guests reported that the self-check-in system was efficient and appreciated the smart room amenities, including lighting controls, electronic keycards, and temperature adjustments, which enhanced their comfort and personalized experience. However, a few respondents encountered challenges in using certain features, emphasizing the need for user-friendly instructions and accessible technical support. The study concludes that technological advancements, particularly smart room systems and automated services, contribute positively to hotel operations and customer satisfaction. To fully leverage these benefits, hotels such as Sogo are encouraged to continue adopting innovative technologies, implement regular system upgrades, and provide comprehensive staff training. These strategies are essential for maintaining high-quality service standards and meeting the evolving expectations of guests in the hospitality industry.

Keywords: smart room technology, automated room services, technological upgrades, hotel operations, guest experience, hospitality innovation

**ENSURING CONSISTENT FOOD QUALITY AND SAFETY IN BUFFET RESTAURANT:
CHALLENGES AND SOLUTIONS**

Glorisa Manitas, Pamella Bianca Gomez, Micko Mijares, Kingsley Discallar,
Janno Neil Libao, Dana Rae Boatis

Abstract

Buffet restaurants, renowned for their extensive food variety and customer-centric service model, encounter significant challenges in consistently ensuring food quality and safety. This research investigates the crucial operational and hygiene practices required to uphold stringent food safety standards without compromising customer satisfaction. Centered on the Cabalen buffet branches in SM Fairview and SM North Edsa, Quezon City, the study explores key issues including proper food handling, effective temperature regulation, prevention of cross-contamination, adherence to staff hygiene protocols, maintenance of equipment, and the complexities introduced by guest-driven service environments. This study employed a quantitative descriptive research design, utilizing a structured questionnaire distributed to 100 respondents comprising 70 customers and 30 employees selected via simple random sampling. The instrument underwent expert validation and pre-testing to ensure clarity, validity, and reliability. Data were analyzed using frequency counts, percentage distributions, weighted means, and rankings to evaluate current operational and hygiene practices and identify gaps in food quality and safety management. The study focused on critical parameters such as personal protective equipment (PPE) usage, facility ventilation, food storage and preparation procedures, and the handling of peak service periods. The findings reveal that buffet restaurants generally maintain moderate to high compliance with food safety practices, especially regarding the use of personal protective equipment (PPE) and food handling procedures. Nevertheless, critical shortcomings were identified in ventilation systems, temperature control during peak hours, and the regular sanitation of facilities. The study also highlighted that challenges to food safety compliance stem from high customer volumes, the nature of self-service setups, and diverse customer behaviors. Employees emphasized the vital role of continuous training and strict procedural adherence, while customers placed significant importance on visible cleanliness and the freshness of food offerings. This study underscores the intricate challenges of managing buffet restaurant operations, where ensuring consistent food quality and safety necessitates comprehensive systems, skilled personnel, and vigilant real-time oversight. Key strategies identified include the deployment of precise temperature control mechanisms, adherence to rigorous cleaning schedules, and clear allergen labeling to safeguard consumer health. Additionally, continuous staff training and reinforcement of food safety protocols are pivotal in mitigating the risk of foodborne illnesses and fostering customer confidence. These findings offer practical and actionable insights for buffet operators seeking to uphold regulatory compliance while delivering a trustworthy and satisfying dining experience in a demanding, high-traffic environment.

Keywords: buffet restaurants, food safety, food quality, personal protective equipment, temperature control, ventilation, sanitation, staff training, allergen labeling, customer satisfaction, high-volume operations

**EQUIPPING HOSPITALITY MANAGEMENT STUDENTS WITH THE NECESSARY
SKILLS AND KNOWLEDGE TO THRIVE IN AN AI DRIVEN HOSPITALITY INDUSTRY**

Angelo Balbin, Jhon Jericho Badiana, Carylle Basario, Robert Chavez,
Irish Planas, Roland Rambo Jayoma

Abstract

This study examines how well Hospitality Management students are being prepared to meet the growing demands of artificial intelligence (AI) integration within the hospitality industry. As AI increasingly shapes guest experiences, streamlines property management, and enhances operational efficiency, students must develop relevant technical and practical competencies. The research focuses on evaluating the extent to which the current Hospitality Management curriculum equips students with AI-related skills. Specifically, it investigates gaps in educator expertise, access to modern technological resources, curriculum alignment with industry needs, institutional adaptability to change, and the availability of seminars and training opportunities aimed at AI literacy. This study adopted quantitative research design, employing a structured survey to assess the preparation of Hospitality Management students in relation to AI integration in the industry. A total of 200 respondents from all four academic year levels at Bestlink College of the Philippines participated in the study. Stratified sampling was utilized to ensure proportional representation across year levels, while convenience sampling facilitated the selection of available and willing participants. The survey instrument measured students' perceived preparedness, access to AI-related tools, and the challenges encountered in learning AI concepts. Data was analyzed using descriptive statistical methods, with findings presented through frequency and percentage distributions to highlight key trends and insights. The findings indicate that most respondents were between 19 and 23 years old, with a majority enrolled as first-year students. Gender distribution was nearly balanced. While students acknowledged that their instructors possessed foundational knowledge of artificial intelligence, they emphasized the need for deeper and more structured integration of AI-related topics within the Hospitality Management curriculum. Although AI tools and resources were reportedly available, students noted limitations in accessibility and a lack of opportunities for practical, hands-on application. Respondents expressed a greater interest in acquiring foundational AI competencies and guest-facing technological skills, while showing less priority for AI applications in marketing or event management. Major challenges identified included outdated instructional materials and minimal exposure to real-world AI implementations, both of which hindered their preparedness for the industry's technological demands. The study concludes that the existing Hospitality Management curriculum lacks the depth and practical focus needed to equip students with the competencies required in an increasingly AI-driven hospitality industry. To address this gap, the research recommends comprehensive curriculum reform that emphasizes the integration of real-world AI tools, experiential learning opportunities, and industry-relevant training modules. Strengthening these areas will better align academic preparation with the technological advancements and evolving skill demands of the modern hospitality sector.

Keywords: hospitality management, artificial intelligence, ai integration, curriculum development, student preparedness, hospitality education, technology in hospitality, ai skill gaps, smart hospitality, experiential learning, education reform, hospitality tr

**EVALUATING EXPERIENCES IN KITCHEN LABORATORY AMONG HOSPITALITY
MANAGEMENT STUDENT IN BESTLINK COLLEGE OF THE PHILIPPINES**

Ahlyna Marie Espinosa, Graciela Palaruan, Justine Nhicolle Teope, Mary Ann Medillen,
Ma Del Siello Capapas, Dr. Dana France Ignacio

Abstract

Practical, hands-on learning is fundamental to hospitality education, particularly in culinary training where students bridge theory and real-world application. At Bestlink College of the Philippines, the kitchen laboratory plays a pivotal role in cultivating the technical skills, confidence, and professional readiness of Hospitality Management students. This study investigates students' experiences in the kitchen lab, examining their perceptions of facility adequacy, instructional approaches, safety standards, and the overall impact on their learning outcomes and skill development. This study utilized a descriptive quantitative research design to comprehensively examine the experiences of Hospitality Management students in the kitchen laboratory setting. A total of 200 students participated by responding to a structured survey instrument based on a 4-point Likert scale. The questionnaire was designed to assess key dimensions such as hands-on learning opportunities, the sufficiency and functionality of kitchen equipment, instructional effectiveness, and overall student satisfaction. The gathered data were systematically analyzed using descriptive statistical tools including mean, percentage, and frequency distributions, to uncover patterns and draw meaningful insights regarding the learning environment. The results reveal that Hospitality Management students generally have a favorable perception of their experiences in the kitchen laboratory. High ratings were recorded in areas such as skill acquisition, collaborative learning, and practical application of culinary techniques. These suggest that the lab environment effectively supports hands-on learning and teamwork. Nonetheless, the study also identified notable concerns, including insufficient kitchen equipment, overcrowded laboratory sessions, and variability in instructor feedback. These limitations underscore the need for targeted improvements to ensure a more efficient, equitable, and engaging learning experience for all students. The kitchen laboratory remains a vital cornerstone of hands-on learning in hospitality education. However, its effectiveness can be further enhanced by upgrading equipment and strengthening instructor engagement. Ensuring the lab is consistently well-equipped and supporting instructors with ongoing training and resources will elevate the quality of instruction and student interaction. These enhancements will not only improve the overall learning experience but also ensure that students are better prepared for the demands of the culinary industry.

Keywords: kitchen laboratory, hospitality education, hands-on learning, culinary skills, equipment availability, instructor engagement, student satisfaction, real-world preparation, teaching methods, skill development.

**EVALUATING THE EFFECTIVENESS OF ON-THE-JOB TRAINING (OJT) FOR
BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT (BSHM)
STUDENTS AT ASTORIA HOTEL: A.Y. 2024-2025**

Hancelene Afuang, Rozen May Labao, Cedrick Garcia, Renz Bryan Abenido,
Melvin Cartas, Dr. Dana France Ignacio

Abstract

This study evaluates the effectiveness of the On-the-Job Training (OJT) program for Bachelor of Science in Hospitality Management (BSHM) students at Bestlink College of the Philippines, with a focus on its implementation at Astoria Hotel. It examines how the OJT experience supports students in applying theoretical knowledge, developing industry-relevant skills, and preparing for future careers in the hospitality sector. The study also identifies key challenges, including the absence of standardized evaluation tools, potential mentor biases, and gaps in coordination between the academic institution and the host establishment. Based on these findings, the study recommends enhancing assessment methods, strengthening school-industry partnerships, and broadening students' exposure to various hotel departments to ensure that the program is better aligned with current hospitality industry standards and expectations. This study employed a descriptive quantitative research design to assess the effectiveness of the On-the-Job Training (OJT) program for Bachelor of Science in Hospitality Management (BSHM) students assigned to Astoria Hotel. Data was gathered through a validated structured survey, which measured students' skill development, overall satisfaction, and perceived career preparedness. A total of 200 fourth-year BSHM students from Bestlink College of the Philippines were randomly selected as respondents. The collected data were analyzed using appropriate statistical tools and presented in tabular form to facilitate interpretation and discussion of the findings. During their On-the-Job Training (OJT) at Astoria Hotel, many students faced notable challenges, particularly due to insufficient resources and materials, as well as irregular work schedules. These issues often disrupted the learning process and limited their ability to fully engage in practical training. In contrast, students who experienced well-organized training programs with adequate resources reported a more productive and positive learning environment. Moreover, when mentors were actively involved and provided consistent, meaningful guidance, students felt more supported and gained valuable industry insights. Despite these strengths, the persistent concerns regarding resource availability and scheduling impacted on the overall effectiveness of the OJT experience for some students. This study examined the effectiveness of the On-the-Job Training (OJT) program for Bachelor of Science in Hospitality Management (BSHM) students at Astoria Hotel. Findings revealed that the majority of students were able to apply theoretical knowledge in a practical setting, improve their communication and teamwork skills, and develop greater confidence in their readiness for employment in the hospitality industry. In response to the challenges and learning gaps identified, the researchers proposed a structured training guide designed to enhance students' competencies, professional behavior, and industry preparedness, ensuring a more seamless transition from academic learning to real-world application.

Keywords: ojt program, bshm students, astoria hotel, hospitality industry, skill development, communication, teamwork, career readiness, training guide, real-world application

EVALUATING THE EFFECTIVENESS OF ONLINE REVIEWS IN SHANGRI-LA HOTEL

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Abstract

In the digital era, online reviews have emerged as powerful tools that significantly influence consumer decision-making and shape brand reputation, particularly in the hospitality industry. With the increasing reliance on digital platforms for customer feedback, concerns regarding the authenticity, reliability, and overall impact of these reviews have become more pronounced. This study investigates the effectiveness of online reviews in building customer trust, enhancing brand loyalty, and contributing to business success, using Shangri-La Hotel as a case study. By examining the role of online feedback, the research aims to provide valuable insights into how digital reviews affect consumer behavior and inform strategic decision-making within hotel operations. This study employed a qualitative, descriptive research design to gain a deeper understanding of how customers perceive and interact with online reviews in the context of the hospitality industry. To evaluate customer trust, satisfaction, and loyalty in relation to guest feedback, data were collected from 30 carefully selected respondents through a validated survey instrument. Purposive sampling was utilized to ensure that participants had a direct, comprehensive experience with the services provided during their stay at Shangri-La Hotel. This targeted approach allowed the researchers to obtain meaningful insights from individuals most qualified to assess service quality and overall satisfaction, thereby ensuring the credibility and relevance of the study's findings. The study's findings indicate a strong level of agreement among respondents regarding the significant impact of star ratings (composite mean: 3.55), customer satisfaction (3.73), and promotional offers (3.73) on their hotel booking decisions. The highest-rated indicators affirm that guests routinely consult star ratings and view overall satisfaction as a critical factor in hotel selection. Furthermore, the manner in which hotels respond to negative feedback emerged as a key determinant of guest perception. Participants highly valued responses that included sincere apologies (3.79), concrete solutions (3.79), and professional engagement (3.78). Hotels that acknowledged service shortcomings, communicated plans for improvement, and offered fair compensation were perceived more positively ultimately reinforcing customer trust, enhancing guest experience, and fostering brand loyalty. The study underscores the significant influence of online reviews on consumer perception and overall hotel performance. Shangri-La Hotel's proactive measures, such as promptly addressing guest concerns, enhancing service delivery, and offering fair compensation, reflect a strong commitment to accountability, guest satisfaction, and continuous quality improvement. The findings recommend that consumers critically evaluate review content rather than relying solely on star ratings, and that hotel management ensure service delivery consistently reflects and supports the ratings presented online. For future research, the study suggests examining the role of service innovation and the extent to which customer perceptions shape the credibility of online reviews and contribute to long-term business success in the hospitality sector.

Keywords: online reviews, consumer perception, hotel performance, shangri-la hotel, guest satisfaction, service quality, accountability, compensation, service innovation, review credibility, hospitality industry

**EVALUATING THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING STRATEGIES
IN ENHANCING CUSTOMER ENGAGEMENT OF BIGBREW**

Marvic John Diaz, Raffy Miguel Horca, Nhiko Hieto, Benedick John Obor, Dana Rae Boatis

Abstract

This study investigates the impact of social media marketing strategies on customer engagement at BigBrew, a leading coffee shop brand in the Philippines. In an era where digital platforms like Facebook and TikTok are integral to business growth, the research aims to analyze how targeted online marketing initiatives influence customer behavior, specifically in terms of promotional reach, purchasing decisions, and the frequency of return visits. By exploring this relationship, the study seeks to offer insights that can enhance digital engagement and drive sustained customer loyalty. This study utilized a descriptive quantitative research design, with data gathered through structured survey questionnaires administered to 20 employees of BigBrew's Saranay Road branch in Caloocan City. Participants were selected through purposive sampling, as they are directly engaged in the brand's social media marketing activities. The study employed statistical tools such as frequency distribution, percentage, weighted mean, and chi-square tests to systematically analyze the data. These tools were used to evaluate patterns of platform usage, identify challenges encountered, and measure the perceived effectiveness of the company's social media strategies in driving customer engagement. The findings underscore the pivotal role of social media in fostering customer engagement and driving sustained business growth for BigBrew. Despite notable progress, the study reveals critical areas for improvement, including the formalization of marketing strategies, upskilling of personnel, and alignment of content with the brand's core identity. To maximize impact, BigBrew is encouraged to implement structured, data-informed marketing approaches that not only enhance audience targeting but also reinforce brand consistency and cultivate long-term customer loyalty. BigBrew has effectively harnessed the power of social media to increase brand visibility, boost sales, and build stronger customer relationships. However, the company continues to face challenges in communication flow, strategic execution, and audience engagement. To address these shortcomings, BigBrew should implement a more cohesive and data-driven marketing framework, emphasizing timely responses, a clearly defined content strategy, and continuous staff development. Leveraging advanced analytics and real-time monitoring will allow for more agile and targeted campaigns, while maintaining consistent, brand-aligned messaging will deepen customer trust and loyalty. Ultimately, enhancing strategic planning, operational responsiveness, and team competencies will position BigBrew for sustained growth and a more impactful digital presence.

Keywords: bigbrew, social media marketing, brand awareness, customer engagement, digital strategy, communication challenges, data analytics, content strategy, staff training, brand consistency, customer loyalty, online presence

**EVALUATING THE ENVIRONMENTAL IMPACT OF MODERN JEEPNEYS VERSUS
TRADITIONAL JEEPNEYS: A COMPARATIVE ANALYSIS**

Yvonne Jhon Sagnoy, Mica Ehla Mangaliag, Cristy Naza, Mariella Peñaredonda,
Jenevieve Rapal, Nicole Sugabo, Roland Rambo Jayoma

Abstract

The Philippines is actively pursuing sustainable transportation through the modernization of jeepneys, an iconic mode of public transport deeply rooted in Filipino culture. Central to this initiative is the Public Utility Vehicle Modernization Program (PUVMP), a government-led effort to replace traditional diesel-powered jeepneys with modern units that comply with stricter emissions standards, promote fuel efficiency, and incorporate improved safety features. These changes aim to mitigate urban air pollution and align with the country's broader environmental goals. However, the program faces ongoing challenges, particularly concerning the actual environmental effectiveness of modern vehicles and the economic implications for traditional jeepney drivers and operators, many of whom lack the financial means to comply with modernization requirements. This study seeks to compare the environmental impact of traditional and modern jeepneys, providing insights to guide policymakers and foster greater public understanding of sustainable transport strategies in the Philippines. This study adopted a quantitative research design utilizing a descriptive method to assess the environmental impact of modern versus traditional jeepneys in Sakayan Bayan Glori, Novaliches, Quezon City. A total of 100 respondents, comprising 50 drivers and 50 commuters, were selected through purposive sampling, based on their familiarity and direct experience with both types of jeepneys. Data was collected through a validated questionnaire. While some individuals declined participation or refused to be photographed, the survey was successfully conducted and completed in a single day due to the steady flow of drivers and passengers in the area. The insights gathered from this study are intended to inform policymakers, promote public awareness, and contribute to ongoing efforts toward sustainable and environmentally responsible transportation solutions in the Philippines. The results indicate a bimodal age distribution among respondents, with the majority falling within the 17–22 age group (34%), followed by a significant proportion aged 47–52 (18%). A dominant 78% of respondents were male drivers, reflecting the gender dynamics of the local transport sector. Overall, respondents expressed a strong preference for modernized jeepneys, citing their environmental benefits, quieter operation, and enhanced passenger comfort. Despite these advantages, commuters voiced concerns regarding fare increases and limited route accessibility. On the other hand, drivers reported challenges such as heightened competition, financial constraints linked to modernization costs, and the need for technical training to operate updated vehicles and systems effectively. Traditional jeepneys are regarded as more economically accessible, especially for low-income commuters, but they contribute significantly to air and noise pollution, underscoring the trade-off between cost-efficiency and environmental sustainability. Commuters have raised concerns over fare increases and the shift to digital payment systems, which may not be accessible to all. Meanwhile, drivers face mounting challenges, including heightened competition, expensive vehicle upgrades, and the need for retraining on modernized systems. To address these issues, the study recommends implementing targeted services for frequent commuters, particularly younger male users, as well as government subsidies and incentives to ease the financial burden of modernization. These strategies aim to create a more sustainable public transportation system while maintaining affordability, accessibility, and livelihood support for stakeholders.

Keywords: traditional jeepneys, modern jeepneys, sustainable transportation, air and noise pollution, cost-efficiency, fare increase, digital payment systems, driver financial burden, government incentives, commuter accessibility, transportation mode

EVALUATING THE IMPACT OF ROTATING DINING RESTAURANT ON CUSTOMER LOYALTY

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Mariane Antonette Salutillo, John Paul Sollestre, Dr. Dana France Ignacio

Abstract

In today's competitive hospitality and dining industry, restaurants are constantly innovating to improve customer experience and strengthen loyalty. This study investigates the effect of rotating dining on customer retention, focusing on how this distinctive setup shapes customer perceptions, satisfaction, and their likelihood of returning. By evaluating elements such as service quality, customer satisfaction, cleanliness, and ambiance, the research aims to determine whether rotating dining enhances customer loyalty. The results will help restaurant operators understand evolving consumer preferences and provide strategic insights into using rotating dining as a long-term customer engagement tool. This study employed a structured survey questionnaire as the primary data collection tool to assess customer experiences, perceptions, and satisfaction levels with rotating dining services. Given the study's focus on capturing authentic consumer insights, the questionnaire method was considered the most effective means of gathering reliable, first-hand data. Respondents were selected through purposive sampling, targeting individuals who had directly experienced the service under review. This methodological approach enabled the identification of recurring trends, highlighted areas for improvement, and supported evidence-based recommendations to enhance service quality and foster customer loyalty. The study reveals that the rotating dining concept positively influences both customer experience and loyalty. By offering a distinctive and emotionally engaging environment, it creates memorable dining moments that promote repeat visits and favorable word-of-mouth referrals. Respondents reported high levels of satisfaction, with many citing the restaurant's unique ambiance as a key factor contributing to their overall positive experience. The findings reveal that the rotating dining restaurant experience plays a pivotal role in cultivating customer loyalty by delivering a dining encounter that is both distinctive and emotionally resonant. Unlike conventional restaurants, the integration of movement and ever-changing panoramic views introduces a multi-sensory dimension that captivates diners and enhances their overall satisfaction. This unique format does more than entertaining evokes a cinematic ambiance that imprints itself on the customer's memory. As a result, the experience fosters deeper emotional connections, encouraging repeat visits and positive word-of-mouth, which are essential drivers of long-term loyalty.

Keywords: rotating dining, customer loyalty, emotional engagement, sensory experience, unique atmosphere, customer satisfaction, repeat visits, word-of-mouth, dining innovation, restaurant strategy

**EVALUATING THE IMPACT OF TECHNOLOGICAL LAG ON SERVICE QUALITY AT
TROPICAL HUT, EVER COMMONWEALTH QUEZON CITY**

Angelica Mores, Jhean Aubrey Ani, Ma Jenny Del Prado, Jessica Rojo,
Clarissa Valenzuela, Roland Rambo Jayoma

Abstract

Technology serves as a vital tool in today's fast-paced and competitive food industry. Fast food establishments can maintain a strong market presence by adopting innovative technologies that improve customer satisfaction, operational speed, and service accuracy. However, the researchers have identified several challenges currently faced by Tropical Hut due to its lack of technological advancement. One major concern is the absence of a self-service kiosk, which can lead to communication issues between customers and cashiers, especially during peak hours. This can be particularly problematic for food customization, as customers with allergies may experience miscommunication or errors in their orders. Furthermore, outdated systems may result in longer wait times, customer dissatisfaction, and potential loss of business. To assess the impact of technological lag on service quality and customer experience at Tropical Hut, Ever Commonwealth, Quezon City, the researchers adopted a quantitative research design utilizing a random sampling technique. Survey questionnaires were administered to a total of sixty-five (65) respondents, comprising fifty (50) customers and fifteen (15) employees. Studies have shown that technological lag poses several challenges that significantly affect service quality in fast food operations. Customers increasingly value diverse payment options and the convenience of a modernized ordering system. Although the establishment demonstrates strengths in menu clarity and food customization, inefficiencies in the order-taking process remain a concern. Long queues and delays during peak hours hinder overall service flow and customer satisfaction. Integrating a digital order management system could streamline operations, reduce dependence on manual paper tickets, and enhance order accuracy. Furthermore, targeted staff training in communication and improved coordination between front-of-house and kitchen staff are essential to minimizing miscommunication. Implementing rigorous order verification protocols would not only reduce human error but also help prevent food waste, ultimately contributing to a more efficient and customer-centric service experience. In an increasingly digital and fast-paced environment, technology has become a vital foundation for delivering convenience, operational efficiency, and customer satisfaction. To remain competitive and responsive to evolving customer expectations, the company should prioritize investment in a robust and reliable Point-of-Sale (POS) infrastructure. This will not only streamline transactions but also minimize system downtime and service disruptions. Clear and accessible communication of allergen and dietary information must be integrated into the ordering process to safeguard customer health and enhance trust. Additionally, the implementation of an intelligent order queuing system can help optimize service flow, while routine maintenance of kitchen equipment is essential to prevent operational delays. Equally important is the provision of comprehensive staff training programs, empowering employees to manage a variety of tasks effectively and engage confidently with customers. These strategic improvements will collectively contribute to a more seamless, efficient, and customer-focused dining experience.

Keywords: technology integration, customer satisfaction, pos system, service efficiency, allergen information, order queuing, kitchen maintenance, staff training, fast food operations, operational improvements

**EVALUATING THE IMPACT OF TECHNOLOGY INTEGRATION ON DINING
EXPERIENCE AT SELECTED MAX'S RESTAURANTS**

Ann Eunis Benson, Sheila Louise Ignacio, Shyme Jossel Reserva,
Edcel Sajo, Jayson Salanguste, Roland Rambo Jayoma

Abstract

The hospitality industry is undergoing a significant digital transformation, driven by the adoption of innovative technologies that enhance and personalize the dining experience. Tools such as online ordering platforms, contactless payment systems, QR code menus, mobile-based loyalty programs, and advanced data analytics are reshaping customer interactions and operational efficiency. Studies have shown that digital menus increase customer satisfaction by offering greater interactivity and customization, while Customer Relationship Management (CRM) systems and analytics enable restaurants to tailor services and build long-term customer loyalty. The study utilizes a quantitative research design with a descriptive approach to examine the effects of technology integration on the dining experience at selected Max's Restaurant branches. Guided by the insights of Garcia and Lee (2021) on the industry's transition to online ordering and digital services, the research focuses on gathering relevant customer feedback. A total of fifty (50) respondents equally drawn from the Quezon Memorial Circle and Quezon Avenue branches will participate in the study. Purposive sampling is employed to select individuals with firsthand experience of the restaurant's technology-enhanced services, ensuring the relevance of the data collected. A researcher-developed survey instrument, grounded in Parasuraman's (2020) customer satisfaction framework, will serve as the primary data collection tool. The survey is divided into three sections, including a checklist of structured questions designed to capture key variables efficiently. This approach ensures that data collection is both focused and comprehensive, aligning with the study's goals and research questions. The demographic profile of the respondents indicates a notable concentration of younger individuals, with 74% falling under the age of 22. Additionally, 64% of participants identify as female, suggesting a gender imbalance that may introduce bias and limit the generalizability of the findings. The sample is also heavily composed of students, accounting for 42% of the total respondents, which could influence the results due to their distinct lifestyle, technological preferences, and dining behaviors. These demographic patterns underscore the importance of diversifying future samples to ensure a more representative understanding of customer experiences across different age groups, occupations, and gender identities. A total of fifty (50) participants were surveyed from Max's Restaurant to assess the effects of technology integration on customer satisfaction and overall service quality.

Keywords: max's restaurant, technology integration, customer satisfaction, service quality, digital dining experience, online ordering, contactless service, food service industry, quantitative research, customer feedback

**EVOLVING CUSTOMER TASTES: STRATEGIES IN MEETING
CUSTOMER DEMANDS CLASSIC SAVORY RESTAURANT**

Hazel Joy Albis, David Khenz Delgado, Mark Gelo Escopete,
Adrian Jayson Lapesora, Junrey Seviles, Dana Rae Boatis

Abstract

This study aims to assist restaurant owners and managers in understanding and adapting to evolving consumer demands. It offers strategic recommendations in areas such as menu development, technological integration, and service enhancements to improve profitability and operational efficiency across diverse dining formats. The research also explores the fusion of traditional culinary practices with modern innovations to elevate customer satisfaction and encourage brand loyalty. Conducted near Classic Savory Fairview Terraces in Quezon City, the study includes interviews with walk-in customers to identify current challenges and uncover potential opportunities within the restaurant industry. The study adopts a descriptive research design and involves 25 respondents affiliated with Classic Savory. It utilizes purposive sampling and a structured questionnaire focused on key areas including health and wellness trends, ethnic and global cuisine, menu innovation, product development, and accommodation of special diets. Data collection and analysis were conducted to examine how restaurants can effectively respond to shifting customer preferences in order to sustain competitiveness and relevance in the hospitality sector. To address the identified challenges, several strategies were found to be effective. These include introducing promotional campaigns to launch new menu items, implementing strict quality control procedures, and regularly updating the menu with seasonal and trending offerings. Furthermore, leveraging customer feedback to inform menu decisions, providing staff training on cultural and dietary needs, and enhancing marketing efforts for healthy and innovative options were also recommended. These approaches contribute significantly to customer satisfaction and help maintain a competitive edge. Classic Savory demonstrates notable strengths in maintaining customer loyalty and satisfaction. However, it continues to face industry challenges such as balancing traditional and modern menu items, managing operational costs, and maintaining food quality. Strategic solutions include offering healthier and allergy-conscious options, aligning menus with seasonal trends, ensuring consistent quality across all branches, and improving both food presentation and flavor. To sustain growth, the restaurant must continuously innovate while preserving core brand values.

Keywords: customer preferences, menu innovation, restaurant strategies, hospitality management, customer satisfaction, food quality, classic savory

**EVOLVING MARKETING TRENDS IN THE FOOD INDUSTRY:
ADAPTING TO THE DIGITAL FOOD MARKETING**

Karen Albes, Dessiree Ivan Aquino, Simon Gabriel Masing,
Angelo Joshua Robles, Roland Rambo Jayoma

Abstract

The food industry has increasingly embraced digital platforms such as Instagram, TikTok, and YouTube, which have significantly transformed traditional marketing approaches. However, many small businesses continue to face challenges in understanding consumer behavior and measuring return on investment. This study aims to analyze evolving marketing trends in the food sector, identify the most impactful digital platforms, and explore the challenges involved in transitioning to digital marketing. The research also seeks to provide practical insights and best practices to help food establishments strengthen their online presence and remain competitive in the digital age. This research employs a quantitative design to examine digital marketing trends within the food industry. A total of 50 food business owners, managers, and marketing professionals in Quezon City were selected using purposive sampling. A structured survey questionnaire was used to collect data on respondent demographics, perceived effectiveness of digital marketing strategies, resource allocation, and approaches to integrating traditional and digital marketing practices. Survey results showed that 48% of the respondents were aged 30 and above, with an even gender split and 44% reporting 1 to 5 years of business experience. The findings revealed that food businesses in Quezon City effectively use platforms such as Facebook and Instagram for brand visibility and customer engagement. Strategies that proved most effective in bridging traditional and modern marketing included utilizing online reviews, offering exclusive deals, collaborating with influencers, and partnering with food delivery applications. These approaches were found to significantly enhance consumer reach and contribute to business growth. The study highlights the growing innovation in digital marketing among both seasoned and emerging food business operators. Despite the evident benefits of digital engagement, small enterprises face challenges such as limited resources, lack of technical know-how, and access to digital tools. Addressing these limitations through accessible and tailored digital marketing strategies is crucial. Recommended practices include enhanced use of promotional campaigns, influencer marketing, review management, and integration with delivery services. These strategies can empower food businesses in Quezon City to expand their digital footprint, attract more customers, and redefine success in the local culinary industry.

Keywords: digital marketing strategies, consumer engagement, online presence

**EXAMINING THE BALANCE OF TECHNOLOGY AND HUMAN WORKERS
EFFICIENCY OF FRONT OF THE HOUSE IN ASTORIA PLAZA**

Keana Faith Guilalas, Sofia Talia Dela Pena, Mary Nicole Santos, Mary Grace Lukban,
Gwendolyn Gazzingan, Dr. Dana France Ignacio

Abstract

Front of the House employees play a crucial role in hospitality operations by serving as the first point of contact for guests, significantly shaping initial impressions and service experiences. In the current landscape of rapid technological advancement, the hospitality industry faces the challenge of maintaining human connection while integrating automation. This study examines how technology is blended with human labor in the Front of the House operations at Astoria Plaza, focusing on its impact on operational efficiency, guest satisfaction, and service quality. The research aims to offer insights into sustaining high levels of guest service in an increasingly technology-driven environment. This study employed descriptive research design and utilized structured survey questionnaires with closed-ended questions. These were distributed to Front of the House employees across various departments, including reception, concierge, guest services, and reservations. The collected data were analyzed using descriptive statistical tools, such as frequency distribution, mean comparison, and correlation analysis, to evaluate the effects of technological integration on operational performance and service delivery. Findings revealed the importance of establishing clear guidelines and providing ongoing training for employees to adapt to technological advancements. The use of digital tools, such as Property Management Systems (PMS) and real-time feedback systems, improved response time to guest concerns and overall service efficiency. However, the study emphasized that while technology enhances operational accuracy, the human element remains vital. A balanced approach that combines technological tools with personalized service is essential to guest satisfaction and the development of a skilled, adaptable workforce. This study underscores the significance of integrating digital innovations with human-centered service in Front of the House operations at Astoria Plaza. It highlights that while technology can streamline operations and improve service consistency, it should complement, not replace, the personal interactions that define quality hospitality. Continuous staff training and updated operational protocols are recommended to ensure employees can effectively leverage technology without compromising the guest experience. Maintaining this balance is key to keeping the hospitality workforce competitive and guest-oriented in a rapidly evolving industry.

Keywords: hospitality management, front of the house, technology integration, guest satisfaction, operational efficiency, service quality, property management system, staff training

**EXPLORING CONSUMER PERSPECTIVES ON FILIPINO STREET FOODS:
A STEP TOWARDS GLOBAL RECOGNITION**

Jhon Enos Silvestre, Dominic Valenzuela, Jenie Rose Pon, Rhea Mie Jumawan,
Jake Federio, Dr. Dana France Ignacio

Abstract

This study investigates consumer perceptions of Filipino street food, focusing on its cultural appeal and potential for global recognition. While the international popularity of Filipino street food is gradually increasing, existing literature often emphasizes health concerns, overlooking its cultural significance. This research aims to explore how consumer perspectives can contribute to elevating Filipino street food as a cultural symbol and a tourism asset, with implications for local identity and economic development. A descriptive research design was employed, utilizing a structured survey questionnaire administered to 100 regular street food consumers in Quiapo, Manila. The questionnaire gathered both quantitative and qualitative data on respondents' demographics, perceptions of health and safety, cultural value, and purchasing behavior. Data was analyzed using statistical tools such as frequency distribution, percentages, ordinal scale, and weighted mean to evaluate patterns and key insights. Findings revealed that the primary consumers of Filipino street food are younger individuals aged 18–24 from lower to middle-income households. Hygiene and food safety were identified as top priorities influencing purchasing decisions. Consumers placed high value on cultural authenticity and traditional preparation methods. Additionally, there was significant awareness of the nutritional content of street food, with many respondents actively considering it when making choices. However, challenges such as poor sanitation, safety concerns, exposure to extreme weather, and insufficient nutritional labeling were also noted. The study emphasizes that while cultural appreciation is vital, hygiene, safety, and nutritional transparency are essential to earning consumer trust and advancing Filipino street food on a global scale. Addressing these concerns can help bridge the gap between local authenticity and international acceptance. By improving quality standards and preserving traditional elements, Filipino street foods have the potential to succeed both as cultural icons and viable global culinary exports.

Keywords: filipino street food, consumer perspectives, cultural authenticity, global recognition, hygiene, food safety, nutritional awareness, culinary tourism, street food culture, local identity

**EXPLORING THE IMPACT OF NEGATIVE ONLINE REVIEWS ON HOTEL
REPUTATION AND GUEST RETENTION AT HOTEL DREAMWORLD**

Roberto Umerez, Arianne Marie Agustin, Renelyn Garbosa, Princess Seika Garecera,
Maxin Khale Padilla, Oliver Fabon

Abstract

The hospitality industry has experienced major transformation due to technological advancements and the growing influence of user-generated content. In particular, negative online reviews posted on social media and travel platforms have emerged as critical factors influencing hotel reputation and guest retention. This study explores how negative feedback affects consumer decision-making and overall loyalty to hotel brands, with specific reference to Hotel Dreamworld in North EDSA, Quezon City. This study employed a quantitative research design to investigate the relationship between negative online reviews and hotel reputation and guest retention. A survey questionnaire was distributed to 50 guests at Hotel Dreamworld using convenience sampling. The instrument collected data on respondents' demographics, their perceptions of online reviews, the effect of negative feedback on booking decisions, and the hotel's strategies for managing online reputation. It also identified the challenges faced by the hotel in addressing negative guest feedback across various digital platforms. The majority of respondents were aged 26 to 35, with an almost equal gender distribution. Most guests reported booking hotels online only occasionally. While negative reviews initially influenced perceptions, many respondents emphasized that personal positive experiences during their stay had a stronger impact on their loyalty. The study also found that a balanced presence of both positive and negative reviews improved the perceived authenticity of the hotel's online profile. However, respondents observed that the hotel had difficulty responding to negative reviews in a timely and professional manner, which could negatively affect reputation over time. The study underscores the importance of proactive review management in maintaining hotel reputation and guest loyalty. Hotel Dreamworld must enhance its response strategies to negative reviews, invest in staff training for complaint resolution, and improve its monitoring systems for online feedback. Turning negative experiences into opportunities for service improvement and public transparency can help mitigate reputational damage and reinforce guest trust. Strategic engagement across review platforms is essential to sustaining a competitive edge in the digital hospitality landscape.

Keywords: hotel reputation, guest retention, negative online reviews, online feedback management, hospitality industry, hotel dreamworld

**EXPLORING THE ROLE OF HOUSEKEEPING IN UPHOLDING SERVICE
EXCELLENCE AT B HOTEL: A BASIS FOR A PROPOSED ACTION PLAN**

Mark Justine Arizala, Joyce Anne Fruelda, Dhawe Quirequire,
Raymart Mondreal, Mark Jastine Larce, Jenelyn Comon

Abstract

Housekeeping is a fundamental pillar of service excellence in the hospitality industry, directly impacting guest satisfaction, brand loyalty, and overall perception. At B Hotel, the housekeeping department plays a critical role not only in maintaining cleanliness but also in supporting guest services, ensuring facility upkeep, and enhancing the overall guest experience. This study investigates the contribution of B Hotel's housekeeping operations to service excellence by evaluating key performance areas, identifying operational strengths and weaknesses, and proposing an actionable improvement plan. This study utilized a descriptive quantitative research design grounded in the SERVQUAL model. Data were collected through structured survey questionnaires distributed to 50 purposively selected respondents, 25 housekeeping staff and 25 hotel guests. The instrument assessed five dimensions: cleanliness, staff competence, timeliness, guest service, maintenance coordination, and the department's indirect contribution to hotel marketing. The findings revealed that respondents strongly agreed on the staff's competence in cleanliness and equipment handling (WM = 3.70) as well as the timeliness of room preparation (WM = 3.70). However, lower ratings were observed in areas such as complaint resolution (WM = 3.24), time management (WM = 3.22), and personalized guest service (WM = 3.16). The department's indirect impact on marketing through cleanliness and ambiance received the highest rating (WM = 3.86), affirming its role in enhancing the hotel's image and guest perception. The study confirms that housekeeping plays a multidimensional role in delivering service excellence. Strengths in technical skills and hygiene practices contribute significantly to guest satisfaction, while gaps in communication, responsiveness, and personalization indicate areas for improvement. To address these challenges, the study proposes an action plan that includes real-time task monitoring, communication and customer service training, and enhanced coordination with the maintenance department. Continuous development in responsiveness, personalized service, and operational integration is essential for B Hotel to sustain guest loyalty and remain competitive in the hospitality industry.

Keywords: housekeeping, service excellence, servqual, guest satisfaction, hotel operations, hospitality management, b hotel

EXPLORING THE STATUS OF CAREER EMPLOYMENT OPPORTUNITIES FOR BSHM GRADUATES: A BASIS FOR STRATEGIES DEVELOPMENT PROGRAM

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Gabrielle Rodriguez, Dr. Dana France Ignacio

Abstract

The hospitality industry's rapid evolution has increased the demand for service-oriented professionals with specialized skills. In the Philippines, the Bachelor of Science in Hospitality Management (BSHM) serves as a key academic pathway for careers in tourism, hotels, and event management. However, many BSHM graduates encounter challenges in securing employment aligned with their field of study. This reveals a disconnect between academic training and the expectations of the hospitality industry. The study aims to explore the status of career opportunities for BSHM graduates and identify areas for strategic development to bridge this gap and enhance graduate employability. This study employs descriptive quantitative design. Data was gathered using a structured questionnaire disseminated through Google Forms. The instrument was validated by a panel consisting of the research adviser, a statistician, and a grammarian. It focused on respondents' demographic profiles, employment status, skills, qualifications, and perceived readiness for hospitality-related employment. Responses were measured using a four-point Likert scale. Statistical treatments, including frequency, percentage distribution, and mean scores, were used for analysis, with data organized using Microsoft Excel. The findings revealed that customer service skills ranked as the most valued qualification among employers, followed by communication skills and prior work experience. A degree in Hospitality Management was recognized as important, along with certifications from agencies such as TESDA and ServSafe. Conversely, technical skills such as culinary expertise, event planning, and foreign language proficiency were rated lower in terms of priority for entry-level positions. Respondents also cited a lack of work experience and job-matching opportunities as major employment barriers. The results underscore the need for enhanced internship and practicum programs to bridge the experience gap among graduates. Strengthening these experiential learning components can improve graduates' confidence, adaptability, and workplace readiness. Although some certifications are not heavily emphasized by employers, they contribute to professional development and competitiveness. Continuous upskilling and alignment of academic curricula with industry needs are recommended to support career readiness and long-term growth among BSHM graduates.

Keywords: bshm graduates, employment opportunities, career development, hospitality industry, graduate employability

**FACTORS AFFECTING CUSTOMER SATISFACTION AND
ITS RELATION TO CUSTOMER RETENTION**

Vanessa Megio, JB Sarong, Ronnielyn Anne Solsona, Percival Valdez,
Gwyneth Mesias, Dana Rae Boatis

Abstract

In the highly competitive food service industry, customer satisfaction serves as a critical indicator of business success and long-term sustainability. This study investigates the key factors influencing customer satisfaction, specifically food quality, service quality, ambiance and environment, and pricing and value for money. It further examines the relationship between these satisfaction factors and customer retention. Understanding these dynamics is essential for restaurants that aim to enhance the guest experience and promote customer loyalty. This study utilizes a quantitative research design with a descriptive method. It was conducted at Cabalen Buffet Restaurant in SM Fairview, Quezon City, with a total of 50 respondents, consisting of 35 customers and 15 employees. Data were collected through a researcher-made questionnaire, which was validated through expert review and pre-testing. Statistical tools, including weighted mean, percentage distribution, and Pearson correlation, were employed to analyze the data. The results revealed high levels of customer satisfaction across all examined areas. Food quality received the highest ratings, particularly in cleanliness and presentation, with a composite mean of 3.71. Service quality was positively evaluated, especially in terms of staff friendliness and responsiveness. Ambiance and environment were appreciated for overall cleanliness and interior design, although seating comfort received slightly lower ratings. Pricing and value for money were also perceived favorably, particularly due to flexible payment options, although the absence of discount offers was noted. However, Pearson correlation analysis indicated no statistically significant relationship between the satisfaction variables and customer retention ($p > 0.05$). Although customers expressed favorable satisfaction with food quality, service, ambiance, and pricing, these factors did not significantly predict retention. This suggests that external factors such as competition, location, or marketing strategies may exert a greater influence on customer loyalty. The study also identified operational issues such as inconsistent food quality, inadequate cleanliness, limited menu variety, and the absence of loyalty programs. Addressing these concerns could help buffet restaurants better align their services with customer expectations and improve long-term retention strategies.

Keywords: customer satisfaction, customer retention, food quality, service quality, restaurant ambiance, pricing, buffet dining, hospitality management

**FACTORS THAT INFLUENCE EMPLOYEE RETENTION IN HALINA HOTEL,
HOUSEKEEPING DEPARTMENT: A PROPOSED ENHANCEMENT PLAN**

Jumil Lucelo, KC Cassandra Baloro, Allyssa Ponayo, Razel Ann Costanaires,
Christalyn Joy Dumali, Ms. Dana Rae Boatis

Abstract

The study, titled “Factors that Influence Employee Retention at Halina Hotel, Housekeeping Department: A Proposed Enhancement Plan,” aims to comprehensively investigate the key determinants of employee retention within the hotel's housekeeping department. It seeks to identify both the motivating factors that encourage staff to remain in their roles and the underlying challenges that contribute to employee turnover. By examining these elements, the study intends to develop a strategic enhancement plan designed to improve retention rates, foster employee satisfaction, and promote long-term workforce stability within the department. The findings will help researchers develop strategic recommendations to improve employee satisfaction, minimize turnover, and promote long-term retention within the hotel. The study will investigate positive workplace factors such as opportunities for professional growth, work-life balance, employee recognition, and fair compensation. It will also examine negative influences on employee morale, including job burnout, limited career advancement, and inadequate management support. This study explored employee retention within Halina Hotel's housekeeping department, drawing on data from 15 respondents. The findings reveal the challenges faced by staff and key factors influencing their decision to remain with the organization. Demographic analysis showed that 47% of respondents were aged 24 to 29, the largest age group. while 87% were single and 13% married. Educational levels indicated that 73% had completed high school, 20% held bachelor's degrees, and 7% possessed vocational certificates, reflecting a workforce largely composed of secondary-educated individuals. Regarding employment tenure, 60% had been with the hotel for two to six years, and 40% for less than one year. These insights provide a comprehensive profile of the housekeeping staff, offering valuable context for understanding retention patterns and informing strategies to enhance employee satisfaction and reduce turnover. To help Halina Hotel cultivate a sustainable, employee-centered work environment, the study advocates for the promotion of a warm, supportive, and growth-driven workplace culture, one in which employees feel valued, empowered, and motivated to stay. By fostering such an environment, the hotel can not only boost employee satisfaction but also build a loyal, focused, and high-performing workforce. This strategic approach will strengthen team cohesion, enhance workplace relationships, and support the hotel's long-term growth and operational success through a more engaged and committed staff.

Keywords: employee retention, workplace satisfaction, halina hotel, housekeeping department, supportive work environment, employee engagement, workforce motivation, organizational growth, positive work culture, staff development

**FACTORS THAT INFLUENCE EMPLOYEES' PRODUCTIVITY
IN KITCHEN STAFF OF CAFE ASTORIA**

Rasel Tuazon, Everson Ballesteros, Anne Marie Dellira,
Angel Joshua Granali, Jerome Ramos, Dana Rae Boatis

Abstract

The efficiency of the kitchen crew is a critical determinant of Café Astoria's overall success, directly influencing operational continuity, prompt food service, and customer satisfaction. All of which are essential to both consumer loyalty and business performance. Key indicators of kitchen productivity include service speed, order accuracy, and cost-effectiveness. However, inefficiencies in these areas often result in operational delays, increased error rates, and heightened stress among staff. Acknowledging these challenges, Café Astoria's management has made it a priority to identify and address the root causes of low productivity in the kitchen. This strategic focus aims to optimize performance, improve team dynamics, and ultimately elevate the customer experience. This study seeks to identify the key factors that drive productivity among kitchen staff at Café Astoria and to recommend actionable strategies for enhancing employee morale and operational efficiency. A descriptive research design will be employed, with purposive sampling used to gather direct insights from selected kitchen employees who are most familiar with day-to-day operations. Data will be collected firsthand to capture the experiences, challenges, and perspectives of the workforce. The results of the study will inform evidence-based policy recommendations aimed at improving staff performance, fostering a more supportive work environment, and contributing to the café's long-term success and sustainability. The study surveyed 25 kitchen staff members at Café Astoria and yielded important demographic and productivity-related findings. A majority of respondents were between the ages of 26 and 30 (52%), male (56%), and unmarried (84%), with over half (52%) having served at the establishment for 2 to 3 years. Several factors emerged as highly influential in enhancing employee productivity. Workload management received a high mean rating (3.83), with task assignment (Mean = 3.96) and effective scheduling (Mean = 3.85) identified as critical components. A conducive work environment (Mean = 3.86) and clarity in work proposals (Mean = 3.75) were also recognized as significant contributors to performance. Furthermore, Employee Assistance Programs (Mean = 3.89), particularly their role in reducing absenteeism (Mean = 3.96), and employee appreciation under service quality (Mean = 3.78) were highlighted as key drivers of motivation and efficiency. These findings underscore the need for strategic management practices, structured support systems, and employee recognition to sustain and improve productivity within kitchen operations. The study highlighted key factors influencing kitchen staff productivity at Café Astoria. Ineffective task delegation, frequent criticism, and inflexible scheduling increased pressure and burnout among employees. In contrast, clear delegation and flexible work arrangements boosted performance. Insufficient tools and communication breakdowns were major barriers that compromised efficiency and team coordination. Conversely, adequate resources and transparent communication strengthened teamwork and operational effectiveness. Furthermore, limited recognition and lack of managerial support lowered employee morale, whereas Employee Assistance Programs and well-designed reward systems significantly improved motivation, job satisfaction, and retention.

Keywords: employee productivity, task delegation, workplace flexibility, communication breakdown, team efficiency, employee morale, resource availability, burnout, employee recognition, motivation and retention, café astoria, kitchen operations

**FOOD SPOILAGES: A PROPOSED FOOD WASTE REDUCTION
MANAGEMENT IN BOSS MADAM**

Vince Albor, Kean Karlo Abes, Karen Ballares, Jerson Laroa,
Anika Villareal, Roland Rambo Jayoma

Abstract

The rapid expansion of catering services in the Philippines, particularly in urban centers like Quezon City, has led to a substantial increase in food waste, resulting in serious environmental and economic repercussions. Key contributors to this issue include overproduction, inadequate menu planning, spoilage, improper storage techniques, and a lack of comprehensive staff training. This study aims to explore and recommend strategic interventions to reduce food waste in the catering industry by promoting sustainable practices, aligning operations with consumer demand, and strengthening waste management systems. By addressing these pressing challenges within Quezon City, the research intends to generate insights that can inform broader, nationwide efforts to mitigate food waste and support environmental sustainability in the food service sector. The study involved 25 employees from Boss Madam Samgyupsal, a food establishment located in Quezon City. Participants were primarily within the age range of 18 to 22 years old, with a significant number also falling between 23 and 27 years old. To ensure the relevance and appropriateness of the sample, purposive sampling was utilized, targeting individuals who possessed specific characteristics aligned with the study's objectives. Data collection was conducted through a researcher-developed, structured questionnaire designed to assess customer satisfaction levels. Before administration, the researchers obtained formal approval from the appropriate hospitality authorities, ensuring ethical compliance and cooperation from the establishment. The survey focused on young adults aged 18 to 22, with an equal representation of male and female respondents. The majority were employed as Dining Crew (32%), followed by Cashiers (24%), and nearly half (48%) were college undergraduates. Results indicated a strong consensus on the significance of effective inventory management and consistent food quality in reducing food waste within catering operations. Major contributors to food waste included overproduction, inaccurate forecasting of guest attendance, and diverse customer preferences. Respondents also identified operational challenges such as difficulty in portion control and limited resources dedicated to waste management. To address these issues, the study recommends the adoption of digital inventory management systems, continuous staff training, and the establishment of comprehensive, sustainable food waste reduction policies. These measures aim to improve operational efficiency, minimize waste, and support long-term sustainability within the catering industry. The study reveals that the majority of respondents are young adults aged 18 to 22, predominantly male, and primarily employed as Dining Crew members within the catering industry. Most hold the educational status of college undergraduates, indicating incomplete tertiary education. The primary factors contributing to food waste include overproduction, inaccurate forecasting of guest attendance, and fluctuating customer preferences. To effectively address these issues, the study emphasizes the need for comprehensive waste reduction strategies such as the adoption of advanced inventory management systems, the formulation of sustainable food waste policies, and the implementation of continuous staff training programs. Furthermore, overcoming operational challenges, particularly inconsistent portion control and limited access to waste management resources, is essential for promoting efficiency and reducing food waste within catering establishments, especially in densely populated areas like Quezon City.

Keywords: food waste, catering industry, quezon city, overproduction, guest forecasting, customer preferences, inventory management, portion control, staff training, sustainable practices

**GENDER DIVERSITY ON EMPLOYMENT OPPORTUNITIES IN A SELECTED
RESTAURANT IN QUEZON CITY**

Cathrine Faith Biron, Jayvee Banzuelo, Christine Joy Celis, Geralyn Combate,
Tricia Ibañez, Dr. Dana France Ignacio

Abstract

This study explores the influence of gender diversity on employment prospects at Gerry's Grill and Cabalen in Quezon City. It examines how gender-related practices affect recruitment equity, employee satisfaction, retention rates, and access to training opportunities by capturing the experiences and viewpoints of both managers and employees. The research highlights the importance of fostering gender-inclusive workplaces to promote fairness and organizational effectiveness. By doing so, it seeks to encourage human resource practitioners, business leaders, and policymakers to recognize diversity as a strategic advantage in building stronger teams and enhancing overall performance. Fifty respondents, including managers and staff from Cabalen and Gerry's Grill in Quezon City, were selected for the study. Data collection was conducted through online survey instruments. The data collected were analyzed using statistical techniques such as weighted mean, frequency, and percentage to effectively summarize and interpret the findings. Upon completion of data analysis, the researchers observed that most respondents agreed on several key issues, including the challenges posed by gender diversity that may affect employee performance and opportunities. Respondents also recognized the impact of gender diversity on employment aspects such as training and development programs, employee satisfaction and retention, and equity in hiring practices. Despite this, many respondents expressed concerns regarding their current wages and the adequacy of coaching and leadership development programs. Nevertheless, the majority reported satisfaction with their current job and indicated no significant work-related problems. The analysis demonstrated a robust positive correlation between gender diversity and employment opportunities, indicating that increased gender diversity within organizations is significantly associated with improved access to employment and career advancement prospects.

Keywords: gender diversity, employment opportunities, positive correlation, organizational inclusivity, workforce equity, career advancement, diversity impact

**GREEN HOTEL INITIATIVES: SUSTAINABLE PRACTICES IN FOOD WASTE
REDUCTION OF SEDA HOTEL VERTIS NORTH**

Jhon Paul Godin, Trixey Ann Aguilar, Jhanrry Rassel Fuentes, Sandra Khyryzel Sy,
Louel John Juarez, Dr. Dana France Ignacio

Abstract

This study examines the green hotel initiatives of Seda Hotel Vertis North that focus on reducing food waste. It highlights efforts such as portion control, waste segregation, food repurposing, and awareness campaigns for staff and guests. The study evaluates the effectiveness of these strategies, identifying strengths and areas for improvement. It aims to offer practical, sustainable recommendations that contribute to the field of hospitality management and support broader global efforts toward environmental sustainability. The research used a descriptive qualitative approach to examine Seda Hotel Vertis North's green initiatives for food waste reduction. Data were gathered through face-to-face interviews and Likert-scale surveys with 15 culinary and dining attendants selected via simple random sampling. The survey, reviewed by experts for clarity and relevance, included demographic questions and sections on current practices and employee perceptions. Responses were analyzed using percentages and weighted mean formulas, with results tabulated and presented using Microsoft Excel. The findings reveal key insights into Seda Hotel Vertis North's food waste reduction practices. A majority of respondents were young adults with limited experience. Sustainable practices such as the FIFO system, portion adjustments, and ingredient repurposing were widely adopted. Donations, awareness, and composting scored high, reflecting a strong commitment to sustainability. However, challenges include policy enforcement, staff training, inadequate storage, and financial constraints. Addressing these barriers can enhance the hotel's food waste management and sustainability efforts. The study highlights Seda Hotel Vertis North's strong commitment to food waste reduction, with successful practices such as the FIFO system, portion control, and ingredient repurposing. However, challenges remain in areas such as composting, policy enforcement, and employee training. Despite a small sample size, the findings suggest that young, early-career professionals influence the hotel's sustainability strategies. To further enhance its green initiatives, the hotel should focus on improving composting systems, refining operational practices, and increasing guest and staff engagement in waste reduction efforts.

Keywords: sustainable practices, food waste reduction, seda hotel vertis north

**GUEST PERCEPTION ON VALUE FOR MONEY IN AIRBNB EXPERIENCE
AT THE GRASS RESIDENCE QUEZON CITY**

Lyca Grace Callos, Janella Bartolome, Genevarose Dela Cruz, Julianna Denzo,
Lea Mae Follero, Erraiza Jade Rebote, Dr. Dana France Ignacio

Abstract

The Grass Residences, a high-rise condominium complex in Quezon City developed in 1985 by SM Development Corporation, stands as a reflection of Metro Manila's rapid urbanization. Strategically located near the North EDSA transportation hub, it offers residents and guests convenient access to modern amenities and public transit. Despite these advantages, the development has faced criticism for its environmental impact, an issue commonly associated with large-scale urban projects. This study examines the value guests receive for their money when staying at The Grass Residences via Airbnb. By identifying and addressing guest expectations, the research aims to enhance guest satisfaction and ultimately increase booking rates. This research employed a quantitative approach with a descriptive design, utilizing random sampling and statistical analysis to examine how guests perceive the value of their Airbnb stay at The Grass Residences. Ethical standards were strictly followed, including informed consent and the assurance of participant confidentiality. These methods provided reliable insights into the key factors influencing guest satisfaction, offering practical guidance for enhancing the Airbnb operation. The Grass Residences primarily appeals to young, single adults, with the majority of guests aged 21–25 and earning modest to middle incomes. Overall, guests expressed high satisfaction with service quality, particularly in areas such as communication, cleanliness, host interaction, and the property's safety and security. While most guests enjoyed their stay, several areas for improvement were identified, including maintenance concerns, inconsistent amenities, and occasional Wi-Fi issues. The findings suggest that The Grass Residences effectively meets the needs of its target demographic; however, addressing these specific concerns could further enhance the overall guest experience and increase repeat bookings. The Grass Residences effectively appeals to a targeted demographic of young, single adults seeking affordable urban accommodation. While guests report overall satisfaction with key aspects of their stay, the study highlights the need for improvements in maintenance, amenity consistency, and Wi-Fi reliability. Addressing these issues is essential to enhancing the guest experience and reinforcing perceptions of value for money. These enhancements can also provide a competitive edge in the increasingly dynamic Airbnb market.

Keywords: condominium living, guest satisfaction, airbnb bookings, airbnb market

GUEST SATISFACTION IN SERVICE MAINTENANCE AT NOVOTEL: AN ANALYSIS

Jez Rith Domagtoy, Janet Cancamo, Kyla Mae Furaque, Miaka Lucañas, Oliver Fabon

Abstract

The hospitality industry is witnessing a growing demand for high-quality service, with guest satisfaction emerging as a key determinant of hotel success and brand reputation. Current trends highlight an increasing focus on personalized experiences, efficient service delivery, and the integration of sustainable practices, particularly within housekeeping operations. The influence of online reviews and social media has further amplified the importance of positive guest experiences, making them essential for attracting and retaining customers. Additionally, technological innovations such as mobile check-in/check-out and automated cleaning systems are reshaping the landscape of housekeeping services, driving both efficiency and guest satisfaction. This research will contribute to the existing body of knowledge on guest satisfaction in the hospitality industry by presenting a focused case study on housekeeping services at Novotel. The findings will provide valuable insights into the specific challenges and opportunities involved in maintaining high service standards within housekeeping operations. The recommendations generated from this study may be applied not only by Novotel but also by other hotels seeking to enhance their housekeeping practices and improve overall guest satisfaction. Additionally, this thesis aims to support the development of best practices in training, resource management, and communication within housekeeping departments, ultimately contributing to more efficient and guest-centered service delivery. This study focuses on analyzing guest satisfaction with housekeeping services at Novotel, located in Araneta, Cubao, Quezon City. The analysis is based exclusively on guest feedback gathered through quantitative guest satisfaction surveys. Specifically, the research examines the correlation between key housekeeping factors, such as cleanliness, amenity replenishment, and responsiveness to guest requests, and overall guest satisfaction. The study is limited to the perspectives of guests and does not include input from hotel staff or management. While the findings offer valuable insights into areas of strength and improvement within Novotel's housekeeping operations, they may not fully represent broader operational or internal management challenges. Nonetheless, the results provide practical guidance for enhancing service quality and elevating the guest experience. This study aims to investigate the key factors that influence guest satisfaction with housekeeping services at Novotel. Specifically, it seeks to identify areas for improvement in existing service maintenance practices and to propose practical recommendations for enhancing the overall guest experience. To achieve this, the study will analyze guest feedback, evaluate current housekeeping procedures, and assess the effectiveness of staff training and resource management. The ultimate goal is to contribute to the development of a more efficient, responsive, and guest-centric housekeeping department.

Keywords: guest satisfaction, novotel, service maintenance, housekeeping services, efficient service, quality service, survey

**HOUSEKEEPING PRACTICES IN BSHM BESTLINK COLLEGE OF THE PHILIPPINES:
SCHOOL-BASED TRAINING INTO ON-THE-JOB EXPERIENCE**

Ma Patricia Janella Lumanog, John Ernest Anza, Allana Marie Arsenio,
Ma Jincky Delos Santos, Lovely Ann Esteban, Dr. Dana France Ignacio

Abstract

The study examines the impact of combining school-based training and on-the-job training (OJT) on the development of housekeeping skills among Bachelor of Science in Hospitality Management (BSHM) students at Bestlink College of the Philippines. It focuses on how classroom instruction, including theoretical lessons and simulated housekeeping activities, prepares students for practical application during their internship at Astoria Plaza. The research aims to determine whether integrating academic learning with real-world experience effectively enhances students' technical proficiency, work readiness, and overall performance in the hospitality industry. This study utilized a quantitative research approach with a descriptive survey design to evaluate the effectiveness of integrated training on the housekeeping skills of BSHM students. A purposive sampling method was employed to select 100 fourth-year students currently participating in their on-the-job training (OJT). Data collection was conducted through a validated questionnaire that measured multiple aspects of both school-based instruction and industry-based training, including butler and valet services, bed-making, laundry and linen handling simulations, job preparedness, workplace performance, and professional conduct. The gathered data was subjected to statistical analysis using percentage distributions and weighted means, along with inferential tests to explore potential relationships among the identified variables. The study revealed a strong level of agreement among respondents regarding the effectiveness of both school-based training and on-the-job training (OJT) in developing their housekeeping competencies. Students reported a high degree of satisfaction with simulation-based learning, particularly in key areas such as butler services, bed making, and laundry and linen management. These structured simulations, combined with real-world exposure during their internship at Astoria Plaza, significantly contributed to their job preparedness, skill mastery, and professional growth. However, despite these positive outcomes, the respondents also identified several critical limitations within the training program. Among the most cited challenges were outdated equipment, insufficient and overcrowded training facilities, and limited time allocated for practical sessions, all of which were perceived as barriers to optimizing hands-on learning experiences and achieving higher levels of competency. The findings of this study emphasize the value of integrating school-based instruction with on-the-job training (OJT) in hospitality education. This dual approach not only equips students with practical competencies but also enhances their confidence, motivation, and sense of professionalism. The seamless connection between academic simulations and actual industry experience ensures that students are better prepared to meet workplace demands. Nonetheless, the effectiveness of these training programs could be significantly improved by addressing persistent challenges, including limited resources, outdated equipment, and insufficient time for hands-on learning.

Keywords: hospitality education, housekeeping skills, school-based training, on-the-job training (ojt), practical simulation, student internship, professional development, resource limitations, bachelor of science in hospitality management (bshm), bestlink col

**IMPACT OF BARTENDER SKILLS ON THE CUSTOMER LOYALTY:
BASIS FOR A PROPOSED CUSTOMER RETENTION PLAN**

Shiella May Tabunda, Mari Anthonette Rancudo, Kaye Narvaez, Ronoel Arcede,
Jessica Legardo, Hannah Mae Besmonte, Oliver Fabon

Abstract

The hospitality industry remains one of the fastest-growing sectors worldwide, playing a vital role in economic development, job creation, and tourism growth. However, globalization and evolving customer expectations have intensified competition across the sector. To remain competitive and ensure long-term sustainability, establishments such as bars, restaurants, and hotels must consistently elevate their service quality, innovate their offerings, and prioritize customer satisfaction to retain loyalty and stand out in a crowded market. The researchers adopted a descriptive research design and employed purposive sampling to identify the appropriate target population. To collect relevant data, a survey was conducted as the primary method of data gathering. The researchers designed structured questions to ensure that the information obtained aligned with the objectives of the study. Data collection was carried out through face-to-face interviews, allowing for better engagement and more accurate responses from participants. The majority of respondents strongly agreed on the importance of various skills within the hospitality industry. In terms of communication skills, active listening was recognized as essential for understanding customer needs and delivering appropriate service. For mixology skills, respondents emphasized that proper muddling techniques enhance drink quality by extracting flavors from fruits, herbs, or spices. They also noted that the ability to balance flavors such as sweet, sour, salty, and bitter, requires a refined palate, and that knowledge of appropriate glassware and serving temperature improves drink presentation and customer satisfaction. In the area of flairtending skills, most participants strongly agreed that the simultaneous use of multiple bottles or tools contributes to a dynamic and visually engaging performance. Regarding customer loyalty, excellent customer service was seen as a key factor in converting one-time buyers into loyal customers through prompt, effective, and empathetic support. Finally, regarding customer satisfaction, respondents agreed that personalized service tailored to individual needs leads to higher satisfaction levels. A skilled bartender contributes significantly to the overall customer experience by creating a warm, friendly, and welcoming atmosphere. Their approachable demeanor helps establish a positive connection with guests, making them feel valued and comfortable. Customer satisfaction is not only a key outcome of excellent service but also a strong indicator of customer loyalty. Bartending skills ranging from crafting quality drinks to providing attentive and engaging service, are essential in fostering loyalty. When customers receive great service in a pleasant environment, they are more likely to return, recommend the venue to others, and remain loyal over time.

Keywords: bartender skills, customer satisfaction, customer loyalty, hospitality industry, customer experience, quality service, drink preparation, welcoming atmosphere

**IMPACT OF EDUCATIONAL TOURS: ENHANCING THE CAREER OPPORTUNITY
INSIGHT ON HOSPITALITY MANAGEMENT STUDENTS AT BCP**

Jaylord De Luna, Doyet Amangas, Jason Balino, Tito Bell Oben,
Alexander Luis Bangayan, Dr. Dana France Ignacio

Abstract

This study explores the impact of educational tours on the career goals and industry awareness of 4th-year Bachelor of Science in Hospitality Management (BSHM) students at Bestlink College of the Philippines. Fifty participants were selected to provide their insights through a survey questionnaire. The findings are summarized and followed by conclusions and recommendations to offer a thorough understanding of the tours' effects and to inform future initiatives. This research aims to deliver valuable insights that address student concerns and support informed decision-making related to career development and industry exposure. This study utilized a correlational research design involving 50 fourth-year students from Bestlink College of the Philippines who have participated in educational tours. Participants were selected through purposive sampling. Data collection was conducted using an online survey questionnaire. The study focuses on examining the impact of educational tours in enhancing career opportunity awareness among Hospitality Management students. The findings underscore the significant role of educational tours and industry exposure in equipping Bachelor of Science in Hospitality Management (BSHM) students for successful careers in the hospitality industry. These tours substantially improved students' problem-solving skills and provided valuable practical experience that expanded their industry knowledge. Moreover, the tours facilitated important networking opportunities, enabling students to connect with industry professionals and potentially secure internships and future employment. The study explored the complex relationship between the benefits and challenges associated with educational tours for Bachelor of Science in Hospitality Management (BSHM) students. While these tours significantly enhance practical skills and offer valuable networking opportunities vital for success in the competitive hospitality industry, notable barriers to access persist. To address these challenges and optimize the program's impact, a comprehensive guide was developed to help students fully maximize the benefits of the educational tours.

Keywords: educational tours, bachelor of science in hospitality management, bshbm students, practical skills, networking opportunities, career development, hospitality industry, program challenges, access barriers, program enhancement

**IMPACT OF FOOD WASTE ON RESTAURANT OPERATIONS;
STRATEGIES FOR REDUCTION AND MANAGEMENT**

Franclyn Catangui, Sean Gabriel Huab, Giann Mortiz, Carlos Miguel Salopesa,
Joven Sangalang, Dana Rae Boatis

Abstract

Food waste remains a persistent challenge in the restaurant industry, undermining both sustainability and profitability. This study explores the impact of food waste on restaurant operations and identifies effective strategies to reduce it. Concentrating on Max's Restaurant in SM Fairview, Quezon City, the research investigates key causes of food waste, including over-ordering, inefficient inventory management, portion control, and inadequate staff training, and assesses their effects on costs, profitability, and customer perception. This study employed a quantitative descriptive research design with purposive sampling. Data was collected from 25 employees of Max's Restaurant using a structured questionnaire focused on food waste practices, challenges, and mitigation strategies. The responses were analyzed through frequency distribution, weighted mean, and ranking techniques to assess the findings. The findings indicate that over-preparation and inaccurate demand forecasting (80%), along with the short shelf life of perishable goods (76%), are the primary contributors to food waste. While inventory tracking, portion control, and regular staff training were considered moderately effective, there remains significant room for improvement. The study also revealed a strong correlation between food waste and increased operational costs, decreased profitability, and customer dissatisfaction. Strategies such as utilizing data analytics, standardizing portion sizes, implementing comprehensive training programs, and integrating customer feedback received high levels of agreement. Employees highlighted the need for improved cross-departmental communication and enhanced forecasting tools to strengthen food waste management. The results indicate that although Max's Restaurant has implemented effective food waste reduction practices, further improvements are possible by leveraging advanced technology, fostering stronger employee involvement, and enhancing communication with customers. This emphasis on practical solutions underscores the hospitality industry's broader need for comprehensive waste reduction strategies that align economic efficiency with environmental sustainability.

Keywords: food waste, restaurant operations, demand forecasting, inventory management, portion control, staff training, operational costs, profitability, customer satisfaction, waste reduction strategies, hospitality industry, quezon city

IMPACT OF ONLINE INFORMATION ON HOTEL BOOKING

Colleth Quitay, Marites Aunzo, Lovely Mae Borja, Leana Coeurcy De Guzman,
Claudine Hamot, Roland Rambo Jayoma

Abstract

The hospitality industry heavily relies on online platforms for attracting and engaging customers. Inaccurate or misleading online information can lead to customer dissatisfaction and harm hotel reputations. This study utilizes surveys and interviews to identify these inaccuracies, assess their effects, and recommend strategies for improving digital content management to build customer trust and loyalty. This study was conducted at Oriental Garden Lilac Tower using a quantitative descriptive design. A total of 100 guests, with 70% female respondents, were selected through snowball sampling to participate in a survey concerning online booking information. Data collection was carried out efficiently using structured questionnaires. The study, involving 100 respondents, found that the majority (43%) were aged 18–25, with females comprising 70% of the sample. Most guests visited “once a month” (32%). Key factors driving hotel booking satisfaction included visual appeal (high-quality images, weighted mean = 3.64), ease of navigation (search functionality, 3.54), information clarity (accurate maps, 3.66), customer reviews (overall ratings, 3.58), price (value for money, 3.48), and hotel amenities (comfort and convenience, 3.71). Technical issues and information accuracy emerged as primary challenges, with website glitches and inconsistent information receiving weighted means of 0.42 and 0.37, respectively. High-quality visuals and mobile-friendly interfaces are vital components of successful hotel websites. Competitive pricing combined with perceived value is essential for attracting and retaining guests. Technical issues such as website glitches and inaccurate information can erode customer trust, underscoring the importance for hotels to improve website design, ensure accurate data management, implement thorough fact-checking, and strengthen security measures.

Keywords: hotel websites, high-quality visuals, mobile-friendly design, competitive pricing, customer trust, website glitches, data accuracy, website security, digital content management

IMPACT OF RESORT RECREATIONAL ACTIVITIES ON GUEST SATISFACTION

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Leachim Udarbe, Roland Rambo Jayoma

Abstract

In today's diverse society, promoting inclusivity in recreational activities is essential. Rancho Luisito Resort, located in the tranquil setting of Rodriguez, Rizal, offers a range of recreational facilities designed to accommodate a wide variety of guests. However, to truly uphold inclusive values, it is important to develop programs that ensure all individuals regardless of background, ability, or preference, can fully enjoy and benefit from the resort's amenities. This study aims to assess the impact of recreational activities on overall guest satisfaction by evaluating offerings such as water sports, fitness programs, cultural events, and entertainment options, and determining their influence on the guest experience. This chapter presents the research methodology adopted in the study. It covers research design, selection of participants, sampling method, development and validation of research instruments, procedures for data collection, administration and retrieval of questionnaires, and the statistical techniques employed for data analysis. This chapter presents the results of the study, which were analyzed using appropriate statistical techniques and evaluated according to the established research criteria. The data are presented in tables and interpreted in alignment with the specific research problems outlined in the study. Guest satisfaction is a vital aspect of the hospitality industry, with recreational activities playing a key role in enhancing the overall guest experience. This study explores the impact of resort recreational activities on guest satisfaction, focusing on three core dimensions: entertainment, relaxation, and personalization. Through the analysis of guest surveys and feedback, the study highlights the most valued elements in recreational programs, including variety, accessibility, and alignment with individual preferences.

Keywords: guest satisfaction, recreational activities, hospitality industry, entertainment, relaxation, personalization, accessibility, resort experience, customer feedback, tourism management

**IMPACT OF ROOM SERVICE DELAY ON EMPLOYEE SATISFACTION:
AN ASSESSMENT**

Camile Ocampo, Ruszel Andrei Tambong, Jhorgie Buela,
Johnkinneth Roma, John Mark Deza, Dana Rae Boatis

Abstract

This study explores the causes of food delivery delays in room service at Astoria Plaza Hotel and their effects on employee morale, engagement, and job satisfaction. It identifies key operational challenges, including the absence of a dedicated room service team, increased workload, and poor resource allocation, as primary contributors to delays and staff stress. The dual role of Café Plaza employees, who manage both restaurant and room service operations, adds further strain. The study highlights the need for improved staff training, effective resource management, and a thorough review of operational inefficiencies. Additionally, it underscores the importance of supporting employees' psychological well-being, noting the strong connection between mental health, job satisfaction, and performance. The study ultimately recommends investing in employee development to enhance service quality, boost staff satisfaction, and strengthen the hotel's competitiveness in the hospitality industry. This study adopted a quantitative descriptive research design to investigate the impact of room service delays on employee satisfaction. A purposive sampling method was used to select 20 Café Plaza employees from Astoria Plaza Hotel, all of whom had direct experience with delayed room service deliveries. Data were collected through a structured questionnaire designed to obtain measurable insights into employees' experiences and perceptions regarding service delays. The study found that most employees at Astoria Plaza Hotel were aged 26–35, with equal gender representation and 3–5 years of service. Respondents highlighted the importance of effective communication, prompt meal delivery, and the integration of technology in improving service efficiency and job satisfaction. Major concerns included high workloads, poor interdepartmental communication, and staff shortages, all contributing to stress and burnout. Statistical analysis revealed significant differences in satisfaction levels based on gender, age, and length of service, emphasizing the need for targeted management strategies to enhance employee well-being and performance. To improve room service operations and employee satisfaction at Astoria Plaza Hotel, the study recommends enhancing service speed through better coordination, more efficient elevator management, and the assignment of a dedicated room service team. Furthermore, the implementation of wellness programs, inclusive workplace policies, and an employee recognition or reward system is advised to strengthen staff morale, promote well-being, and elevate overall service quality.

Keywords: room service, employee satisfaction, hospitality management, operational efficiency, staff morale, wellness programs, reward system, service quality, astoria plaza hotel, workplace policies

**IMPACT OF SHUTTLE SERVICE ON EMPLOYEE RETENTION
AND OPERATIONAL EFFICIENCY**

Carlo James Sumampong, Carlo Dexter Sumampong, Justine Shea Paler, Angelito Prospero,
Jhon Luis Pineda, Christina Borrás, Roland Rambo Jayoma

Abstract

In today's competitive business landscape, employee well-being is essential to organizational success. Shuttle services can enhance job satisfaction and reduce turnover by easing daily commutes, boosting morale, and increasing productivity. Despite these advantages, there is a lack of empirical data quantifying their impact on retention and efficiency. This study examines the effects of shuttle services on employee job satisfaction, turnover intentions, and productivity, offering actionable recommendations to promote sustainable workplace practices while addressing safety and reliability concerns. This quantitative study explored the effects of shuttle services on employee retention and efficiency at Concentrix Technohub. Fifty employees, evenly divided by gender, were selected through purposive sampling, and data were gathered using a structured questionnaire. The results highlight the necessity for further research into possible gender bias in hiring practices. A survey of 50 Concentrix employees, mostly aged 24 to 35, demonstrated a strong connection between positive commute experiences and job satisfaction. Reliable shuttle services boosted productivity and work enjoyment while reducing travel costs. Employees reported increased loyalty and lower turnover rates. The service also improved attendance and punctuality, leading to smoother transitions and enhanced productivity. The findings highlight the importance of employee feedback and clear communication for effective implementation. Shuttle services play a vital role in boosting job satisfaction, employee retention, and loyalty by offering reliable and convenient transportation. These benefits contribute to lower turnover rates, improved attendance, and increased productivity. Implementing robust evaluation methods, including employee surveys and performance metrics, is essential for measuring effectiveness. Tailoring shuttle services to align with employee needs enhances their impact. Key recommendations include expanding service coverage, ensuring consistent scheduling, improving shuttle comfort, and conducting regular assessments to monitor outcomes.

Keywords: shuttle services, employee well-being, job satisfaction, employee retention, productivity, commute reliability, attendance, workplace loyalty, evaluation methods, service customization, concentrix technohub

**IMPACT OF SUSTAINABILITY PRACTICES OF GOLDEN PYRAMID PAVILION AND
RESORTS TO THE GUEST SATISFACTION LEVEL**

Cyril Anne Oliquino, Lyka Turreda, Jenny Mae Austral, Rona Amor Birera,
Divine Mae Canimo, Roland Rambo Jayoma

Abstract

This research examines the impact of Golden Pyramid Pavilion and Resorts' sustainability initiatives on the satisfaction levels of its guests. It aims to identify which sustainable practices have the most significant impact on a positive guest experience. The findings aim to offer actionable insights for improving service quality while ensuring that sustainability efforts align with guest expectations and preferences. This study utilized a quantitative descriptive research design with a sample of 100 diverse respondents from Golden Pyramid Pavilion and Resort, selected through simple random sampling. A self-constructed questionnaire, written in both English and Filipino, served as the primary data collection tool. The instrument underwent expert validation and a pre-test to ensure reliability and clarity. To guarantee full participation, the researchers personally administered and retrieved the questionnaires, enabling systematic and accurate data collection and analysis. The findings indicate that 23% of respondents are between the ages of 24 and 28, with an equal split between male and female guests (50% each). Nearly half of the participants (47%) reported visiting the resort occasionally. Guests generally responded positively to the resort's sustainability initiatives, particularly in energy conservation, which received the highest mean score of 3.60. Water conservation and waste management both received favorable ratings (mean = 3.20), while environmental responsibility (mean = 3.13), cleanliness (mean = 3.18), and cost reduction (mean = 3.14) were also acknowledged. Despite these strengths, some areas for improvement were identified, including cracked pathways (reported by 18% of respondents) and mold in bathrooms (17%). The study concludes that Golden Pyramid Pavilion and Resort have an equal gender distribution among its respondents, with a significant number aged 24–28 and many visiting occasionally. Guests generally view the resort's water management and waste disposal efforts positively (mean = 3.20), highly value its energy conservation initiatives (mean = 3.60), and recognize its commitment to environmental responsibility (mean = 3.13), cleanliness (mean = 3.18), and affordability (mean = 3.14). Despite these strengths, concerns regarding comfort, safety, and hygiene remain, highlighting areas for further improvement.

Keywords: sustainability, guest satisfaction, energy conservation, water management, waste disposal, environmental responsibility, hospitality industry, resort services, customer experience, golden pyramid pavilion

**IMPACT ON SOCIAL MEDIA INFLUENCERS ON BRAND PROMOTION AND
CUSTOMER ENGAGEMENT AT GLAZED UNLIMITED WINGS FAIRVIEW-LAGRO**

Andrei Gabriel Dulay, Josephine Elmidulan, Shan Castillo, Sherika Jane Estrada,
Dyane Jean Monterola, Dr. Dana France Ignacio

Abstract

Social media influencers play a vital role in today's digital landscape, significantly shaping consumer perceptions and driving brand engagement. In the food industry, many businesses leverage influences to build brand credibility, boost visibility, and attract a wider customer base. At Glazed Unlimited Wings in Fairview, Lagro, influencer marketing, is a key component of the restaurant's promotional strategy. This study investigates how influence-driven content affects the restaurant's brand visibility, customer engagement, and overall consumer behavior. It also highlights challenges associated with influencer marketing, such as inflated customer expectations, inconsistent service quality, and overcrowding. By analyzing customer feedback and evaluating the effectiveness of promotional efforts, the study provides data-driven insights and practical recommendations to enhance partnerships, improve social media strategies, and elevate customer satisfaction. Ultimately, it aims to strengthen the restaurant's brand positioning and ensure a seamless dining experience for customers influenced by online promotions. This chapter presents the research methodology, detailing the research design, respondent selection, sampling technique, research instrument, validation process, data collection procedures, and the statistical methods employed for data analysis. The study reveals that social media influencers play a vital role in enhancing brand promotion and attracting customers to Glazed Unlimited Wings in Fairview-Lagro. Data analysis shows that influencer marketing positively affects customer engagement, brand awareness, and sales growth. Customers exposed to influencer content expressed greater interest in visiting the restaurant and trying its offerings. The findings also emphasize the influence of credibility and content quality in shaping consumer perceptions. Overall, the results highlight the importance of strategic partnerships in achieving success in the food industry. This chapter presents a comprehensive discussion of the summary, conclusions, and recommendations derived from the findings of the study, in response to the research problems outlined in Chapter 1.

Keywords: social media influencers, brand promotion, customer engagement, glazed unlimited wings, influencer marketing, brand awareness, consumer perception, digital marketing, restaurant industry, strategic collaboration

**IMPLEMENTING RAINWATER HARVESTING IN HOTEL ACTIVITIES: A STRATEGIC
APPROACH FOR WATER CONSERVATION AND COST SAVINGS**

Katherine Barrios, Pinky Mar Calimotan, Mayrrel Gerarcas,
Chino Sombe, Khiem Visitacion, Dr. Dana France Ignacio

Abstract

This study investigates a sustainable strategy within the hospitality industry, emphasizing rainwater harvesting as a practical solution for conserving natural resources and improving cost efficiency. By capturing and storing rainwater for later use, hotels can lessen their dependence on municipal water sources, reduce utility expenses, and address environmental sustainability goals. This study utilized a quantitative descriptive research design to examine the implementation of rainwater harvesting and its impact on water conservation and cost efficiency. A validated questionnaire was administered to 20 hotel employees to gather data on the system's influence across hotel operations, perceived benefits, and implementation challenges. The collected data were analyzed using frequency distributions and weighted means to assess the overall effectiveness and potential adoption of rainwater harvesting as a sustainable water management strategy in the hospitality sector. A study examining hotel staff perceptions of rainwater harvesting revealed a predominantly young, single, and female sample (70% female, 80% aged 21–25, 90% single), which may limit the broader applicability of the results. Staff showed moderate support for using rainwater in toilet flushing and general cleaning, largely due to its environmental benefits and potential for reducing water costs. However, there was limited acceptance for its use in laundry and significant hesitation regarding swimming pools, mainly due to water quality concerns. The study underscores a strong staff commitment to water conservation as a hotel priority, while also identifying key implementation challenges, including limited awareness, quality concerns, and the need for ongoing training and public education to enhance trust and adoption. The findings indicate that hotel staff are generally supportive of using rainwater for toilet flushing and cleaning, recognizing its benefits in reducing costs and supporting environmental sustainability. However, concerns about water quality limit its acceptance for laundry and swimming pool use. Effective implementation will require staff training, assurance of water safety, and clear communication to promote confidence and public acceptance of the system.

Keywords: rainwater harvesting, hotel staff perception, water conservation, environmental sustainability, water quality concerns, staff training, cost savings, implementation challenges

**INFLUENCE OF AI-POWERED PERSONALIZED LEARNING PLATFORMS ON
HOSPITALITY STUDENTS ENGAGEMENT ACADEMIC PERFORMANCE**

Hazel Abaygar, Ma Lourdes Acosta, Justine Aspa, Jennefer Morales,
Charlene Manuel, Jose Rico Verania, Oliver Fabon

Abstract

Artificial Intelligence (AI) is reshaping education by enabling more personalized and adaptive learning, especially within hospitality education. Through the use of student data, AI-driven platforms provide tailored recommendations and support, helping learners receive instruction that aligns with their individual needs and progress. The study adopted simple random sampling to select sixty-fourth-year Bachelor of Science in Hospitality Management (BSHM) students from Bestlink College of the Philippines for the academic year 2024–2025. This approach ensures equal selection chances for all students, minimizing selection bias and increasing data reliability. The research aims to gather diverse insights into student engagement, frequency of platform use, participation in activities, resource usage, and academic performance in an AI-driven learning environment. It also seeks to uncover challenges encountered in AI-based education, offering data that can support enhancements in teaching strategies and digital learning systems. Among the respondents, 66.67% were male (40 students) and 33.33% were female (20 students), providing a balanced range of insights into the effectiveness of AI-driven personalized learning platforms. The study found that these platforms significantly enhance students' academic experiences. A weighted mean of 3.57 indicates strong agreement that AI helps students tackle complex academic tasks. Furthermore, AI's influence in motivating learners and simplifying their workload received weighted means of 3.53 and 3.43, respectively. With a composite mean of 3.51, the results clearly show that AI positively impacts academic performance by increasing productivity and learning efficiency. This study investigated the use of AI-powered learning platforms among students, with findings showing that young adult males aged 21–25 were the primary users, often relying on tools like ChatGPT for personalized learning and academic research. The results revealed that AI significantly enhanced student engagement by improving confidence, increasing participation, and creating a more interactive learning experience. Furthermore, AI positively influenced academic performance by providing structured content, supporting skill development, and enhancing problem-solving abilities. However, the study also identified key challenges. Participants noted concerns about reduced human interaction, limited creativity in AI-generated content, overreliance on technology, and the potential weakening of essential human skills. These findings highlight the need for a balanced approach integrating AI tools with traditional teaching strategies to ensure both technological advancement and the preservation of critical human elements in education.

Keywords: artificial intelligence, personalized learning, academic performance, student engagement, chatgpt, hospitality education, technology integration, human interaction, skill development, learning platforms

**INFLUENCE OF SOCIAL MEDIA ON CUSTOMER ENGAGEMENT AND PERCEPTION
AT RETRO COFFEE HOUSE PH IN NOVALICHES QUEZON CITY**

Rodalyn Manalo, Angela Bonturan, Reyniel Bustamante, Cyrel Dejesus,
Angelo Logagay, Roland Rambo Jayoma

Abstract

Social media has become an indispensable tool for businesses in the hospitality industry, boosting brand visibility and fostering active customer engagement. Through these platforms, hotels and restaurants can effectively showcase their offerings, respond promptly to inquiries, and build personal connections that enhance trust and loyalty. User-generated content and influencer collaborations further strengthen credibility and expand marketing reach. However, challenges such as misinformation and inconsistent branding can harm public perception, making it crucial for businesses to maintain a consistent voice and address concerns swiftly. This study employed a quantitative research design to examine the influence of social media on customer engagement and perception at Retro House Coffee PH in Novaliches, Quezon City. By collecting numerical data and utilizing statistical analysis, the approach aimed to ensure validity and reliability. The sample consisted of 100 customers, with a gender distribution of 35% male and 65% female, indicating a higher female representation. Purposive sampling was used to select participants based on relevant characteristics. Data collection was conducted through a self-designed questionnaire, developed using Parasuraman's customer satisfaction framework. The study revealed that the majority of respondents at Retro House Coffee PH are young adults between 18 and 27 years old, with males slightly outnumbering females. Most participants are single and visit the café infrequently, mainly interacting with the brand via Facebook. The café's social media marketing efforts, including well-crafted content and targeted advertising, are viewed positively and contribute significantly to increased brand loyalty, purchase intentions, customer perception, and trust. Of the demographic variables examined, only civil status demonstrated a meaningful correlation with social media engagement. Nonetheless, issues such as slow response times and inaccurate information were noted as obstacles to effective customer interaction. It is recommended to introduce exclusive in-store promotions to increase offline visits, improve response times through the use of chatbots, tailor content to suit various demographic segments, encourage user-generated content to boost brand loyalty, and optimize social media navigation for enhanced accessibility.

Keywords: social media marketing, customer engagement, brand loyalty, retro house coffee ph, quantitative research, customer perception, user-generated content, chatbots, demographic targeting, in-store promotions

**INNOVATING MENU TWIST: EXPLORING HOW FOOD BUSINESS ADOPTS
LOCAL FOOD INNOVATION IN QUEZON CITY**

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Emily Shane Cariaga, Roland Rambo Jayoma

Abstract

The food industry in Quezon City is increasingly embracing local food innovation, adopting a "menu twist" approach that incorporates unique, locally sourced ingredients into both traditional and contemporary dishes. This study aims to explore how restaurants in Quezon City utilize local food innovation to develop distinctive and competitive menus. Specifically, it examines the motivations, methods, and strategies driving this innovation, while identifying the successes and challenges food businesses encounter in integrating local ingredients and flavors. Additionally, the study highlights best practices in sustainability, ethical sourcing, and customer education. Ultimately, it seeks to propose ways to support the growing trend of local food innovation for the benefit of both businesses and local communities. The research employed quantitative design to enhance validity and reliability. A descriptive approach was used to investigate the innovation of the "Menu Twist" and how food businesses in Quezon City adopt local food innovation. Data were collected from 60 customers (20 per restaurant) across three establishments: Tres Filipino Twist, Mesa, and Storya Kitchen and Bar, using simple random sampling to ensure equal selection probability. The majority of respondents were between the ages of 23 and 32, with the age groups 23–27 and 28–32 equally representing the largest segments of the sample. Female participants made up 53% of the total, indicating a slightly higher inclination among women to explore innovative local cuisine. Additionally, 42% of respondents reported visiting these food businesses occasionally, suggesting that customer interest is driven more by the novelty and variety of offerings than by routine dining habits. The study found that food businesses in Quezon City effectively embrace local food innovation, appealing especially to respondents aged 23–32, the majority of whom were female. There was a strong interest in fusion cuisine and creative food experiences, with most participants dining occasionally, suggesting a desire for variety and discovery. Restaurants such as Tres, Mesa, and Storya were praised for skillfully blending traditional Filipino flavors with modern twists. Respondents valued the consistent quality and thoughtful presentation of new dishes, noting that these innovations maintained cultural authenticity while catering to contemporary tastes.

Keywords: local food innovation, quezon city, fusion cuisine, filipino flavors, modern dining, customer preferences, food business, culinary innovation, traditional and modern balance, restaurant evaluation

**INVENTORY SHRINKAGE AND WASTE MANAGEMENT ON RESTAURANT
OPERATIONS: ANALYSIS ON BEST PRACTICES**

Paul Andrei Bauí, Rica Mae Aben, Jonalie Bancil, Kier Concepcion,
Joana Mirabueno, Roland Rambo Jayoma

Abstract

Controlling inventory shrinkage and waste is vital for improving profitability and operational efficiency in the restaurant industry. Shrinkage from theft, spoilage, and errors, along with waste due to food disposal and regulatory issues, poses significant challenges. Embracing modern technology, sustainable practices, and data-driven strategies is essential to tackle these problems. Inventory shrinkage results in considerable financial losses, while inefficient operations negatively impact market share and customer satisfaction. Key solutions include just-in-time inventory, real-time tracking, and thorough staff training. Innovations in service, process, and organizational management enable tailored waste management approaches suited to diverse restaurant operations. This study underscores the need to reduce losses, optimize operations, enhance customer experience, and support environmental sustainability. This study utilized a descriptive quantitative research design to examine inventory shrinkage and waste management practices in restaurants. A total of 45 participants took part, including 40 staff members and 5 managers, with 28 females and 17 males represented. The data indicate a predominantly young and female workforce in the restaurant industry, emphasizing key demographic and operational factors. Most respondents are between 22 and 25 years old, highlighting the need for youth-centered support. Females represent the majority, revealing a gender imbalance. The workforce is primarily service based, with waiters making up 60%, and a noticeable scarcity of managerial roles. High turnover and short tenure suggest staffing challenges. Educational attainment is mostly at the secondary and college levels, indicating limited opportunities for those with less formal education. The restaurant industry struggles with inventory shrinkage and waste management, which contribute to financial losses and lower customer satisfaction. Key solutions involve just-in-time inventory, real-time tracking, and thorough staff training. Advancements in service, processes, and organizational strategies allow waste management to be customized to meet specific needs, fostering profitability, enhanced customer experience, and environmental sustainability.

Keywords: inventory shrinkage, waste management, restaurant industry, just-in-time inventory, real-time tracking, staff training, operational efficiency, customer satisfaction, environmental sustainability

**INVESTIGATING ACCESSIBILITY STANDARDS AND THEIR EFFECTS ON THE
TOURISM EXPERIENCE FOR DIFFERENTLY ABLED TOURIST IN INTRAMUROS**

James Andrew Zuñiga, March Adrian Baledoya, Leslie Cariño, Jennelyn Laurecio,
Dianna Rose Menor, Dr. Dana France Ignacio

Abstract

This research explores the influence of accessibility standards on the tourism experiences of differently abled tourists in Intramuros, Manila. It aims to identify the specific barriers faced by individuals with mobility, hearing, and speech impairments, and to assess how these challenges affect their overall travel experience. The study further seeks to offer practical recommendations to improve accessibility, ensure inclusivity, and enhance the quality of tourism services for people with disabilities. This study employs a descriptive research design, utilizing a structured questionnaire to collect data from 30 individuals with disabilities who have visited tourist attractions in Intramuros. Participants were selected through purposive sampling to ensure the relevance of their experiences. The questionnaire was designed to capture information on the respondents' demographic profiles, their experiences with accessibility, and the specific challenges encountered during their visit. The collected data were analyzed using frequency distribution, ranking, and weighted mean to effectively interpret the results. The findings of the study indicate that most respondents were aged 31 and above, with a higher representation of female participants. Mobility impairments emerged as the most common type of disability, followed by speech and hearing impairments. While general navigation and mobility within Intramuros were rated positively, specific accessibility features such as ramps, elevators, and accessible restrooms received lower evaluations. Accommodations and services were generally viewed favorably, with staff knowledge and training identified as key factors contributing to a positive tourism experience. Although information availability was considered adequate, some respondents reported difficulties in locating comprehensive and reliable details about accessible sites. Technology was highly valued for its potential to improve accessibility and support travel planning. The most significant challenges highlighted by respondents included the lack of reliable information on accessible attractions, minimal support from local government, and inadequate infrastructure to fully meet the needs of differently abled tourists. The findings highlight the pressing need to improve accessibility infrastructure in Intramuros, particularly with regard to essential features such as ramps, elevators, and accessible restrooms. Enhancing the availability and reliability of information, along with the integration of assistive technologies, is vital in addressing both mobility and information barriers. The study also underscores the importance of comprehensive staff training, strategic public-private partnerships, and strong governmental support in fostering a more inclusive and accessible tourism experience for differently abled individuals.

Keywords: accessibility, intramuros, differently abled tourists, inclusive tourism, mobility impairment, infrastructure, assistive technology, staff training, public-private partnerships, government support

**LEVEL OF ACCEPTABILITY OF STRAWBERRY WITH SPARKLING SODA AS
DRINK QUENCHER AMONG HOME ECONOMIC STUDENTS OF
BESTLINK COLLEGE OF THE PHILIPPINES**

Mary Ann Camacho, Justine Nicole Avestro, Erika Festin, Quintin Adan Camañan,
Jazmine Kyle Gregorio, John Michael Guevarra, Mar Domagtoy

Abstract

This study investigates the innovative blend of fresh strawberries and sparkling soda as a refreshing beverage. It evaluates the nutritional benefits and student acceptability of this novel drink. Sensory evaluations and nutritional analyses focus on the appearance, color, taste, and health advantages of the strawberry-soda mixture. Using a descriptive quantitative approach, the study employed a survey questionnaire and cluster sampling to assess the acceptability level among 50 Home Economics students at Bestlink College of the Philippines. This study focused on evaluating the sensory attributes of the strawberry quencher, including its appearance, color, and taste, to determine the factors affecting student acceptability. The questionnaire was divided into three sections: demographic information, satisfaction level, and recommendations. Data analysis involved frequency and percentage distributions, weighted means, Likert scales, and ranking methods. The survey results showed that most respondents were Home Economics students aged 17 to 18, with an equal number of males and females (each comprising 10%). Among the sensory attributes evaluated, appearance was rated as the most acceptable, followed by color, and then taste. Respondents recommended increasing the amount of sugar, soda, and strawberries to improve the product. Overall, the appearance of the strawberry quencher was highly favored. Accordingly, the researchers enhanced the color and adjusted the sweetness and flavor balance of the beverage. The strawberry and sparkling soda combination is well accepted as a refreshing and nutritious beverage among Home Economics students.

Keywords: strawberry quencher, sparkling soda, sensory evaluation, student acceptability, nutritional beverage, home economics students, flavor enhancement, refreshing drink, beverage development

**LEVEL OF EFFECTIVENESS ON THE MARKETING STRATEGIES
OF THE SELECTED RESORT IN MONTALBAN RIZAL**

Aira Rose Mallorca, Jinky Jalayajay, Justine Romares, Alfredo Obsina,
Jerome Tabasa, Roland Rambo Jayoma

Abstract

This study analyzes the marketing strategies employed by two resorts in Montalban, Rizal, examining the effects of seasonality and customer preferences on their performance. The objective is to offer actionable recommendations that can strengthen marketing initiatives and increase the resorts' competitive advantage. This study employed a quantitative descriptive design to evaluate the marketing strategy effectiveness at a resort in Montalban, Rizal. Participants were purposively selected based on specific criteria relevant to the study. Following the approval from both the resort guests and the Hospitality Management Department, researchers personally distributed and collected the questionnaires to maximize response rates and ensure the accuracy of the data collected. The study found that 80% of guests were under 25 years old, with 68% comprising families, highlighting a predominantly young, family-oriented clientele. Costa Abril attracted younger, more affluent visitors, whereas Villa Elena primarily served low-income families. Guests rated seasonal offers (4.40), pricing (4.43), and activities (4.41) highly, with 92% valuing timely updates and 88% enjoying themed events. Areas needing improvement included better alignment of activities with guest preferences (2.76) and the hiring of multilingual staff (2.72). Although promotional efforts received positive feedback (3.76), the use of diverse marketing channels scored lower (2.76). Overall, both resorts were well-rated but would benefit from enhancing seasonal services, promotional strategies, and tailoring offerings to better meet guest needs. Costa Abril primarily appeals to younger, affluent guests, whereas Villa Elena serves a broader demographic, including lower-income families. While both resorts receive positive remarks for their marketing, there is room for improvement in their offerings. Costa Abril should develop adventure packages for younger visitors and luxury options for older clientele. Villa Elena could benefit from wellness events and budget-friendly packages targeting guests aged 30 and above, especially those from lower-income backgrounds. Both resorts should also enhance family amenities, solo traveler services, and the range of seasonal events available.

Keywords: marketing strategies, resort industry, customer preferences, seasonality, costa abril, villa elena, montalban rizal, guest satisfaction, demographic segmentation, promotional effectiveness

**LEVEL OF EFFECTIVENESS OF THE OPERATIONAL RISK MANAGEMENT AND
IMPROVEMENT PLAN IN SELECTED KTV BARS AT QUEZON CITY**

Lea Guinoo, Anlirma Agarao, Romlyn Columbers, Joshua Dela Cruz,
Jessica May Orogo, Roland Rambo

Abstract

This study explores the effectiveness of Operational Risk Management (ORM) strategies in selected KTV bars in Quezon City. These establishments face unique challenges related to customer safety, staff management, financial security, and customer retention. Given their vibrant and dynamic atmosphere, KTV bars must proactively manage risks to ensure efficient operations and long-term viability. The study evaluates the role of key ORM measures including CCTV surveillance, staff training, safety policy enforcement, and access control in enhancing safety, operational efficiency, and customer satisfaction. This study employed a quantitative descriptive research design involving 50 respondents: 20 guests and 30 employees from two KTV bar establishments. Data was collected using a validated structured questionnaire assessing demographics and perceptions of the effectiveness of existing Operational Risk Management (ORM) strategies. Random sampling was utilized to reduce bias and ensure diverse participation. Statistical tools were applied to compute mean scores and interpret the effectiveness of ORM practices. The findings reveal that Operational Risk Management (ORM) strategies are perceived as “Very Effective” in critical areas, including customer safety, staff coordination, financial management, and customer loyalty. Staff training and CCTV systems were highlighted as the most impactful measures. However, gaps remain in communicating safety policies and raising customer awareness about data privacy. The respondent pool mainly consisted of young adults, with a majority being female. The study found that Operational Risk Management (ORM) strategies in selected KTV bars were generally effective, particularly in staff training and CCTV use. However, lower effectiveness ratings were noted for camera placement, emergency training, and enforcement of safety policies. Differences in perception across demographic groups highlight the need for more inclusive and targeted approaches. Enhancing communication, refining enforcement protocols, and boosting customer engagement can further improve ORM effectiveness in the hospitality sector.

Keywords: operational risk management, ktv bars, staff training, cctv surveillance, safety policies, emergency preparedness, hospitality industry, customer engagement, risk mitigation, quezon city

**LEVEL OF SATISFACTION OF MACARONS INTO MACARROTS AMONG SENIOR
HIGH SCHOOL HOME ECONOMICS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jess De Guia, Ricky Roy Zafe, Gian Pamfilo, John Lebie Cuevas,
Mary Rose Rendaje, Mar Domagtoy

Abstract

This research explores the impact of customer satisfaction preferences for macarons, focusing on overall satisfaction, product preference, and perceived service quality. It aims to understand how these factors influence consumer behavior and purchasing decisions related to macarons. A quantitative approach was employed, collecting data through a survey administered to 50 senior high school Home Economics students at Bestlink. Cluster sampling was used to ensure diversity among respondents. The questionnaire consisted of three sections: demographic profile, satisfaction with macarons, and recommendations to improve macaron satisfaction. Data analysis involved calculating frequencies, percentages, and weighted means, with responses evaluated using a Likert scale. The study found that the appearance of the macarons significantly influences consumer preferences. A majority of respondents indicated that the authentic appearance of the macarons builds trust and satisfaction (weighted mean = 2.93), contributes to the perceived texture (weighted mean = 2.93), and affects the perceived flavor (weighted mean = 2.80). Most survey participants were male (27), and over half (54%) had experience in the food industry. These findings suggest that ethical and effective advertising strategies play a crucial role in shaping consumer behavior. The research highlights that transparency and honesty in product presentation enhance consumer satisfaction and loyalty, which strongly influence purchasing decisions. The researcher recommends prioritizing a balanced diet rich in vegetables, such as our product, the Macarrots, to support energy and overall well-being while consistently providing valuable nutritional information. To foster healthy eating habits in children, parents should lead by example, offer a variety of nutritious foods, involve children in meal preparation, and create a positive, relaxed mealtime environment.

Keywords: macarrots, customer satisfaction, product preference, perceived service quality, balanced diet, healthy eating habits, parental influence, nutrition, consumer behavior, food appearance

**LOCAL VS. GLOBAL OPPORTUNITIES: A STUDY ON THE EMPLOYABILITY
OF BSHM GRADUATES IN THE HOSPITALITY INDUSTRY**

Nicole Mendiola, Rhea Mae Lopez, Norjay Peñaredondo,
Rhona Mae Salomon, Regine Tayawa, Dana Rae Boatis

Abstract

The hospitality industry is one of the world's largest and fastest-growing sectors, characterized by its diverse cultural and regional practices. For Bachelor of Science in Hospitality Management (BSHM) graduates, employment opportunities, whether local or overseas, offer varying benefits and challenges. While international careers may appear to be more practical and financially rewarding in the short term, local employment offers broader insights into operational standards and long-term development within the domestic industry. This study investigates the employability of BSHM graduates in both local and global contexts within the hospitality sector. This study adopts a correlational research method to analyze the relationship between local and international employment opportunities and the employability of BSHM graduates. Data was collected through online survey questionnaires targeting alumni working in the food and beverage sector of the hospitality industry. Using snowball sampling, the researchers reached respondents employed both locally and abroad to gather detailed perspectives on the required competencies and employment trends. The survey addressed technical, service-related, and interpersonal skills to determine their relevance to employability outcomes. Findings revealed that the majority of employed BSHM graduates are within the age range of 23 to 27, indicating a high rate of recent graduates entering the hospitality workforce. Among technical skills, service skills emerged as the most in-demand, with 29 reported instances. In terms of performance expectations, the highest average weighted mean of 3.50 was recorded under efficiency and effectiveness, particularly in room service quality. The highest mean of 3.56 under accuracy and congruency pertained to staff voluntarism in taking on additional tasks relevant to their skill set. The study highlights the competencies most valued in the hospitality industry, particularly among BSHM graduates from Bestlink College of the Philippines. Service-related and technical skills, along with problem-solving and interpersonal abilities, were shown to influence employability both locally and globally. Most graduates are currently employed in the local sector, although transferable skills are essential for broader career mobility. Future studies may explore the impact of international experience on long-term career development and professional advancement within the hospitality industry.

Keywords: bshm graduates, employability, hospitality industry, local employment, overseas opportunities, service skills, technical skills, career development, food and beverage sector, transferable skills

**MANAGING SUPPLY SHORTAGES IN RESTAURANTS:
A STUDY ON DEVELOPMENT STRATEGIES AND PERFORMANCE**

Deycelyn Estrella, Danicah Bantayao, Mariella Dancel,
Jayvee Dela Torre, Jeramie Morilla, Jenelyn Comon

Abstract

This study investigates how restaurants manage supply shortages and identifies the development strategies they implement to address such disruptions. The research explores the measures used to meet customer needs, handle complaints, and maintain service quality standards when faced with limited inventory. It also aims to share actionable strategies that can help restaurants respond more effectively to supply chain issues. By analyzing real-world practices and performance outcomes, this study offers insights into how restaurants sustain operations and profitability during supply shortages. The study focuses on identifying strategies used by restaurants in response to supply shortages and assessing their impact on overall performance. A qualitative approach was employed to explore how dining establishments navigate supply constraints. The effectiveness of these development strategies was evaluated through direct feedback from restaurant personnel. Data was gathered from 30 kitchen staff members working in various dining restaurants. These respondents were selected due to their direct involvement in inventory management and menu preparation. Their insights highlighted the most common supply shortages encountered, the strategies used to address them, and the immediate impacts on operations. The findings suggest that kitchen staff play a critical role in adapting and responding to supply limitations by adjusting menus, modifying portions, or finding alternative ingredients. The study provides valuable insight into how restaurants manage supply shortages and the effect of these strategies on business performance. It highlights proactive and adaptive strategies such as supplier diversification, inventory planning, and real-time communication, that help mitigate the negative effects of supply chain disruptions. The results emphasize the importance of preparedness and strategic planning in maintaining operational continuity and customer satisfaction in the food service industry.

Keywords: supply shortages, restaurant management, development strategies, supply chain disruption, hospitality operations, kitchen staff, performance management, customer satisfaction, menu adaptation, inventory management

MANAGING THE EFFECT OF GUEST FEEDBACK ON HOTEL REPUTATION

Ma Pamela Jean Garcia, Kaye Andrey Florentino, Maria Luisa Gomez,
Jessa Laurenciano, Roxan Ronquillo, Roland Rambo Jayoma

Abstract

The guest review system plays a vital role in shaping hotel reputation and in aligning service quality with customer expectations. While positive feedback enhances a hotel's image, negative reviews can severely affect public perception. This study explores how Solaire Parañaque manages guest feedback to uphold and improve its reputation, focusing on strategies for addressing both favorable and critical feedback. The study utilized a descriptive approach, gathering data primarily from young adults aged 20 to 24, with a slight majority of female respondents. Most participants were college graduates engaged in part-time employment, representing a well-educated but demographically limited sample. Data collection focused on evaluating guest feedback management practices at Solaire Parañaque. Key indicators assessed included responsiveness to negative feedback, employee engagement, health and safety practices, and decision-making effectiveness. Feedback was analyzed in relation to employee development, operational efficiency, and overall reputation management. Guest feedback management at Solaire Parañaque was rated "Very Effective" across several performance indicators. Respondents highlighted strong practices in handling negative feedback, valuing employee input, and promoting respectful management. High satisfaction ratings were also observed in areas such as guest satisfaction initiatives, employee well-being, and health and safety. Strategic decision-making, teamwork, and continuous improvement were positively noted, although the connection between individual employee actions and the overall professional image could be further strengthened. Communication and development efforts contributed positively, while teamwork and environmental positivity were seen as moderately impactful. Findings indicate that while Solaire Parañaque demonstrates effective guest feedback management, enhancing internal systems for addressing negative feedback and reinforcing employee engagement can further strengthen its reputation. Maintaining strategic planning, open communication, and a positive workplace culture remains essential. A balanced strategy that includes proactive guest feedback analysis, transparent communication, and adaptive reputation management is recommended. Additionally, developing a long-term approach to meet evolving guest expectations and respond to industry changes will support the hotel's continued competitiveness and service excellence.

Keywords: guest feedback, hotel reputation, hospitality management, customer satisfaction, feedback management, employee engagement, strategic planning, communication, service quality, solaire parañaque

**MODERN BANQUET SERVICE TRENDS AND ITS IMPACT TO
GUEST SATISFACTION IN THE WESTIN MANILA HOTEL**

Dorethy Del Rosario, Jasper Hipol, Rubilyn Cantila, Jimmy Lomibao,
Janna Rabi, Dr. Dana France Ignacio

Abstract

This study aims to explore how The Westin Manila Hotel addresses current challenges in banquet service, with a specific focus on enhancing guest satisfaction. It contributes to a broader understanding of how modern banquet service trends influence guest experiences in a hospitality setting. Furthermore, the research evaluates the effectiveness of The Westin Manila's strategies in managing and improving its banquet services amid evolving industry demands. This research adopts a structured and systematic approach to data collection, analysis, and interpretation to ensure the validity and reliability of findings. By employing both quantitative and qualitative techniques, the study provides a comprehensive understanding of guest perceptions. This methodology enables the exploration of new service trends and innovations within banquet operations, fostering a deeper understanding of their impact on guest satisfaction. The findings revealed that The Westin Manila's banquet services received highly favorable feedback from young adult respondents (aged 24–30), with a slight female majority. Guests expressed strong satisfaction with the modern service design, use of locally sourced food, interactive culinary experiences, customizable menu options, and the integration of technology. Sustainability efforts, such as the use of eco-friendly packaging, were also well-received. However, several operational challenges were identified, including delayed food service, audio-visual malfunctions, inconsistent food temperatures, limited dietary accommodations, poor sound quality, hygiene lapses, and unaddressed last-minute requests. These issues highlight areas for improvement to enhance service efficiency and guest loyalty. The Westin Manila Hotel has made a positive impression through its innovative banquet service approach, particularly its emphasis on sustainability, technology, and culinary interactivity. Nonetheless, recurring operational issues must be addressed to sustain and elevate guest satisfaction. By enhancing responsiveness, offering personalized service, and investing in technological upgrades, the hotel can further strengthen its reputation and maintain its competitive edge in the modern banquet service industry.

Keywords: modern banquet service, guest satisfaction, hospitality trends, the westin manila, culinary experience, sustainability, service customization, technology integration, operational efficiency, hotel management

**MODERNIZED HOSPITALITY: THE ROLE OF INTERACTIVE TECHNOLOGY
TOWARDS ENHANCED GUEST EXPERIENCE IN HOTEL SOGO IN FAIRVIEW**

Mary Jastine Batingal, Melanie Capisnon, Trixie Mae Balansayo, Mylene Lozano,
Hannah Joy Cudal, Roland Rambo Jayoma

Abstract

This study explores the role of interactive technology in enhancing the guest experience at Hotel Sogo in Fairview. Interactive technologies are reshaping the hospitality industry by offering more personalized, convenient, and seamless services that align with modern travelers' expectations. By integrating digital advancements, the hotel can improve service delivery and elevate guest satisfaction. The study emphasizes the importance of designing technology that addresses guests' psychological needs, fosters trust, and enhances perceived ease of use. The study employed descriptive research design and utilized a mixed-method approach to cover various components of the research. It involved purposive sampling of twenty (20) guests from a 4-star hotel under Hotel Sogo Fairview. A structured questionnaire was developed, validated, and used to gather data on guest experiences with interactive technology. The research also detailed the sampling techniques, data collection procedures, and statistical analysis methods applied to evaluate the findings. Findings revealed that most Millennial and Gen Z respondents occasionally visited Hotel Sogo and were familiar with its interactive technology features. These tech-savvy guests valued the ability to personalize their environment and adapt quickly to digital tools. Their expectations significantly influenced their perceptions of the hotel experience. Respondents expressed strong preference for seamless engagement, highlighting the convenience and efficiency of technologies such as mobile apps and automated systems designed to enhance comfort during their stay. The results demonstrate that interactive technologies positively impact on the guest experience at Hotel Sogo Fairview. Respondents, primarily female and aged 23–27, appreciated services like virtual concierge features, in-room tablets, and mobile applications for their convenience and personalization. However, challenges were identified, including usability issues, technical malfunctions, and insufficient staff training. To maximize the benefits of interactive technology, hotels must focus on improving user interface design, ensuring device compatibility, and integrating systems for smoother operations.

Keywords: interactive technology, guest experience, hotel sogo, hospitality innovation, mobile apps, virtual concierge, in-room tablets, tech-savvy guests, service personalization, hotel management

**MODERNIZING SYSTEMS AT MAKATI DIAMOND RESIDENCES HOTEL:
ADVANCING OPERATIONAL EFFICIENCY AND ELEVATING GUEST EXPERIENCES**

Ralph Labita, Lisa Mae Erojo, Alexandra Nuguid, Eduard Umali,
Angelica Mary Ancheta, Roland Rambo Jayoma

Abstract

The hospitality industry is experiencing a significant shift driven by the integration of modern technology into hotel operations. Hotels are increasingly adopting digital solutions to enhance operational efficiency, streamline service delivery, and personalize guest experiences. These innovations not only improve service quality but also reduce labor costs, optimize resource management, and contribute to overall competitiveness. This study focuses on Makati Diamond Residences Hotel and investigates how system modernization can elevate guest satisfaction and operational performance. This research adopts a case study approach to examine the impact of system modernization at Makati Diamond Residences Hotel. The study explores how aligning technology with guest expectations can enhance service delivery, create new revenue opportunities, and maintain a competitive edge. Data was collected through structured surveys targeting hotel guests and staff to assess their experiences with the hotel's reservation system, security measures, and digital services. The analysis provides a practical framework for similar hotels transitioning from outdated systems to advanced, tech-driven operations. Survey results revealed that 60% of respondents were over the age of 31, with an equal distribution of male and female participants. Guests expressed high satisfaction with the reservation process, noting the accuracy of reservation details, the speed and efficiency of the online system, and the improved security features. These findings suggest that the implementation of modern systems at Makati Diamond Residences Hotel has had a positive impact on guest experience and operational workflow. The study recommends further enhancements to better accommodate a diverse guest demographic, including adult generations, male travelers, female guests, and the LGBTQ+ community. Strategies include expanding promotional offers, improving communication and confirmation processes, increasing staffing levels, and staying current with technological advancements. Addressing persistent concerns such as data migration issues, maintenance delays, billing errors, language barriers, Wi-Fi reliability, and safety protocols is essential to ensure consistently high-quality guest experience and to support sustainable operational success.

Keywords: hospitality management, system modernization, operational efficiency, guest experience, makati diamond residences, digital transformation, reservation systems, hotel technology, service innovation, hospitality trends

**MOTIVATIONAL TOOLS AND ITS IMPACT ON EMPLOYEE PRODUCTIVITY AMONG
SELECTED RESTAURANTS IN QUEZON CITY**

Dan Carlo Dela Cruz, Jayvee Acabal, Reymart Llanos, John Philip Taroy,
Elairol Ortil, Roland Rambo Jayoma

Abstract

The restaurant industry in Quezon City faces persistent challenges, including high employee turnover and demanding working conditions. Motivation and productivity remain critical factors for organizational success, yet traditional management approaches often fail to address essential employee needs such as career development and work-life balance. This study investigates the motivational tools that influence Filipino restaurant workers, aiming to assist restaurant managers in aligning motivation strategies with staff expectations. The goal is to enhance employee engagement, reduce turnover, and improve overall productivity in a high-pressure and diverse work environment. This research utilizes purposive sampling to select participants with direct relevance and experience in the restaurant sector. Data collection was conducted through a researcher-made questionnaire, informed by Parasuraman's customer satisfaction model and divided into three main sections. To ensure validity, the questionnaire underwent review by an adviser, subject matter expert, grammarian, and statistician. Pre-interviews and pre-testing were also conducted to refine the tool. Additionally, the study is supported by a comprehensive literature review and a locally contextualized survey to strengthen its theoretical framework. Findings indicate that restaurant workers are predominantly young and often view their positions as temporary employment. Male employees typically assume physically demanding kitchen roles, while females are more often assigned to customer-facing positions. Although overall performance was deemed acceptable, motivation and opportunities for skill development were lacking. Respondents cited supportive management, workplace safety, effective communication, overtime compensation, and meal allowances as key motivators. Recognition, teamwork, and professional growth were also valued. However, challenges such as long work hours, interpersonal conflicts, physical fatigue, and lack of appreciation were identified as barriers to sustained motivation. The study highlights the importance of tailored motivational strategies to address the distinct needs of restaurant employees. A supportive work environment, financial incentives, consistent scheduling, and clear recognition programs contribute positively to employee morale and retention. Conversely, long working hours, workplace conflicts, and insufficient acknowledgment undermine motivation. To address these concerns, the study recommends implementing structured training, wellness initiatives, equitable reward systems, and career advancement opportunities to promote productivity and job satisfaction among restaurant staff.

Keywords: employee motivation, productivity, hospitality industry, restaurant staff, quezon city, recognition programs, work-life balance, supportive environment, retention strategies, incentive systems

**NATIONAL CERTIFICATE NCII HOSPITALITY ASSESSMENT:
CATALYST FOR PROFESSIONAL ADVANCEMENT**

Ivan Zam Sabillano, Dessirie Blancada, Hannah Joy Sentorias,
Jhellie Lacanilao, Twinkle Magno, Ivan Zam Sabillano

Abstract

The National Certificate II (NCII) Hospitality Assessment is a competency-based certification regulated by the Technical Education and Skills Development Authority (TESDA). It offers assistive training for individuals seeking foundational skills and knowledge required to deliver exceptional services in the hospitality industry. Successfully completing the assessment grants a certificate that serves as formal proof of competency in a specific hospitality trade. The integration of NCII certification within the industry promotes evidence-based practices, skill enhancement, and higher service standards. It also contributes to improved guest satisfaction and career advancement for hospitality workers. This study utilized a descriptive-correlational research design to explore the impact of the NCII Hospitality Assessment on professional advancement. Respondents included hospitality workers who had undergone the assessment within the past one to three years. Data was gathered through an online survey administered via Google Forms and analyzed using descriptive statistics to evaluate trends and correlations in certification outcomes and career progression. The majority of respondents were aged 21–25, with an even gender distribution. Most held Food and Beverage Services NCII certifications and worked as food and beverage attendants. Respondents perceived the certification as highly beneficial, reporting increased opportunities for promotion, better salary potential, and enhanced job stability. The certification was also credited with improving employability, validating skills, and providing a competitive advantage aligned with industry standards. However, common challenges included the time and cost required to complete the assessment, emotional stress during evaluation, and limited recognition of the certificate outside the hospitality sector. NCII Hospitality Certification plays a significant role in developing a skilled, service-oriented workforce. It fosters professional growth by enhancing career mobility, financial rewards, and job security. Certified individuals gain confidence and become more competitive candidates for specialized roles due to their alignment with industry benchmarks. Despite these benefits, some limitations remain, particularly regarding time investment, financial burden, and the certificate's limited cross-industry application. Addressing these concerns may further increase the value and accessibility of the certification across hospitality sub-sectors and beyond.

Keywords: ncii certification, tesda, hospitality industry, food and beverage services, career advancement, skill validation, professional growth, employability, hospitality standards, workforce development

**NIHONGO LANGUAGE SKILLS AS A COMPETITIVE ADVANTAGE FOR ALUMNI
STUDENTS ON BESTLINK COLLEGE OF THE PHILIPPINES**

Jenny Cañon, Arnie Loyd De Guzman, Gerlyn Muñoz, Micaela Nicole Purawan,
Andrea Sabejon, Jenelyn Comon

Abstract

The hospitality industry increasingly emphasizes the need for foreign language proficiency, particularly Nihongo, in its curriculum to enhance communication skills. By learning Nihongo, hospitality students are better equipped to interact with Japanese-speaking guests, facilitating smoother and more enjoyable customer experiences. Integrating Nihongo into hospitality programs prepares students to meet the demands of a globalized service industry and increases their employability in competitive sectors such as hotels, cruise lines, and airlines. This study explored the role of Nihongo language skills as a competitive advantage among alumni of the Hospitality Management program at Bestlink College of the Philippines. The respondents included alumni with current or past experience in the hospitality industry. Data was gathered using an online survey administered via Google Forms. A snowball sampling technique was applied, starting with 30 participants who were asked to share the survey with other eligible alumni in their network. The results indicated that a significant majority of respondents encountered challenges during their internships or employment in the hospitality sector. Participants frequently cited issues related to knowledge gaps, time constraints, verbal and written communication, career opportunities, cultural awareness, and job-related stress. Notably, alumni who lacked Nihongo language skills were more likely to experience communication difficulties, particularly when interacting with Japanese-speaking clients or supervisors. These challenges highlighted the value of language proficiency as a means of improving workplace integration and career mobility. The study underscores the importance of Nihongo language skills as a competitive edge for hospitality graduates. Respondents who were proficient in Nihongo reported fewer communication barriers and greater confidence in their professional roles. Challenges faced by alumni with limited language skills suggest a clear link between language training and workplace performance. The findings further suggest that continuous practice, such as watching Japanese-language films and engaging in regular pronunciation exercises, can help alumni improve their language competence and reduce job-related stress.

Keywords: nihongo proficiency, hospitality management, communication skills, competitive advantage, alumni outcomes, cultural awareness, language barriers, career opportunities, workplace integration, bestlink college of the philippines

**OPTIMIZING BANQUET SERVICE FLOW: A STUDY OF
STAFF TRAINING AT WESTIN MANILA**

Carl James Catulay, Kristine Nacional, Jackelyn Ocampo, Lioneda Diga,
Patrick Lloyd Reyes, Dr. Dana France Ignacio

Abstract

This study explores the effectiveness of staff training in optimizing banquet service flow at Westin Manila. It evaluates existing training practices, identifies operational challenges, and proposes enhancements to improve service efficiency. In the competitive hospitality industry, delivering exceptional service is essential for guest satisfaction and business success. Banquet services, which involve formal meals for large groups, demand precise coordination, teamwork, and service quality. Although Westin Manila aims to deliver high standards, operational issues continue to affect service flow. This research investigates these issues and examines how the training program influences staff performance. A descriptive quantitative survey design was used, involving 25 banquet staff members at Westin Manila. Respondents completed a structured questionnaire assessing training effectiveness across key areas: technical skills, service orientation, guest relations, and product knowledge. Demographic data such as age, sex, and civil status were also collected. Data was analyzed using frequency distribution, percentages, and weighted mean to evaluate training outcomes and operational concerns. The training program was found to be generally effective in developing essential competencies. High composite mean scores were recorded across all training areas, ranging from 3.43 to 3.67. However, several operational challenges persisted. Staff reported issues such as equipment shortages, difficulty in multitasking, and limited flexibility in handling last-minute changes, which hindered the smooth flow of banquet services despite adequate training. The findings suggest that while the training program effectively strengthens staff capabilities, additional focus is required on resource management and adaptability to operational demands. Addressing challenges related to equipment availability, multitasking efficiency, and reactive protocols is essential to optimize overall banquet service performance. Enhancing these aspects could further elevate service quality and guest satisfaction at Westin Manila.

Keywords: banquet service, staff training, hospitality management, service flow, operational challenges, westin manila, guest satisfaction, resource management, technical skills, service orientation

**OPTIMIZING TECHNOLOGY: SOLUTION FOR ENHANCING OPERATIONAL
MANAGEMENT IN ASTORIA PLAZA HOTEL**

Nelson Borres Jr, Prences Ermac, Kyle Noshka Esquivel, Wolter Saldivar,
Kimberly Siladores, Roland Rambo Jayoma

Abstract

Technology plays an increasingly vital role in the hospitality industry, improving operational efficiency and guest satisfaction through tools such as property management systems, mobile check-ins, and automated services. The integration of artificial intelligence and data analytics allows hotels to anticipate guest needs and manage resources effectively, responding to the growing demand for personalized services. However, many establishments continue to face difficulties in implementing these technologies due to challenges in system integration, data security, and staff training, which hinder efficiency and service quality. This study aims to provide practical insights and recommendations for optimizing technology use in hotel operations, using Astoria Plaza Hotel as a case study to illustrate both achievements and barriers. The objective is to close the gap between technological adoption and its intended benefits, ultimately enhancing productivity, operational efficiency, and guest experience. The study adopts a descriptive quantitative approach to examine the optimization of technology in operational management at Astoria Plaza Hotel in Metro Manila. A total of 25 respondents were selected through purposive sampling. Survey questionnaires were used to gather data on technological implementation and its impact. The demographic distribution consisted of 60% male and 40% female respondents, with the goal of identifying operational trends and areas for improvement. The findings showed that 44% of respondents belonged to an older age group, with a slight female majority (52%). Most participants were Reservation Assistants (64%) and held college degrees. Feedback on the use of Property Management Systems and digital key technology was generally positive. However, notable concerns were raised regarding system integration, data security, communication gaps between departments, and the need for more comprehensive staff training. The results revealed that the hotel's workforce consisted primarily of older, college-educated employees, with concentration in front office roles such as Reservation Assistants. While the implementation of Property Management Systems and digital key access produced favorable outcomes, several issues persisted. These included difficulties in integrating systems, the need for stronger cybersecurity measures, and increased investment to foster guest trust. Additionally, vulnerability management required more responsive patching and risk mitigation strategies. Positive impacts were observed particularly in front office and housekeeping operations. However, enhanced interdepartmental communication and targeted staff training remain essential. Future research should explore ways to address workforce demographics, strengthen system integration, and resolve the challenges identified in this study.

Keywords: hospitality technology, operational management, property management system, artificial intelligence, data security, system integration, staff training, guest experience, astoria plaza hotel, hospitality industry

**OVERCOMING BARRIERS TO SMART TECHNOLOGY FOR SENIOR CITIZENS:
BASIS FOR A PROPOSE ACCESSIBILITY PLAN**

Jerikke Altamera, Dricson Abdiel Dimpal, Wilfredo Guerrero,
Lloyd Patrick Pascua, John Cristan Sison, Roland Rambo Jayoma

Abstract

This study investigates the impact of SMART hotel technologies on senior citizens, with a particular focus on the barriers that hinder their effective use of these modern facilities. As hospitality establishments increasingly adopt advanced technologies to improve guest experiences, it becomes essential to ensure that these innovations are accessible and user-friendly for older adults. A quantitative research approach was employed at Hop Inn Hotel, utilizing a structured questionnaire to gather data from senior guests. The instrument assessed their demographic profiles, perceptions of usability, and overall satisfaction with smart technology features. The study aimed to identify key usability challenges and evaluate the general acceptance of technology among senior users. The majority of respondents were aged 60–69 and were predominantly female. Although many seniors appreciated the customizable features of smart hotel technologies, they experienced significant challenges related to complex instructions and non-intuitive interfaces. Despite reporting high levels of satisfaction and loyalty associated with smart features, participants cited usability concerns, such as unclear operational guidance and insufficient technical support. These issues highlight the importance of improving accessibility and ease of use for elderly hotel guests. The study recommends enhancing personalization and simplifying technological features to foster a more inclusive and senior-friendly hotel environment. Addressing these barriers can enable hotels to fully leverage the benefits of smart technologies while ensuring that all guests, including senior citizens, enjoy a seamless and comfortable experience. The findings serve as the foundation for a proposed accessibility plan aimed at improving the integration of smart technologies for aging populations in the hospitality industry.

Keywords: smart technology, senior citizens, accessibility plan, usability barriers, hospitality innovation, guest experience, hotel technology, user-friendly design

**REVOLUTIONIZING HOSPITALITY: HOW NON-TRADITIONAL HOTEL
PRACTICES CREATE EXCEPTIONAL GUEST EXPERIENCES**

Cheska Beatriz Pasion, Dionnie Gabuyo, Kathirene Lacanilao, Vanila Mahait,
Julie Rose Villanueva, Dr. Dana France Ignacio

Abstract

The hospitality industry is increasingly adopting non-traditional practices to improve guest satisfaction, build loyalty, and gain a competitive edge. While these innovations offer significant benefits, hotels face challenges if modernization efforts are not accompanied by proper planning and employee training. Insufficient awareness and training can impair staff performance, potentially resulting in guest dissatisfaction. This study focuses on the effects of non-traditional practices within the Food and Beverage department on guest satisfaction. The research was conducted at Minami Saki restaurant, located in Astoria Plaza, Pasig City, to explore how innovation influences guests' experiences. This study utilized a descriptive research design, involving 25 employees with experience in non-traditional organizational practices. Data collection was conducted through face-to-face surveys, and the gathered information was analyzed using statistical methods, including percentage analysis, weighted means, and Likert scales. The research is grounded in the Pine and Gilmore Experience Economy Model, which provides the theoretical framework for understanding the impact of these practices. The findings reveal that innovative Food and Beverage (F&B) strategies significantly boost guest satisfaction and enhance organizational performance. Respondents emphasized the critical role of non-traditional practices in strengthening guest loyalty. Essential elements include maintaining consistent and reliable service quality, implementing sustainable initiatives, offering personalized interactions, integrating digital technologies, and utilizing effective feedback systems. Nevertheless, challenges such as slow service delivery, technical issues, difficulty adapting to emerging trends, and managing guest feedback were identified. Despite these challenges, these innovative practices remain key contributors to increasing guest loyalty. The study proposes practical recommendations for hospitality management to effectively implement non-traditional practices that foster memorable guest experiences. It advocates actionable measures to overcome operational challenges associated with innovation. Suggested initiatives include creating an employee recognition program, offering internships to support career development for younger staff, organizing regular seminars on fundamental technology skills, and utilizing brief online surveys to collect guest feedback. These strategies aim to enhance customer loyalty and ensure sustained organizational success.

Keywords: non-traditional practices, food and beverage, guest satisfaction, guest loyalty, hospitality industry, innovation, service quality, digital technology, operational challenges, employee development, customer feedback.

**ROLE OF LEADERSHIP STYLE IN EMPLOYEE ATTRITION:
A BASIS FOR A PROPOSED DEVELOPMENT PLAN**

Rachel Francisco, Arianne Condes, Jan Marie De Guzman,
Annah Joy Dinopol, Herline Jimenez, Jenelyn Comon

Abstract

The style of leadership greatly influences how teams operate, how motivated employees feel, and how productive the workplace becomes. Within the fast-moving hospitality sector, employee turnover poses a significant concern, often leading to increased expenses, operational disruptions, and a potential drop in service standards. Addressing this issue requires strong communication practices and clear, effective delegation of tasks to ensure organizational stability and service consistency. This study explored the connection between leadership styles and employee turnover at Solace Hotel by surveying thirty team leaders across different departments. The survey assessed employees' perceptions of their leaders' behaviors using a four-point Likert scale to gauge levels of agreement or disagreement. Additionally, a checklist was incorporated to identify specific factors that may influence or reflect the prevailing leadership styles within the organization. To assess the impact of leadership styles on employee turnover, the study surveyed 30 staff members at Solace Hotel. The majority of respondents were aged 21 to 30, with 53% identifying as male. Most participants held positions as Team Leaders or Housekeepers. Leadership was generally viewed favorably in areas such as conflict management, employee training, and support for work-life balance. However, respondents pointed out shortcomings in recognizing accomplishments and offering clear pathways for career advancement. Key challenges included insufficient communication, workload pressure, and a lack of effective response to employee concerns. The study explores the leadership styles at Solace Hotel and their effect on employee retention. Results indicate a predominantly young workforce, with most employees aged 21 to 30, highlighting potential retention challenges over the long term. While there is a near-equal gender distribution, males slightly outnumber females. Leadership was generally viewed in a positive light, especially in areas such as conflict resolution and boosting employee morale. However, the study points to a lack of consistent recognition for employee achievements and limited opportunities for career growth, factors that may negatively impact staff retention.

Keywords: leadership styles, employee retention, solace hotel, young workforce, employee recognition, career development, conflict resolution, employee morale, hospitality industry, staff turnover

**ROLE OF PERSONAL PROTECTIVE EQUIPMENT (PPE) IN
ENHANCING HOUSEKEEPING SAFETY PROTOCOLS**

Daryl Chiapoco, Bryan Anthony Delfin, Ronald Del Rosario Jr,
Johnrussel Francisco, Henri James Tadit, Dana Rae Boatis

Abstract

Housekeeping personnel are frequently exposed to workplace hazards, including toxic cleaning chemicals, airborne pollutants, and sanitation-related risks. Personal Protective Equipment (PPE) is vital in mitigating these hazards and promoting occupational safety. However, despite its recognized importance, compliance with PPE protocols remains inconsistent across many housekeeping settings. This study aims to investigate the availability, usage, and perceived effectiveness of PPE in housekeeping safety procedures, while also exploring workers' perceptions and identifying the factors that influence adherence to safety standards. This study utilized quantitative research design and involved a survey of 25 housekeeping staff. A structured questionnaire was used to gather data on their perceptions regarding the use of Personal Protective Equipment (PPE). The responses were analyzed through weighted mean and ranking techniques to determine the level of PPE compliance and to identify the factors affecting adherence to safety protocols. The findings reveal that although housekeeping staff understand the significance of PPE in reducing health hazards and ensuring hygiene, their level of compliance is relatively low. Contributing factors include inconsistent enforcement of safety policies, inadequate training, and discomfort associated with PPE use. The proper implementation of PPE protocols received the lowest rating, indicating deficiencies in both policy execution and employee engagement. Overall, the responses reflect a lack of consistent adherence to PPE guidelines among housekeeping staff. The study recommends enhancing the enforcement of PPE protocols through stricter policy implementation, regular and comprehensive training sessions, and the introduction of incentive-based initiatives to encourage compliance. Strengthening these measures is essential to improving overall workplace safety and minimizing occupational health risks among housekeeping personnel.

Keywords: personal protective equipment (ppe), housekeeping staff, workplace safety, occupational hazards, compliance, training, enforcement, health risks, sanitation, incentive strategies.

SHAPING VISITORS PERCEPTION: THE IMPACT OF DESTINATION BRANDING

Ellaliel Lazaro, Christon Ivan Roger Concrenio, Penjie Paul Catubay, Joshua Lumaban,
Arjay Melu, Erlyn Mae Montiano, Dana Rae Baotis

Abstract

This study explores the increasing importance of destination branding in influencing tourists' perceptions and decision-making processes. It aims to examine how branding efforts impact visitors' expectations, experiences, and overall perception of a destination. Particular attention is given to how destination branding shapes both the destination's image and the tourist's experience. A mixed-methods approach is employed to analyze the role of destination branding in shaping visitor perceptions. This study adopts a primarily quantitative approach, utilizing surveys and observational methods to collect data on visitor perceptions related to destination branding. This descriptive method is selected to effectively measure and document visitor attitudes and experiences, providing objective insights that address the research questions and objectives. The findings revealed that young adults aged 16 to 25 are the most frequent visitors to tourist destinations and are highly influenced by destination branding and storytelling. Local narratives and visitor reviews played a significant role in shaping travel decisions. A strong destination brand and effective storytelling were found to foster visitor loyalty and encourage repeat visits. Cloud 9 Antipolo received generally positive feedback; however, its brand awareness remained relatively limited among respondents. The study underscored that young adult travelers are highly responsive to destination branding and storytelling, particularly through digital platforms. Local narratives and shared experiences enhance a destination's attractiveness, with positive interactions increasing the likelihood of loyalty and advocacy. While Cloud 9 Antipolo gained favorable reviews, it must improve its brand visibility. It is recommended that destinations promote authentic local stories, encourage social media engagement from visitors, and enhance brand visibility through targeted digital marketing strategies. Focusing on young adults and continuously evaluating visitor satisfaction can strengthen destination branding, foster loyalty, and drive advocacy.

Keywords: destination branding, visitor perception, tourist behavior, storytelling, brand awareness, digital marketing, hospitality management, cloud 9 antipolo, young adult travelers

**SOCIAL MEDIA MARKETING STRATEGIES IN NOVOTEL:
BASIS FOR A MARKETING DEVELOPMENT PLAN**

Juan Miguel Bautista, Jeffry Fuentes, Jeffry Fuentes, Daniela Mae Guab,
Joshua Estigoy, Queen Ruffa Mae Vista

Abstract

This quantitative study evaluates the effectiveness of Novotel Hotel's social media marketing strategies in relation to customer satisfaction, service quality, and product representation. With the growing influence of digital marketing in the hospitality industry, this study investigates how Novotel's online presence impacts guest perception and engagement. Data was collected from guest respondents to assess how well the hotel's digital content reflects its branding and service offerings. Quantitative research design was employed through the administration of survey questionnaires to 50 randomly selected Novotel guests. The survey captured demographic profiles, social media usage behaviors, and perceptions regarding the effectiveness of the hotel's social media marketing content. Findings showed a generally favorable perception of Novotel's social media marketing. Respondents agreed that the hotel's content accurately reflected its star rating, promoted its location and nearby attractions, and effectively appealed to its target market. Positive ratings were recorded for the relevance of promotional offers (mean = 3.54) and the usefulness of content about local attractions (mean = 3.46). However, the study also identified notable concerns, including the creation of unrealistic expectations (reported by 12 respondents), instances of misleading information, slow response times to inquiries, and limited accessibility of online platforms. The results indicate that while Novotel exhibits strengths in its digital branding and promotional content, there is a need for more strategic management of its social media platforms. To improve guest satisfaction and operational performance, the study recommends refining digital content to align more closely with actual guest experiences, ensuring the accuracy of online information, enhancing responsiveness to guest inquiries, and improving the accessibility of social media channels. These findings serve as the foundation for the development of a comprehensive marketing development plan, enabling Novotel to strengthen its digital presence and support sustained business growth.

Keywords: social media marketing, hospitality management, customer satisfaction, digital branding, online promotion, marketing strategy, novotel, marketing development plan

**SOCIAL MEDIA PLATFORM AND ITS IMPACT ON BUSINESS REPUTATION
OF SELECTED SALONS AND SPA IN QUEZON CITY**

Andrea Santos, Maria She Barrera, Mark Rally Magtalas,
Jamaica Rosco, John Lloyd Salibio, Dana Roa Boatis

Abstract

This study explores the factors and challenges influencing public perception of salons and spas, particularly in Quezon City. The primary goal is to provide valuable insights to business owners and managers in the beauty and wellness industry to help improve service quality, enhance customer satisfaction, and foster stronger client relationships. The study focuses on establishments with varying service speed and customer volume to identify issues affecting business reputation. The research aims to offer practical solutions to strengthen brand image and overcome obstacles that may negatively impact online reputation. A descriptive-correlational research design was employed, using survey questionnaires distributed to 50 staff and customers. The data were statistically analyzed to explore the relationship between common social media challenges and online brand perception among selected salons and spas in Quezon City. The study, completed in March 2025, surveyed 50 customers of David's Salon and Nuat Thai. Results revealed that while both businesses acknowledge the role of social media in brand development, they face ongoing challenges such as negative feedback, fake reviews, and misleading advertisements. Respondents, primarily young adults aged 22–32 and predominantly male, strongly agreed on the importance of maintaining a proactive digital presence. Notable findings include positive ratings for content relevance and marketing value, particularly through consistent posting and informative visuals. The study recommends key strategies such as gathering authentic customer feedback, developing a consistent brand voice, and investing in staff training to improve customer interactions. The findings highlight the need for improved social media marketing strategies and enhanced customer service to maintain and strengthen business reputation. Salons and spas must adopt a comprehensive digital strategy that includes consistent content management, prompt feedback responses, and a customer-centric approach to online engagement. These efforts can significantly enhance brand credibility, build consumer trust, and improve overall performance in a competitive digital marketplace.

Keywords: social media marketing, business reputation, online presence, customer engagement, salons and spas, hospitality management, brand strategy, digital feedback management

**SUPPLY CONSISTENCY ON KITCHEN MANAGEMENT AT 8 KINGS BUFFET
RESTAURANT: STRATEGIES FOR MITIGATING DISRUPTIONS**

Jandel Jhumel Donato, Karen Mae Abuyabor, Glaiza Camille Delos Reyes, Maria Angelica Durna,
Mary Rose Nikka Gerado, Roland Rambo Jayoma

Abstract

This study investigates supply consistency in kitchen management at 8 Kings Buffet Restaurant. Buffet establishments often face operational challenges in meeting varied customer demands due to factors such as specialty diets, sustainability practices, and local sourcing requirements. These challenges are compounded by issues like supplier reliability, ingredient seasonality, and fluctuating demand, all of which can disrupt food offerings and effect on customer satisfaction. The study aims to examine the factors affecting supply consistency, evaluate existing operational strategies, and propose data-driven solutions to mitigate disruptions. The findings are intended to support improved supply chain practices, enhance kitchen efficiency, and contribute to hospitality management literature. A quantitative descriptive research design was employed. Data were collected from 50 respondents (25 male and 25 female) through purposive sampling, focusing on individuals with direct involvement or knowledge of kitchen and supply chain operations at 8 Kings Buffet Restaurant. A structured survey instrument was used to gather data regarding supply chain practices and disruption management. The findings revealed that most employees were aged 18–27 and had 1 to 4 years of service, indicating a young, entry-level workforce. The restaurant demonstrated strong performance in supply chain risk management (mean = 3.31) and performance measurement (mean = 3.30). Effective inventory tracking, strong supplier partnerships, and demand forecasting were identified as core strategies for managing supply disruptions. The use of Point of Sales (PoS) systems was acknowledged as crucial for operational efficiency; however, respondents expressed limited involvement in technology-related decision-making processes. The study highlights that while 8 Kings Buffet Restaurant maintains strong supply chain strategies, there is room for improvement in areas such as risk communication and employee engagement in system-based decision-making. The youthful workforce presents both opportunities and challenges in terms of retention and capacity building. Strengthening staff involvement, enhancing technological integration, and reinforcing supplier collaboration are recommended to further improve supply consistency and overall operational resilience in buffet kitchen management.

Keywords: supply chain management, kitchen management, buffet restaurant, inventory tracking, supplier relationships, hospitality operations, pos systems, risk management

**SUSTAINABLE RESTAURANT OPERATIONS: AN EXPLORATORY STUDY OF
ECO-FRIENDLY PRACTICES IN QUEZON CITY ESTABLISHMENTS**

Macy Rancel Lacdao, Christine Joy Cainoy, Jayb Valenzuela,
Joshua Barrun, Eugene Relox, Roland Rambo Jayoma

Abstract

The restaurant industry significantly contributes to environmental degradation, particularly in the Philippines, where its impact includes contamination and contributions to global warming amid increasingly severe weather conditions. To ensure long-term viability, restaurants must adopt sustainable practices focused on energy efficiency, water conservation, ethical sourcing, waste management, sanitation, and customer engagement. Programs such as GreenLeaders assist establishments in implementing eco-friendly strategies, resulting in reduced environmental impact, cost savings, and enhanced brand reputation. However, challenges remain in balancing sustainability with cost management, maintaining customer satisfaction, and reinforcing a strong eco-conscious brand identity. This study utilized a descriptive quantitative research design to evaluate sustainable operational practices among restaurants in Quezon City. Data were collected through simple random sampling using structured questionnaires distributed to both employees and customers. The questionnaire was divided into three key sections: sustainable practices, perceived challenges, and participant perceptions. This approach facilitated efficient data gathering and pattern identification to assess the current state and effectiveness of eco-friendly initiatives in the restaurant sector. Findings revealed that young adults, particularly females, are the most engaged demographic in supporting sustainability efforts, with servers and waitresses playing a key role in implementation. Most respondents held Bachelor's degrees and dined out occasionally. Highly rated sustainable practices included energy efficiency, water conservation, and waste management, with specific initiatives such as kamayan-only dining and LED lighting. However, challenges related to cost efficiency and customer satisfaction were prominent. Consumers expressed a preference for restaurants that are transparent about their sustainability initiatives. The study highlights that young, educated consumers and frontline restaurant staff are central to promoting sustainability in restaurant operations. While eco-friendly practices such as waste and energy management are effectively implemented, addressing operational costs and maintaining customer satisfaction remain critical concerns. The study recommends enhanced communication of sustainability practices, targeted marketing campaigns, continuous improvement of sustainable operations, and customer education to strengthen engagement and brand loyalty. A more authentic and transparent messaging strategy is essential for fostering long-term consumer trust and environmental responsibility.

Keywords: sustainable restaurant operations, eco-friendly practices, hospitality management, waste management, energy efficiency, customer engagement, quezon city, greenleaders

**TECHNOLOGICAL MALFUNCTION: ITS EFFECT ON HOTEL ROOM
ACCOMMODATION TOWARDS GUEST IMPROVED EXPERIENCE**

Romeo Delfin, April Joy Bonto, Erika Mae Dorado, Efren Jay Lucero,
Jake Vincent Valera, Roland Rambo Jayoma,

Abstract

In today's technology-driven hospitality industry, digital tools play a vital role in elevating guest experiences and optimizing hotel operations. However, technological malfunctions can disrupt service delivery, affecting room accommodation and overall guest satisfaction. This study explores the implications of such malfunctions on hotel operations and guest perceptions, particularly at Winford Casino and Resort Hotel. It also aims to provide strategic recommendations to mitigate the negative impact of technological failures and enhance service continuity and guest satisfaction. The study employed descriptive research design and utilized purposive sampling to select 50 hotel guests at Winford Casino and Resort Hotel. Data collection was conducted through a validated survey questionnaire focusing on the guests' experiences with hotel technology. The instrument measured satisfaction levels, encountered technical issues, responsiveness of hotel staff, and perceived safety and service quality. Statistical tools were used to evaluate responses and identify key trends related to the impact of technological issues on the guest experience. Findings revealed that overall guest satisfaction was high, especially regarding staff responsiveness, safety protocols, and maintenance practices. However, Wi-Fi-related malfunctions emerged as the most common technical concern. Guests reported that staff addressed issues promptly and provided clear guidance, which helped maintain positive impressions. While most guests felt that safety and contingency measures were in place, areas for improvement included better communication during outages and the provision of alternative solutions when systems fail. The study concluded that although minor technical problems occurred, primarily involving Wi-Fi, hotel staff and proactive maintenance protocols effectively minimized negative impacts. The results highlight a direct relationship between efficient technology management and enhanced guest satisfaction. To further improve service delivery, the hotel should reduce downtime, improve guest communication during malfunctions, and offer viable alternatives to ensure a seamless experience. Strategic planning for technological resilience is essential for sustaining guest trust and loyalty in modern hotel operations.

Keywords: hospitality technology, technological malfunction, guest experience, hotel accommodation, service continuity, wi-fi issues, hotel operations, winford casino and resort

**THE CAUSE OF EMPLOYEE FATIGUE AND ITS IMPACT TO JOB PRODUCTIVITY
AMONG RESTAURANTS IN QUEZON CITY**

Maricar Grampon, Honey Bee Leynes, Mildred Marigmen, James Cedric Orencia,
Jonnilen Patani, Daneca Rose Regaspi, Dana Rae Boatis

Abstract

This study investigates the causes of employee fatigue and its impact on job productivity in the restaurant industry, with a specific focus on Mesa Restaurant, a well-known Filipino dining establishment. It aims to identify key contributors to exhaustion, such as extended working hours, physical labor, and mental stress. High levels of fatigue have been found to negatively influence employee performance, decision-making, and overall productivity, which may affect customer satisfaction and profitability. By examining these issues, the study highlights the need to promote workplace health and sustainability, emphasizing the importance of staff well-being in maintaining operational efficiency, service quality, and customer experience. This research employs descriptive design, utilizing a survey to gather data from 50 restaurant employees. The study aimed to determine the primary causes of fatigue and their direct effects on employee productivity. Survey questions explored work schedules, physical demands, and stress-related conditions in the restaurant environment. The study, completed in March 2025, revealed several factors that contribute to fatigue among restaurant workers. Most respondents were male and aged between 22 and 27. Data indicated that long working hours impaired concentration and increased error rates. Physically demanding tasks heightened safety concerns, while inconsistent shifts negatively affected sleep quality and overall well-being. Fatigue was shown to significantly reduce service quality and efficiency, which led to customer complaints. Additionally, financial penalties for damaged items and operational lapses further affected employee morale and productivity. These findings point to the need for better scheduling practices, enhanced workplace safety, and improved operational systems. The findings demonstrate a complex interaction between work conditions and employee performance in the restaurant sector. Fatigue resulting from prolonged hours, intense physical work, and irregular schedules hinders service delivery and reduces workplace efficiency. Financial disincentives and procedural issues further exacerbate the problem. To address these challenges, the study recommends implementing effective scheduling, improving safety protocols, and optimizing resource management. Enhancing employee well-being is essential to improving overall restaurant productivity and ensuring high-quality service.

Keywords: employee fatigue, job productivity, restaurant industry, work schedules, physical demands, service quality, hospitality management, employee well-being

**THE CULINARY CONNECTIONS: TAGAYTAY'S FOOD CULTURE AND
TOURIST'S FREQUENCY VISIT AND OVER-ALL EXPERIENCE**

Dessere Bayon-on, Mac Adrielle John Araña, Jasper Keith Basco, Jed Pineda,
Jomar Tambo-ong, Dana Rae Boatis

Abstract

Tagaytay is a well-known tourist destination recognized for its culinary offerings and scenic landscape. This study explores food as a key factor influencing the frequency of tourist visits to Tagaytay, which is considered a gastronomic hub. The research aims to understand visitor preferences and how these can guide local businesses in improving their services to enhance the overall tourism experience. This study employs a descriptive research method using simple random sampling. A structured survey questionnaire was used as the primary instrument to collect data from 100 tourists. The survey covered various aspects such as demographic profile, culinary offerings, events and festivals, ambiance, location, service quality, food quality and presentation, accessibility, challenges encountered, and awareness of Tagaytay's culinary experiences. Data was analyzed using frequency distribution, percentage, weighted mean, and ranking to identify significant factors that affect tourists' frequency of visits. Findings revealed that Tagaytay is most popular among young adults aged 22 to 25, with the majority of tourists being Filipino. Food emerged as the leading factor for repeat visits, particularly due to local dishes, culinary events, and dining ambiance. However, while service quality is important, elements such as food authenticity, presentation, accessibility, and cultural relevance play a larger role in visitor satisfaction. A notable concern was the lack of awareness about certain offers. The results suggest that promoting authentic cuisine and implementing youth-oriented marketing strategies can help increase repeat visitation. The study confirms that Tagaytay's food culture significantly influences tourist frequency and experience, particularly among younger demographics. Engaging this group through social media and experiential activities is essential. Loyalty programs and budget-friendly options may attract return visitors. To further enhance the culinary appeal, the promotion of regional cuisine, diversified dining options, and the organization of food festivals are recommended. Improving food presentation, ensuring consistent quality, and enhancing restaurant ambiance can strengthen Tagaytay's position as a culinary destination. Addressing operational challenges and elevating cultural value in food offerings will enrich the tourist experience and support the city's hospitality sector.

Keywords: tagaytay, culinary tourism, food culture, tourist experience, hospitality management, local cuisine, gastronomy, repeat visitation, filipino food, dining ambiance

**THE EFFECTIVENESS OF HANDS-ON TRAINING FOR HOSPITALITY MANAGEMENT
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Kyla Mae Garcia, Franz Emiril Imperial, Jhon Lenard Saludaga,
Princess Ortinez, Angel Loriely Velasco, Oliver Fabon

Abstract

This study evaluates the effectiveness of hands-on training in the field of Hospitality Management. As the industry demands professionals who are both theoretically knowledgeable and practically skilled, experiential learning plays a crucial role in bridging academic concepts with real-world application. Internships, simulations, and other practical training methods provide opportunities for students to enhance their competence, confidence, and employability. However, the true impact of these methods on workplace preparedness remains a subject of investigation. Guided by Kolb's Experiential Learning Theory, this research aims to assess whether hands-on training at Bestlink College of the Philippines helps students develop essential practical skills, adapt to industry standards, and overcome common challenges, while also identifying areas for improvement in current training practices. A descriptive-correlational research design was employed to examine the relationship between hands-on training and variables such as skill development, confidence, industry readiness, and encountered challenges. The respondents were Hospitality Management students from second to fourth year, with 5% of the total population from each level selected through proportionate sampling. A structured questionnaire served as the primary data collection tool. The findings revealed that hands-on training significantly contributed to the development of practical skills, confidence, and workplace readiness among Hospitality Management students. Simulations and internships were particularly effective in enhancing task execution and decision-making abilities. A strong positive correlation was observed among skill development, confidence levels, and the students' capacity to navigate real-world challenges. The study concluded that hands-on training is highly effective in preparing students for the hospitality industry by strengthening their practical abilities and boosting their confidence. It is recommended that educational institutions continue to provide updated training materials, incorporate more industry-based activities, assign qualified mentors, and implement flexible training schedules. These improvements will further support student development and ensure alignment with industry expectations.

Keywords: hands-on training, hospitality management, skill development, experiential learning, industry readiness, simulations, internships, student confidence, bestlink college, training effectiveness

**THE EFFECTIVENESS OF INTERPERSONAL COMMUNICATION SKILLS AMONG
BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT STUDENTS
DURING ON-THE-JOB TRAINING PROGRAM**

Michael Servañez, Janice Simbulan, Grace Ann Lumilang, Ma Aleaza Ballecer,
Krisha Silvallana, Dr. Dana France Ignacio

Abstract

This study investigates the effectiveness of interpersonal communication skills among Bachelor of Science in Hospitality Management (BSHM) students during their On-the-Job Training (OJT) programs. Interpersonal communication plays a vital role in the hospitality industry, where service quality often depends on meaningful and effective interactions. The study aims to identify the specific communication competencies that contribute most to a successful OJT experience and to explore how these skills can be developed further to enhance students' readiness for professional work in hospitality settings. A qualitative descriptive approach was employed, utilizing a structured questionnaire administered to 100 fourth-year BSHM students from Bestlink College of the Philippines. Stratified random sampling ensured representative participation across the population. The questionnaire focused on four major domains of interpersonal communication: verbal communication, non-verbal communication, active listening, and empathy. The collected data were analyzed using percentages and weighted means. The results indicated that students perceived themselves as generally effective in interpersonal communication. High levels of agreement were recorded in their ability to communicate verbally and non-verbally, demonstrate empathy, and actively listen. However, areas needing improvement were identified, particularly in building confidence when speaking during team meetings, interpreting non-verbal cues, and effectively summarizing or paraphrasing during conversations. The findings underscore the need for targeted interventions to further develop students' interpersonal communication skills. It is recommended that training programs include practical modules such as role-playing exercises, guest interaction simulations, and peer feedback sessions. These activities can help boost confidence, deepen understanding of non-verbal communication, and refine listening and speaking abilities. The study provides meaningful insights for hospitality educators and industry practitioners aiming to enhance the professional readiness of future hospitality graduates.

Keywords: interpersonal communication, on-the-job training, hospitality education, verbal communication, non-verbal communication, active listening, empathy, bshm students, communication skills, student development

**THE EFFECTIVENESS OF ONLINE REVIEWS TO THE CUSTOMER'S
SATISFACTION AT UHAW CAFÉ IN QUEZON CITY**

Lovelyn Janine Reyes, Jennievieve Barcial, Eric Marqueses,
Jake Ruzzel Reyes, Jeny Rose Sevilla, Jenelyn Comon

Abstract

Online reviews play a significant role in influencing customer expectations and perceptions, often shaping their decisions before visiting a restaurant. Positive feedback found on digital platforms can increase the likelihood of customer visits, especially when these reviews align with the restaurant's promotional content. This study aims to determine the effectiveness of online reviews in relation to customer satisfaction at Uhaw Café in Quezon City. It evaluates whether the café meets or exceeds customer expectations based on their exposure to online feedback and the establishment's social media presence. A quantitative research approach using descriptive design was employed. Data were gathered from a maximum of 50 customers of Uhaw Café, selected through purposive sampling. A 4-point Likert scale survey questionnaire was used to obtain customer feedback. The collected data were statistically analyzed to determine the effectiveness of online reviews in relation to various satisfaction metrics and to draw conclusions and recommendations based on customer responses. The demographic profile revealed that 52% of respondents were male and 48% female, with most respondents aged 21 to 25. Facebook (Meta) was identified as the most frequently used platform for engaging with the café's online presence. In terms of customer expectations, respondents strongly agreed that online reviews influenced their perception, with a composite weighted mean of 3.37. Positive feedback received a composite mean of 3.29 (Strongly Agree), while customer loyalty and decision-making both received a mean of 3.22 (Agree). The primary challenges identified were the content of the reviews (35 responses) and the restaurant's responsiveness to feedback on social media. The findings suggest that Uhaw Café has exceeded customer expectations based on its online presence, particularly through effective social media engagement. However, customer satisfaction is affected by the quality and clarity of review content, as well as the timeliness and tone of the restaurant's response to customer feedback. The study recommends that Uhaw Café continue encouraging customers to share honest experiences, as this fosters transparency, identifies areas for improvement, and helps attract new patrons through authentic online visibility.

Keywords: online reviews, customer satisfaction, social media footprint, hospitality management, uhaw café, customer loyalty, decision-making, digital engagement, restaurant marketing, facebook promotion

THE EFFECTIVENESS OF THE MENU DESIGN ON CONSUMER CHOICES IN FINE

Robert Pillado, John Abig, Janica Hebertas, Jabriel Sandiego, Christine Layderos, Jenelyn Comon,

Abstract

This study investigates the impact of menu design elements, specifically, layout, typography, color, descriptions, and pricing, on consumer choices in fine dining restaurants in Quezon City. Menus are not merely informational tools but strategic marketing instruments that shape the dining experience, influence customer behavior, and contribute to overall satisfaction. Despite their importance, menu design is often overlooked by restaurateurs, resulting in missed opportunities for increased sales and guest engagement. This research aims to demonstrate how effective menu design enhances customer experience and supports business success. A descriptive research design was employed to assess the influence of menu design on consumer decision-making. The study involved 30 randomly selected respondents, 15 each from Aristocrat Restaurant and Prime Steakhouse in Quezon City. Data was collected through validated questionnaires containing Likert-scale and open-ended items. The survey focused on five key areas: menu layout, color, typography, pricing, and descriptions. Data were analyzed using frequency, percentage, and weighted mean to evaluate the influence of each element on customer choices and satisfaction. Findings revealed that effective menu design significantly improved the dining experience. Respondents favored organized layouts, legible typography, and detailed, accurate descriptions, which facilitated decision-making and built customer trust. Transparent pricing that aligned with food quality positively influenced satisfaction. While color had a more limited effect, warm and subtle tones were generally preferred. A key concern identified was the lack of allergen and dietary information, which reduced comfort for some guests. Overall, the results supported the use of strategic, customer-focused menu designs to boost satisfaction and loyalty. The study concludes that menu design plays a critical role in enhancing the overall dining experience in fine dining settings. Clear structure, informative descriptions, and transparent pricing empower customers to make confident decisions. Though color had a lesser influence, warm tones contributed to a pleasant ambiance. Restaurants are encouraged to update menus regularly, incorporate allergen and dietary information, and seek customer feedback to maintain engagement and ensure continuous improvement.

Keywords: menu design, consumer behavior, fine dining, customer satisfaction, typography, pricing strategy, hospitality management, restaurant marketing, customer engagement, quezon city

**THE IMPACT OF AI-POWERED HOUSEKEEPING ROBOTS ON
EMPLOYEE ROLES AND JOB SATISFACTION**

Alissa Jabeguero, Vince Carlo Arcilla, Viberlyn Romana, Rica Mae Rufo,
Jacqueline Villanueva, Dr. Dana France Ignacio

Abstract

In today's technology-driven world, individuals across all age groups have become increasingly familiar with using advanced tools that simplify everyday tasks. One of the most transformative developments in recent years is Artificial Intelligence (AI), which continues to reshape industries, including hospitality. While the concept of AI dates back to 1956, its practical applications have become widespread due to advances in computing power, data analytics, and machine learning algorithms. In hospitality operations, AI-powered housekeeping robots are being introduced to improve efficiency. This study explores how such technological integration impacts employee roles and job satisfaction within the hospitality industry, particularly in hotel settings. The study employed a purposive sampling technique to select participants who have direct experience working with AI-powered housekeeping robots. According to Nikolopoulou (2022), purposive sampling involves deliberately selecting individuals who are most likely to provide relevant and valuable information. The study was conducted at Okada Manila, with a total of fifty (50) respondents. A Likert-scale questionnaire was used to gather data regarding changes in employee roles and levels of job satisfaction as influenced by the presence of AI-powered housekeeping robots in the workplace. The analysis focused on the relationship between the use of AI-powered housekeeping robots and two workplace variables: employee roles and job satisfaction. A negligible positive correlation ($r = 0.0806$) was found between AI integration and employee roles, with a p-value of 0.580767, indicating no statistically significant relationship. Similarly, no significant correlation was observed between the use of AI-powered robots and job satisfaction. These results suggest that the implementation of AI-powered housekeeping robots does not substantially alter job responsibilities or affect the satisfaction levels of employees in the hospitality sector. The findings indicate that while AI-powered robots are becoming more common in hotel operations, their integration does not significantly influence employee roles or job satisfaction. This suggests a level of adaptability among employees or a limited scope of impact by current AI applications. As technology continues to evolve, further studies are recommended to examine long-term effects, potential skill shifts, and changes in employee perception. Hospitality institutions may consider balancing automation with human-centered policies to ensure workforce engagement and well-being.

Keywords: ai-powered robots, employee roles, job satisfaction, housekeeping automation, hospitality management, artificial intelligence, okada manila, purposive sampling, workplace technology, hotel operations

**THE IMPACT OF CASINO GAMBLING ON HOTEL GUEST
ENGAGEMENT AND SATISFACTION**

Zandra Gale Bisco, Ana Lorraine Anastacio, Geraldin Taguam, Angel Rose Boadilla,
Diana Marie Santillan, Roland Rambo Jayoma

Abstract

This study explores the impact of casino gambling on hotel guest engagement and satisfaction, focusing on both the advantages and challenges associated with integrated casino-hotel operations. Casinos have become a central feature of the hospitality industry by offering guests entertainment, personalized services, and social experiences that contribute to increased satisfaction and revenue. However, concerns such as gambling-related addiction, heightened security risks, and potential environmental impacts also emerge as significant issues. This research aims to evaluate how casino gambling influences overall guest satisfaction and to identify areas for improvement within hotel services. The study was conducted at Solaire Resort and Casino using quantitative, descriptive research design. A total of 50 hotel guests were selected through purposive sampling based on their familiarity and experience with casino amenities. Data was collected via structured surveys focusing on four key dimensions: service quality, safety and security, non-gambling entertainment, and personalized service. The survey aimed to assess how these elements affect guest engagement and satisfaction in a casino-hotel setting. The findings indicated that most respondents were young adults aged 23 to 32, with a majority being male (64%) and frequent visitors, attending the casino at least twice a week. Participants reported high levels of satisfaction with game variety, cleanliness, and seating comfort. In contrast, customer service and overall ambiance received lower ratings. While respondents viewed service quality positively, especially in terms of cleanliness and operational efficiency, they identified gaps in staff friendliness and complaint resolution. Safety measures were generally rated well, although some guests recommended quicker response times. The availability of non-gambling entertainment and opportunities for social interaction were appreciated, though suggestions were made to improve the variety and organization of these offerings. Personalized service was seen as valuable, but enhancements in guest preference tracking and anticipation of needs were suggested. The study concludes that while casino gambling positively influences guest satisfaction through entertainment and service offerings, several operational areas require attention. Strengthening staff communication, enhancing non-gambling entertainment options, and implementing improved systems for personalized guest experiences are recommended to increase engagement and satisfaction. These findings offer valuable insights for hotel operators seeking to optimize the integration of casino services within the broader hospitality experience.

Keywords: casino gambling, hotel guest satisfaction, guest engagement, hospitality management, service quality, personalized service, non-gaming entertainment, safety and security, solaire resort, guest experience

**THE IMPACT OF CUSTOMER INTERACTION ON DINING EXPERIENCE
AT JAPANESE RESTAURANT IN MALL OF QUEZON CITY**

Ferdinand Kyle Aquino, Kyla Christine Valencia, John Cedrick Eugenio,
Cherry Mae Villanueva, Eric Ojano, Dr. Dana France Ignacio

Abstract

The hospitality industry faces a growing challenge in balancing personalized service with respect for customer privacy. This study examines the impact of customer interaction on the overall dining experience, focusing on comfort, ambiance perception, repeat patronage, and cultural preferences at a Japanese restaurant located in a mall in Quezon City. As customers increasingly seek service that is attentive yet non-intrusive, understanding this dynamic is essential for enhancing satisfaction and improving service quality. A descriptive research design was utilized in this study. Data was collected through a self-administered questionnaire distributed to 50 diners using convenience sampling. The survey assessed respondent demographics, experiences with staff interaction, and perceptions related to privacy and dining comfort. Collected data were analyzed using percentages, rankings, and weighted mean to evaluate key aspects of the dining experience and identify service-related challenges. The results indicated that guests placed a high value on dining experiences that respected their personal space, with ambiance perception receiving the highest composite mean (3.50), followed by comfort (3.43). Respondents expressed greater satisfaction and a higher likelihood of returning when customer service was respectful and unobtrusive. However, several concerns were reported, including meal interruptions, language barriers, and perceived cultural insensitivity, all of which negatively affected comfort and service consistency. The findings suggest that an optimal balance between personalized service and privacy awareness significantly improves the dining experience. Strategic interventions, such as staff training in cultural sensitivity, the use of subtle non-verbal service cues, and maintaining a tranquil dining atmosphere, are recommended. Emphasizing respectful engagement can enhance customer satisfaction, promote loyalty, and encourage positive word-of-mouth, making privacy-conscious service a critical component of modern restaurant management.

Keywords: customer interaction, dining experience, privacy, ambiance perception, cultural sensitivity, restaurant service, hospitality management, customer satisfaction, quezon city, japanese restaurant

**THE IMPACT OF GENDER EQUALITY ON GUEST SATISFACTION IN
AZURE URBAN RESORT RESIDENCES, PARAÑAQUE CITY**

Charmie Baledio, Bernard Magnifico Abad, Princess Meca Deiparine,
Reniel Mabunga, Jenzel Mae Santos, Dr. Dana France Ignacio

Abstract

As inclusivity and equality gain greater attention in the hospitality industry, the role of gender-sensitive practices in shaping guest experiences becomes increasingly relevant. This study investigates the impact of gender equality on guest satisfaction at Azure Urban Resort Residences in Parañaque City. Specifically, it aims to evaluate how gender-related considerations in service delivery, communication, and physical environment influence guest perceptions and overall satisfaction. A quantitative research design was utilized, with purposive sampling employed to survey fifty (50) guests at Azure Urban Resort Residences. Data was collected through a structured questionnaire that measured guest perceptions of gender equality across three key dimensions: environment, services, and communication. Descriptive statistical tools, including percentage, weighted mean, and Likert scale interpretation, were used to analyze the responses. The results revealed that guests generally agreed gender equality positively contributes to their satisfaction. Among the dimensions, services received the highest composite mean (3.25), followed by communication (3.22), and environment (3.03). Guests expressed appreciation for fair treatment, inclusive service options, and respectful communication. However, the availability of gender-neutral restrooms was rated relatively low, highlighting a gap in inclusive facility provisions. The findings underscore the significance of visibly integrating gender equality practices within hospitality operations. Guests place value on equitable treatment and inclusive interactions, which directly affect their satisfaction. To enhance guest experiences, the study recommends improving inclusive infrastructure, implementing comprehensive staff training on gender sensitivity, and promoting transparency in equality-related policies. These measures can strengthen a property's reputation and align its operations with contemporary hospitality standards.

Keywords: gender equality, guest satisfaction, inclusive hospitality, gender-sensitive service, azure urban resort, communication, service delivery, gender-neutral facilities, parañaque city, hospitality management

THE IMPACT OF INCREASED COMPETITION ON CUSTOMER BEHAVIOR AND PREFERENCE IN PUBLIC MARKET BOOTH NOVALICHES PROPER

Ruel Tulmo, Joseph Betong, Elizabeth Cabulit, Rozelle Demegillo,
Rodmar Siena, Roland Rambo Jayoma

Abstract

Public markets in urban areas such as Novaliches Proper are experiencing heightened competition from supermarkets, convenience stores, online shopping platforms, and specialty shops. These developments are shifting consumer preferences and shopping behaviors. This study aims to assess how increased market competition affects customer purchasing decisions, brand loyalty, and overall shopping experiences in public market booths. By examining local consumer trends, the study seeks to provide practical recommendations for vendors to enhance competitiveness and sustainability. It addresses a gap in localized market research, focusing on the unique challenges faced by public market vendors. The study adopted a descriptive research design to evaluate the influence of competition on customer behavior. A total of 50 vendors were selected through purposive sampling to ensure relevant and informed responses. Data were gathered using closed-ended survey questionnaires. Statistical tools such as frequency distribution, percentages, and weighted means were used to analyze customer demographics, perceptions, and preferences. The weighted mean was particularly useful in identifying which competitive factors most influenced consumer decision-making. Findings revealed that product quality is the leading factor influencing customer purchases, followed by new booth offerings and discounts. Increased spending was driven by product quality, clean and organized displays, excellent customer service, and price incentives. While price remains important, 42% of customers prioritized affordability, consumers consistently chose quality over the lowest-cost options. Familiarity with brands and perceived value also significantly shaped consumer preferences. The results emphasized that customer service, brand recognition, and consistent product quality outweigh short-term price reductions in sustaining customer loyalty. The results suggest that increased competition creates a more discerning and value-conscious consumer base. Although affordability remains a priority, consumers are willing to pay more for high-quality products and a positive shopping experience. This shift compels public market vendors to focus on delivering greater value through improved product offerings, enhanced service, and clean, attractive booth presentation. To remain competitive, vendors should invest in customer relationship management, loyalty programs, and promotional strategies that highlight quality and trust. These findings underscore the importance of balancing competitive pricing with a strong emphasis on product excellence and service reliability.

Keywords: customer behavior, consumer preference, market competition, public market, product quality, customer service, price sensitivity, brand loyalty, novaliches proper, hospitality management

**THE IMPACT OF MIXOLOGY TRENDS ON BARTENDING SKILL DEVELOPMENT
AND CUSTOMER ENGAGEMENT IN SELECTED MIXOLOGY BAR**

Jason Cayon, Jonash Adrean Bersabal, John Robert Santos, John Zyrile Sebastian,
John Alester Balintang, Dana Rae Boatis

Abstract

The cocktail industry is rapidly evolving, driven by trends such as molecular mixology, craft cocktail innovation, and sustainability. These developments require bartenders to cultivate advanced skills in creativity, precision, and environmental responsibility. As customers increasingly seek unique, visually striking, and ethically crafted drinks, bartenders must balance innovation with consistency and cost-effectiveness. This study examines the impact of emerging mixology trends on bartender skill development, customer engagement, and training effectiveness, with particular emphasis on sustainable practices and practical strategies for small bars operating with limited resources. This study employed a descriptive research design with a quantitative approach to investigating how mixology trends influence bartending practices. Data were collected through a structured survey using a Likert scale, enabling respondents to indicate their level of agreement or disagreement with statements related to cocktail creation, presentation, and skill requirements. The study found that emerging mixology trends significantly enhance bartender skills and customer engagement. Respondents reported that new techniques and ingredients improved creativity and adaptability, with high ratings for skill development ($M = 3.68$) and innovation ($M = 3.56$). Customer experiences were elevated through novelty ($M = 3.60$), creative presentations ($M = 3.80$), and flavor complexity ($M = 3.52$). Trends also improved service efficiency ($M = 3.60$) through tools such as batch preparation and digital aids. Overall, mixology trends contribute to bartender development while simultaneously increasing customer satisfaction. The study demonstrates that modern mixology trends enhance both bartender skills and customer engagement. Bartenders reported that new techniques foster continuous learning, creativity, and innovation. These trends enrich customer experiences through novelty, visual appeal, flavor complexity, and efficient service. Creative presentations and distinctive flavors were found to boost satisfaction, while innovative tools improved service speed without compromising quality. The findings underscore the importance of trend-focused training and cost-effective innovation, particularly for small bars, to elevate service standards and enhance customer satisfaction.

Keywords: molecular mixology, craft cocktail innovation, mixology

**THE IMPACT OF NATIONAL CERTIFICATE II IN HOSPITALITY INDUSTRY
AND IN CAREER ADVANCEMENT OF THE BSHM STUDENTS OF
BESTLINK COLLEGE OF THE PHILIPPINES**

Marvin John Relucio, Maribel Aragon, Maria Lera Mallapre,
Christian Pangilinan, Loreanne Salas, Oliver Fabon

Abstract

This chapter presents the background of the study, including the review of related literature, the theoretical and conceptual frameworks, and the statement of the problem. It also discusses the study's assumptions, scope, significance, and definitions of key terms. According to Jhon Carlo (2024), the NCII certification is granted to individuals who have demonstrated the essential skills and knowledge required in industries such as hospitality. Valid for five years, this certification is increasingly sought by employers, especially for positions abroad. It serves as proof of a candidate's competence and enhances their employability and career advancement opportunities. This chapter outlines the procedures and techniques employed to collect and obtain the data necessary for the study. It details the analysis and rationale for how each procedure contributes to acquiring relevant information. The discussion covers research design, target population, sampling technique, instruments used, and the construction of survey questions. It also explains the process of instrument validation, the retrieval of completed questionnaires, and the statistical methods applied for data analysis. This chapter presents the findings derived from the questionnaires administered to BSHM students at Bestlink College of the Philippines. Results indicate that most respondents fall within the age range of 21–25 years, with equal representation across all year levels and genders. The majority are single. Regarding the impact of NCII certification, respondents strongly agree that it provides greater employment opportunities, qualifies individuals for higher-paying positions, and is highly regarded by employers, particularly for overseas employment. Nonetheless, concerns were noted about rising competition in the job market, potential job displacement due to automation, and the mismatch between NCII training and the evolving demands of various industries. The study reveals that NCII certification provides substantial benefits to BSHM students by enhancing their career prospects, boosting self-confidence, and equipping them for specialized roles in the hospitality industry. Most respondents were between 21–25 years old, with balanced representation across year levels and genders. While the certification is recognized for opening pathways to higher-paying jobs, international opportunities, and long-term career advancement, respondents also identified persistent challenges, including a mismatch between the curriculum and current industry requirements, geographic constraints, and limited access to advanced training programs.

Keywords: national certificate ii in hospitality, career advancement, bshm students

**THE IMPACT OF NIGHT SHIFT WORK TO THE EMPLOYEE OF
GO HOTELS NORTH EDSA - QUEZON CITY**

Jiro Dela Peña, Jeephany Butona, Cedric Medillin, Leann Nocillado,
Rinalyn Pader, Dr. Dana France Ignacio

Abstract

The hotel industry depends on night shift employees to maintain seamless operations during late hours. However, working night shifts poses several challenges, including disruptions to normal sleep patterns, increased health risks, and notable psychosocial effects. This study investigates the impact of night shift work on employees at Go Hotels North Edsa–Quezon City, highlighting key concerns and identifying strategies to enhance their working conditions and overall well-being. A descriptive-comparative research design was utilized to examine the experiences of night shift employees. A structured survey questionnaire was administered to 20 employees from various departments, addressing aspects such as health and well-being, safety and security, work environment, and available support resources. The collected data underwent statistical analysis to identify patterns, explore relationships, and pinpoint areas requiring intervention. Findings reveal that night shift employees face significant challenges in maintaining regular sleep schedules, resulting in fatigue and elevated stress levels. Many also experience irregular eating habits, which negatively affect their overall health. Despite these issues, employees generally view the hotel’s security measures and work environment positively, crediting their sense of safety to well-implemented protocols and sufficient workplace resources. Statistical analysis further indicates a strong correlation between employees’ demographic profiles and their experiences, suggesting that concerns related to night shift work vary across age groups and job positions. To mitigate the challenges of night shift work, employers should adopt targeted strategies such as comprehensive wellness programs, sleep hygiene and fatigue management initiatives, and access to balanced nutritional options. Enhancing security protocols, upgrading rest areas, and offering more flexible scheduling can further support employees’ physical and mental well-being. By addressing these key areas, hotel management can create a healthier, safer, and more supportive work environment, ultimately improving productivity and job satisfaction among night shift staff.

Keywords: night shift work, night shift work challenges, employee well-being

**THE IMPACT OF ROOM MAINTENANCE AND PEST CONTROL ON
GUEST EXPERIENCE AT GOLDEN PYRAMID PAVILION
AND RESORTS, QUEZON CITY: AN ANALYSIS**

Diana Ingco, Mary Ann Cañete, Ma Cristina Esguerra, Mark Adrienne Marquez,
Lexquiel Jhervin Punla, Roland Rambo Jayoma

Abstract

In today's competitive hospitality industry, a resort's success hinges on offering a clean, comfortable, and safe environment. Consequently, room maintenance and pest control are just as vital as amenities and services. Guests expect well-maintained, pest-free accommodation, encouraging resorts to implement proactive, eco-friendly pest management, advanced maintenance systems, and well-trained staff to enhance satisfaction and foster loyalty. While some resorts still rely on reactive approaches that risk damaging guest experience and reputation, effective preventive practices lead to improved reviews, higher occupancy rates, and increased revenue. This qualitative study employed a descriptive research design to assess the impact of room maintenance and pest control on guest experience at Golden Pyramid Pavilion and Resorts in Quezon City. Fifteen resort management staff were purposively selected as respondents. Data was collected using a validated, researcher-designed questionnaire developed based on relevant literature and insights from preliminary interviews. The results revealed high guest satisfaction in key areas such as pest control, hygiene, room maintenance, value for money, staff performance, accessibility to services, and responsiveness to guest feedback. The highest ratings were awarded to cleanliness, prompt resolution of pest-related issues, staff professionalism, and clear communication. However, some areas, specifically communication regarding pest control schedules and training on cleaning agents, were identified as opportunities for improvement. Overall, the findings underscore the resort's strong commitment to service quality and guest satisfaction, while highlighting the need for ongoing enhancements in maintenance and pest control practices. The findings highlight the crucial role of effective room maintenance and pest control in enhancing guest experience at Golden Pyramid Pavilion and Resorts. Routine inspections, preventive maintenance, and stringent hygiene standards were shown to significantly boost guest satisfaction, health, and safety. Additionally, factors such as convenience, staff behavior, and respect for guest privacy were identified as important contributors. Challenges included coordination among maintenance teams and managing chemical safety protocols. The study concludes that adopting proactive strategies, enforcing strong hygiene measures, and prioritizing guest-centered service are essential. Recommendations include regular staff training, establishing clear maintenance schedules, improving communication channels, and leveraging technology to ensure a safe, comfortable, and seamless stay for guests.

Keywords: room maintenance, pest control, guest experience, resort

**THE IMPACT OF SMART TECHNOLOGIES ON GUEST EXPERIENCE:
A CASE STUDY OF MANILA MARRIOTT HOTEL**

Maui Lou Cayabyab, Sophia Fernandez, Eden EJ Inanod, Kyla Lyn Delos Santos,
Mark Jones Catalan, Oliver Fabon

Abstract

The Manila Marriott Hotel, a key component of Resorts World Manila's mixed-use development, offers cutting-edge amenities accessible through a dedicated mobile app. As a 5-star property, it is positioned to become the Philippines' premier venue for meetings, incentives, conferences, and exhibitions. Smart technology enhances guest interactions by meeting high expectations and providing convenience. Guest rooms are equipped with advanced lighting systems and voice-activated controls, enabling personalized adjustments that boost satisfaction and encourage loyalty. This study aims to improve the hotel's image and guest satisfaction by implementing smart room controls for lighting, temperature, and entertainment. The findings will provide valuable insights to help Manila Marriott optimize its technology offerings, enhance guest experiences, and influence the future direction of the hospitality industry. This chapter covers research design, study participants, sampling method, study instruments including the questionnaire and its validation, data collection procedures, administration and retrieval of questionnaires, and the statistical techniques used for data analysis. This research examines the effectiveness of smart technology at the Manila Marriott Hotel. Researchers surveyed 50 employees to evaluate how smart technology impacts guest satisfaction. Overall, the use of smart technologies has a significant positive effect on the guest experience by providing personalized services, enhancing convenience, and improving operational efficiency and safety. A guest's overall perception and interaction with the hotel, from check-in to check-out, is influenced by factors such as service quality, room comfort, and the ease of using smart technology. The challenges highlight various aspects of the smart technology used in the hotel, including technical issues with mobile keys, AI-powered personalized services, smart TVs, and thermostats. Additionally, the efficiency of smart technology in terms of convenience, ease of access, and service quality is a significant concern. The consistent ranking of these factors suggests that all are equally important considerations for enhancing the overall quality of smart technology within hotel services. This indicates that these challenges are commonly experienced. The survey also identifies the main obstacles the hotel faces regarding smart technology, such as technical difficulties and the need to improve the service quality of these technologies.

Keywords: smart technology, hotel, challenges, technology in hospitality

**THE IMPACT OF SOCIAL MEDIA MARKETING ON
GUEST SATISFACTION IN THE AMBIANZA APARTELLE**

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Dennis Villanueva, Dr. Dana France Ignacio

Abstract

Social media has transformed marketing strategies within the hospitality industry, playing a key role in shaping guest perceptions and satisfaction. This study explores the impact of social media marketing (SMM) on guest satisfaction at Ambianza Apartelle, examining how demographic factors and various SMM elements such as service quality, promotions, pricing, and facilities, influence customer preferences and experiences. A descriptive research design was employed to analyze data collected through a researcher-designed questionnaire administered to 30 frequent guests of Ambianza Apartelle who actively engage with its social media platforms. Respondents were selected using purposive sampling. Data analysis involved frequency distribution, weighted mean, and ranking techniques to assess guest perceptions and identify key social media marketing issues. The findings reveal that most respondents were males aged 26–30, with the majority visiting Ambianza Apartelle infrequently. Social media marketing was rated as "very influential" in shaping guest expectations and preferences across service quality (mean = 3.56), promotions (3.61), price (3.52), and facilities (3.61). However, key issues such as misleading visuals, delayed responses to inquiries, and technical problems with the booking system were identified. These challenges contribute to guest dissatisfaction despite effective promotional efforts. The results suggest that although social media marketing (SMM) plays a significant role in guest satisfaction, its effectiveness depends heavily on authenticity, prompt responsiveness, and reliable technical support. To enhance guest experiences and foster loyalty, it is recommended to focus on accurate advertising, timely customer engagement, and personalized marketing strategies. Bridging the gap between online representation and actual service delivery is crucial to maximize the positive impact of SMM within the hospitality industry.

Keywords: social media marketing, guest satisfaction, ambianza apartelle, demographics, paid advertising, service quality, promotions, customer retention, personalized marketing, hospitality industry,

**THE IMPACT OF SOCIAL MEDIA ON THE TOURISM GROWTH
AS MARKETING TOOL FOR QUEZON CITY**

Mary Rose Villegas, Dona Alambra, Jyza Rose Pelojero, Via Vibal,
Maria Christina Jane Yurong, Mernel Joy Lacorte

Abstract

This study aims to examine the impact of social media as a marketing tool on the tourism growth of Quezon Memorial Circle (QMC) in Quezon City, Metro Manila. Specifically, it seeks to determine how social media influences tourists' perceptions, behaviors, and engagement, thereby contributing to the park's development as a popular tourism destination. The study also identifies key factors affecting visitor satisfaction, including challenges faced and recommendations for enhancing tourism growth. A quantitative research design was employed, utilizing surveys administered to a stratified random sample of QMC visitors. The population was categorized based on demographic variables such as age, gender, and location to ensure a representative sample, focusing on 50 respondents at Quezon Memorial Circle. The research instrument underwent rigorous validation to ensure both reliability and validity, with expert reviews conducted by statisticians and language specialists. This study underscores the importance of leveraging social media as an effective marketing tool to sustain and expand Quezon Memorial Circle's presence in the competitive tourism landscape. Recommendations include developing a strategic social media marketing plan and engaging audiences through interactive, visually appealing content. The research highlights the critical role of social media in promoting Quezon City Memorial Circle (QCMC) and emphasizes that addressing the identified challenges can greatly improve its marketing effectiveness, helping maintain competitiveness in the tourism industry. This study offers actionable insights for QCMC's management and stakeholders, providing a clear roadmap to optimize social media use as a marketing tool and enhance visitor engagement and satisfaction. This study underscores the pivotal role that social media plays in driving tourism growth at Quezon City Memorial Circle (QCMC). In today's digital age, social media platforms have become indispensable marketing channels, shaping how potential visitors perceive, engage with, and ultimately choose tourism destinations. Through a comprehensive quantitative analysis of visitor responses, this research reveals that social media not only influences tourists' awareness and expectations but also affects their behaviors and overall satisfaction with QCMC.

Keywords: social media marketing, tourism, media influence

**THE IMPACT OF SUSTAINABLE PRACTICES ON CUSTOMER PERCEPTION AND
SATISFACTION AT NEXTGEN CAFE, MINDANAO AVENUE**

Aaliyah Denise Maglangit, Alysa Casandra Macaraeg, Patricia Ann Magno,
Allyson Gayle Sawali, Imee Fernandez, Roland Rambo Jayoma

Abstract

The coffee shop industry is growing rapidly, with NextGen Café on Mindanao Avenue, established in 2023, emerging as a leader in sustainability. The café reduces plastic waste by using eco-friendly packaging, offering reusable mugs for dine-in, and utilizing compostable materials for takeout orders. Additionally, NextGen Café emphasizes hygiene through strict cleaning protocols and maintains consistent service quality, ensuring a safe and enjoyable experience for its customers. The study employed a quantitative design to examine the integration of sustainable practices at NextGen Café and their impact on customer perception. A total of 100 respondents participated, comprising 74 customers and 26 employees. Purposive sampling was used to select participants based on criteria relevant to the research objectives. Data collection involved designing the survey, obtaining consent from the establishment, organizing the gathered data, and drawing conclusions for presentation to a review panel. NextGen Café attracts a predominantly younger customer base, mostly aged 19 to 23, highlighting a gap in workforce demographics. While both customers and employees value sustainability, customer engagement is notably higher, indicating a need for improved communication and education among employees. The café's strong customer loyalty is primarily driven by product quality and variety, with sustainability playing a supportive role. However, the positive correlation between sustainability adoption and customer satisfaction underscores the importance of emphasizing sustainable practices to further strengthen brand loyalty. Sustainable practices enhance customer satisfaction, but maintaining high product quality and service remains vital. Recommendations include improved financial planning, negotiating better supplier terms, introducing age-inclusive and limited-time sustainable offerings, and effectively communicating sustainability efforts. These strategies aim to boost customer satisfaction and market appeal while advancing the café's sustainability goals.

Keywords: sustainability, coffee shop, consumer

**THE IMPACT OF UTILIZATION OF TECHNOLOGY IN ONLINE BOOKING
ON SELECTED RESTAURANT IN MAKATI: BASIS FOR
STRATEGIES DEVELOPMENT PLAN**

Rhashiella Ashely Fontanilla, Gerald Bardon, Samantha Nicole Lumbab, Ylayza Kelly Ilogon,
Kent Emmanuel Martin Mendoza, Syrin Janaban, Jenelyn Comon

Abstract

This study examines how online reservation systems have enhanced efficiency and customer satisfaction in selected Makati restaurants: Yabu: House of Katsu, Texas Roadhouse, and Tim Ho Wan. These establishments utilize digital platforms such as OpenTable and proprietary applications to manage high demand, minimize wait times, and improve service quality. The research underscores the role of technology in optimizing operations, meeting customer expectations, and streamlining staff allocation, with particular attention to features such as digital menu access and real-time wait time transparency. This study employed a descriptive research method to assess the impact of online booking technology in selected restaurants in Makati. The sample consisted of 50 participants, including both customers and staff, selected through purposive sampling. Data was collected using structured questionnaires and semi-structured interviews, with quantitative results summarized through descriptive statistics. The findings aim to inform the development of strategies to enhance digital reservation systems in restaurants. The study found that the restaurant workforce in Makati is predominantly young, mostly single, and female. Booking.com and Tripadvisor emerged as the most commonly used online booking platforms. While customers appreciate the convenience and features offered by these systems, they also encounter challenges such as system instability, complex interfaces, cancellation difficulties, and double bookings, which negatively impact user experience and operational efficiency. The study highlights the positive impact of online booking systems on operational efficiency and customer satisfaction in selected Makati restaurants. Customers value the convenience and time-saving features, although challenges such as system delays, overbookings, and user-unfriendly interfaces, particularly for older users, remain. Staff and managers find these systems helpful for managing seating and customer flow but report difficulties including technical issues and insufficient training. The research underscores the importance of regular system updates, comprehensive staff training, and improved system integration. Overall, the success of online booking platforms depends on effective implementation, user-friendly design, and strong support systems to maintain competitiveness in the digital era.

Keywords: online reservation systems, online booking technology, operational efficiency, customer satisfaction

**THE INFLUENCE OF CASUAL DINING FOOD PRESENTATION ON
CUSTOMER PATRONAGE: AN EVALUATION**

Janine Buhayo, Cristina Adarayan, Clyde Chang, Erah Mae Carcosia, Jonell Salas

Abstract

Blake's Wings & Steaks Restaurant serves as a case study in this evaluation, offering insights into how a well-executed food presentation strategy can enhance customer experience and contribute to business success. The significance of food presentation goes beyond aesthetics; it plays a vital role in the overall sensory experience, shaping customer expectations and influencing satisfaction levels. In the digital age, visually appealing dishes are frequently shared on social media platforms, further boosting a restaurant's visibility and reputation. This evaluation aims to examine how food presentation in casual dining establishments, particularly at Blake's Wings & Steaks, affects customer patronage, satisfaction, and the restaurant's overall performance. This study used a descriptive quantitative approach to assess customer satisfaction with food presentation at Blake's Wings & Steaks in Quezon City. Fifty dine-in customers were selected using convenience and purposive sampling. Data was collected through a survey questionnaire focusing on visual appeal and plating. Surveys were conducted in person, while responses were analyzed using frequency and percentage distribution to describe respondent demographics. For casual dining, presentation is crucial for young adults, particularly women influenced by social media. They prefer clean, colorful plating, generous portion sizes, and well-designed menus. While food complaints are uncommon, atmosphere issues arise. To attract youth, restaurants should emphasize visual appeal and have a welcoming vibe. This study explores the impact of visually appealing food presentation on customer patronage in the competitive dining scene of Blake's Wings and Steak's. It highlights how a well-presented plate elevates a meal, influencing perceived value, satisfaction, and repeat business. The study also explores how visual presentation can help restaurants gain a competitive edge.

Keywords: food presentation, visual appeal, aesthetics, casual dining, patronage, loyalty, plating techniques

**THE INFLUENCE OF CULTURAL DIVERSITY ON CATERING MENU DESIGN
AND CLIENT PREFERENCES**

Edrian Libawas, Ariez Cordovez, Nikko Lebantino, Camela Matin-ao,
Earl Jerard Meneses, Dr. Dana France Ignacio

Abstract

This study investigates the influence of cultural diversity on catering menu design and client preferences. As societies become increasingly multicultural, catering businesses face growing pressure to develop menus that reflect a wide range of tastes, cultural traditions, and dietary requirements. The research explores the key factors influencing menu design and examines how client preferences are shaped by cultural diversity. Quantitative research design was employed in this study. Data were collected via a survey questionnaire distributed to 85 respondents, consisting of both clients and employees in the catering industry. A purposive sampling technique was applied to select individuals with relevant experience in catering services. The survey focused on various aspects such as food presentation, authenticity, sustainability, and customization. The data were analyzed using descriptive statistics to identify the factors most valued by clients and employees. This study examines the impact of cultural diversity on catering menu design and client preferences within the catering industry. With societies becoming increasingly multicultural, catering businesses must adapt to reflect diverse tastes, cultural traditions, and dietary needs. The research employed a quantitative approach, using a survey questionnaire distributed to 85 respondents, including clients and employees in the catering sector. Data were analyzed using descriptive statistics to assess the importance of factors such as food presentation, authenticity, customization, sustainability, and cultural inclusivity. The study highlights the importance of cultural sensitivity in menu design, suggesting that catering businesses should focus on offering diverse, authentic, and visually appealing options. Sustainable practices and customizable menus are essential for meeting client expectations. The research also suggests that catering businesses invest in training staff to ensure authenticity and address cost-related challenges. Future research could explore regional food preferences and include additional stakeholders, such as suppliers and chefs, to provide a more comprehensive understanding of cultural diversity's role in catering services.

Keywords: cultural diversity on catering menu, menu diversity, diverse culinary experience

THE INFLUENCE OF QUICK RESPONSE CODE ORDERING SYSTEM ON SERVICE QUALITY IN KOREAN BARBEQUE RESTAURANT IN QUEZON CITY

Emmanuel Espinoza, Joan Caboteja, Alexis Celebrado, Janine Fuentes,
Davedson Penaranda, Roland Rambo Jayoma

Abstract

This study examines the impact of QR code ordering systems on restaurant operations and employee experiences in Korean barbecue establishments in Quezon City. This study employs a quantitative design, involving 2 owners and 48 employees selected through non-probability sampling. Data were collected using a survey questionnaire aligned with the study's objectives. The study findings show that The data shows that respondents generally view the service positively. Empathy scored highest at 3.31, followed by reliability (3.28), assurance and tangibles (both 3.22), and responsiveness (3.21). Overall, the service is seen as reliable, empathetic, responsive, and reassuring. To address connectivity and compatibility issues, restaurants should invest in high-speed internet, upgrade QR code scanning technology, and ensure seamless integration across devices. Regular system maintenance and software updates will minimize technical disruptions. Offering multiple payment methods such as mobile wallets, credit/debit cards, and cash alternatives via staff assistance will accommodate diverse customer preferences. Strengthening encryption and security features will enhance customer trust in digital payments. To improve order processing and customer satisfaction, the QR code menu should feature clear categorization, high-quality images, and personalized recommendations. A user-friendly interface with smooth navigation will enhance the overall ordering experience. Implementing a hybrid ordering system that allows customers to choose between self-service and waitstaff assistance ensures inclusivity and meets varied preferences. Employees should be trained to assist customers with QR code ordering, troubleshoot technical issues, and provide alternative ordering options. Establishing dedicated technical support, such as a support team or chatbot, can further enhance user experience. Restaurants should leverage data from QR code orders to analyze customer preferences, peak ordering times, and inventory trends. This data-driven approach can optimize menu offerings, improve stock management, and enable personalized marketing strategies. Continuous collection of customer feedback on the digital ordering experience is essential for ongoing system improvements, resolving pain points, and increasing overall satisfaction.

Keywords: security features, qr code scanning technology, encryption, trust in digital payments

**THE ROLE OF CHATBOT TECHNOLOGY IN MODERN HOTEL
ACCOMMODATION ALONG QUEZON CITY**

Angeline Tañeza, Aubrey Paza, Rogelio Rosell, Venus Lumantas, Pauline Anne Valdez, Dana Rae Boatis

Abstract

AI chatbots have revolutionized the hospitality industry by delivering seamless services, minimizing human intervention, and enhancing customer satisfaction. These advanced technologies operate continuously, offering instant responses to guest inquiries and complaints, thereby improving overall efficiency. By automating routine tasks such as front desk interactions, AI chatbots significantly reduce wait times and streamline operational processes. This study aims to explore how AI-driven chatbots contribute to increased guest satisfaction, reduced staff workload, and the delivery of personalized services, ultimately transforming the hospitality experience. This study employed a descriptive research design, emphasizing comprehensive fact-finding and interpretive analysis to support the development of theories and hypotheses. The credibility of the quantitative findings was anchored in the reliability and accuracy of the data collected. To further strengthen the study's validity and transparency, an audit trail was maintained, a systematic documentation of the research process that allows for external scrutiny. This approach enhanced the trustworthiness of the results and contributed to the overall rigor of the research. Participants generally found chatbots to be more acceptable among younger users, while older users perceived them as impersonal and lacking a human touch. Chatbots were effective in providing accurate hotel information and assisting with bookings, but they showed limitations in handling complex inquiries and correcting errors. While their emotional intelligence received moderate ratings, participants noted a need for improvement in personalization and contextual understanding. To enhance user experience and satisfaction, it is recommended that chatbots be developed with greater empathy and deeper technological integration. This study explores the use of chatbot technology in modern hotel accommodations, with a particular focus on its impact on guest experiences. The research involved 25 participants aged over 31 from Quezon City. Findings indicate that while chatbots are effective in handling inquiries, bookings, and basic customer service functions, several concerns were identified. These include limited emotional intelligence, lack of personalization, poor interpretation of slang or informal language, and difficulty addressing complex queries. To address these issues, the study recommends enhancing natural language processing capabilities, integrating sentiment analysis, ensuring smooth handovers to human staff when necessary, and regularly updating chatbot systems in alignment with hotel facilities and services.

Keywords: chatbot technology, hotel accommodation, guest experience, customer service, emotional intelligence, personalization, natural language processing, sentiment analysis, quezon city, hospitality industry

**THE ROLE OF INCLUSIVE EMPLOYMENT FOR PERSON WITH VISUAL
IMPAIRMENT ON SELECTED RESTAURANT IN QUEZON CITY**

Allih Joyce Lancero, Marcheanne Edith Ehbs Naval, Estephanie Pejo,
Rachelle Anne Peraz, Justin Maynard Ramos, Dana Rae Boatis

Abstract

This study examines the challenges and procedures involved in employing visually impaired individuals in Quezon City-based restaurants. It aims to assess how disability employment is perceived by both employers and restaurant staff, particularly in terms of its impact on service quality and operational efficiency. The findings suggest that the inclusion of visually impaired individuals in the restaurant workforce can enhance both efficiency and quality of service. Moreover, such employment promotes social and economic integration, supports individual development, and fosters positive attitudes among employers and employees toward disability inclusion in the workplace. This research design aims to present data-driven narratives to support future studies, with a focus on efficiency and precision. The study involves 50 visually impaired (VI) employees from selected restaurants in Quezon City, chosen through purposive sampling. A phenomenological approach is employed to explore their lived experiences, with participants selected based on specific criteria: visual impairment, age, educational enrollment, and communication skills. To ensure ethical standards, anonymity is maintained through the use of questionnaires, and participant confidentiality is protected through pseudonyms. This study adheres to psychological quantitative research methods to ensure the validity and reliability of findings. This research analyzed the profiles of respondents from selected restaurants in Quezon City based on age, sex, educational attainment, and length of work experience. The majority of participants were aged 26–30 (50%), female (56%), held a bachelor's degree (62%), and had 1–3 years of work experience (48%). Respondents strongly agreed on the effectiveness of disability awareness training, particularly those focusing on tolerance and collaboration. Disability-inclusive hiring practices were also positively received; however, recommendations were made to improve the accessibility of job advertisements and the implementation of related policies. Lastly, while restaurant design accessibility received broad support, participants identified the need for improvements in restroom accessibility and the usability of work tools for visually impaired employees. This study on restaurants in Quezon City highlights prevailing inclusive practices concerning visually impaired employees while identifying key areas for improvement. Although younger employees exhibited positive attitudes toward inclusion, gaps were noted in the provision of specialized training related to visual impairment. Significant issues identified included limited restroom accessibility and communication barriers, underscoring the need for enhanced structural support and greater integration of Employee Resource Groups (ERGs) to foster an inclusive and accommodating work environment.

Keywords: visually impaired employees, inclusive practices, quezon city restaurants, disability training, accessibility, communication barriers, employee resource groups (ergs), workplace inclusion, restroom accessibility, staff attitudes

**THE ROLE OF MINIMIZING FOOD WASTE ON
SELECTED RESTAURANT IN QUEZON CITY**

Ken Lester Muñoz, Jayson Dorognan, Jaylord Maguddayao,
John Carl Parallag, Mario Keano Zuleta, Dana Rae Boatis

Abstract

The growing concern over food waste has compelled the food service industry to develop effective strategies that reduce waste while maintaining customer satisfaction. This study explores the impact of food waste minimization efforts in selected restaurants in Quezon City, a dynamic urban hub renowned for its diverse culinary landscape. Specifically, it examines how portion sizes influence food waste levels and investigates the various strategies employed by restaurateurs to address this issue. The researchers employed a descriptive research method to effectively present the study and obtain relevant data. Data was collected using survey questionnaires, which offered valuable insights into food waste practices in restaurants. A purposive sampling technique was utilized, selecting participants based on their availability, relevance to the study, and willingness to participate. The study was limited to fifteen (15) employees from a chosen restaurant in Quezon City. The study highlights key practices for minimizing food waste, including FIFO (First-In, First-Out), stocking essentials, proper refrigeration, and wise freezing techniques, as implemented in a selected restaurant in Quezon City. Based on a sample of 15 respondents, the study analyzed demographic factors such as age, gender, job description, and length of service. Findings show that the majority of employees were aged between 21–25 years (53%) and were predominantly male (53%). Most held the position of waiter (66%) and had been in service for approximately two years (67%). The results indicate a high level of agreement among employees regarding food waste reduction practices: FIFO (mean = 3.44), stocking essentials (mean = 3.36), proper refrigeration (mean = 3.45), and freezing wisely (mean = 3.35). These findings underscore the importance of such practices in minimizing food waste, suggesting that continued training and reinforcement of these strategies can significantly enhance waste management efforts within the restaurant industry. To further enhance efforts in minimizing food waste, the study recommends the implementation of effective storage and inventory management practices. Organizing food items using the First-In, First-Out (FIFO) method ensures that older stock is utilized first, thereby reducing the risk of spoilage. Regular monitoring of inventory helps avoid unnecessary purchases and promotes the efficient use of existing supplies. Additionally, properly storing perishable items at appropriate temperatures preserves their freshness and prevents premature spoilage. Freezing surplus food in portion-sized containers also extends shelf life and significantly minimizes overall waste.

Keywords: food waste reduction, fifo method, inventory management, proper food storage, refrigeration, freezing techniques, restaurant practices, quezon city, employee perception, waste minimization strategies.

**THE ROLE OF MODERN TECHNOLOGY IN ENHANCING
SAFETY AND SECURITY IN ASTORIA PLAZA HOTEL**

Rean Ladera, Candy Mae Dela Cruz, Camel Flor Merida, Elvira Valde,
Ivy Divine Villacorta, Dr. Dana France Ignacio

Abstract

The hospitality industry, essential to global tourism and economic growth, must balance guest expectations with evolving safety and security demands. Traditional measures are no longer sufficient, prompting the adoption of advanced technologies such as AI, biometric authentication, IoT devices, and smart surveillance systems. This research explores how these innovations are transforming hotel security by applying Everett Rogers' Innovation Diffusion Theory to analyze the adoption of technologies like smart locks, biometric access, and surveillance systems. It examines the stages of adoption, namely awareness, persuasion, decision, implementation, and confirmation, and key factors such as relative advantage, compatibility, and social influence. The study highlights the impact of these technologies on hotel safety, guest privacy, and the future of the hospitality industry. This chapter describes the techniques and approaches used by the researchers to complete the study. It includes research design, respondents, sampling technique, instrument used, validation of the instrument, administration and retrieval of the instrument, and statistical treatment of the data. Astoria Plaza Hotel faces key challenges in integrating modern technologies into its safety and security systems. Major concerns include protecting guest data, preventing unauthorized transactions, and improving the reliability and usability of tech systems, especially mobile apps (mean score: 1.12). Additional issues involve authentication, payment efficiency, and fraud prevention. While pricing and dispute resolution were noted, they are less critical. Addressing these concerns is vital to ensure secure and user-friendly guest experiences. Guests at Astoria Plaza Hotel strongly approve of modern technology's role in enhancing safety and security, with a composite mean score. The highest approval was for security measures and threat response, followed by cybersecurity efforts. While technology's impact on comfort was recognized, it ranked lower than security features. Keyless entry via smartphones or wearables received a score of 3.12, indicating it is valued but less significant compared to other technologies. Overall, guests prioritize security and safety over comfort. This chapter presents the discussion, summary, conclusions, and recommendations formulated based on the findings in response to the problems raised in Chapter 1.

Keywords: hotel security technology, smart hospitality solutions, cybersecurity in hotels

**THE ROLE OF TATTOO CULTURE IN HOSPITALITY: EXPLORING THE
INTERSECTION OF PERSONAL EXPRESSION AND PROFESSIONALISM**

Mhel Vincent Adao, John Lord Datul, Marcus Magno, Francis Ojeda,
Leoniel Michael Sedillo, Dr. Dana France Ignacio

Abstract

The Role of Tattoo Culture in Hospitality: Exploring the Intersection of Personal Expression and Professionalism investigates the growing acceptance of tattoos within professional environments, with a particular focus on the hospitality industry. Once widely regarded as symbols of rebellion or unprofessionalism, tattoos are increasingly recognized as valid expressions of personal and cultural identity. This evolving perception is especially evident in hospitality settings, where employees' appearances contribute to the overall brand image and guest experience. Despite this shift, debates continue regarding whether visible tattoos compromise perceptions of professionalism or influence customer attitudes and satisfaction. To ensure credible and consistent results, the study employed a quantitative descriptive research design, focusing on 60 patrons of Rapture Café Bar in Quezon City. Purposive sampling was utilized to select participants who were most relevant to the research objectives, specifically, customers with informed perspectives on tattoo-related perceptions within the hospitality setting. Data collection was conducted through a standardized survey instrument, which was carefully developed based on a review of existing literature and refined through pretesting and consultations with academic advisors and data specialists. The study's conclusions are based on data analysis, which revealed that the primary clientele of Rapture Café Bar consists of young adults aged 20–25, predominantly male, and primarily members of Generation Z, with most having attained tertiary education. This demographic profile underscores the establishment's strong appeal to a younger, educated audience. Respondents widely perceived tattoos as a legitimate form of self-expression, emphasizing that body art does not negatively impact the quality of employee service. Moreover, tattoos were viewed as enhancing the venue's ambiance and reinforcing its brand identity, aligning well with its modern and progressive image. The study's results highlight the shifting attitudes toward tattoo culture within the hospitality industry, particularly among younger, college-educated demographics such as Generation Z and Millennials. Findings indicate that tattoos are increasingly normalized and accepted among this group, especially in casual dining and social venues like Rapture Café Bar. A clear consensus emerged among respondents that tattoos function as a form of self-expression and do not detract from the quality of service provided. These insights reflect a growing openness to visible body art in more contemporary, relaxed hospitality environments.

Keywords: tattoo culture, hospitality industry, self-expression, professionalism, customer perception, generation z, millennials, body art, rapture café bar, service quality, personal identity, quantitative descriptive research

**THE STRATEGIES OF HANDLING EMPLOYER AND EMPLOYEE CONFLICT:
A PROPOSED ENHANCEMENT PLAN FOR WHITE PALACE CONDOTEL.**

Jovelyn Jen Otero, Kc Malejana, Altea Mae Bona, Carl Bodiongan,
Niel Bryan Baile, Roland Rambo Jayoma

Abstract

In the dynamic hospitality industry, effective conflict resolution is vital in maintaining a harmonious workplace and delivering exceptional customer service. White Palace Condotel must prioritize strategies for managing conflicts between employers and employees, as issues such as favoritism can create a negative work environment. Unresolved conflicts may lead to decreased employee productivity and workplace distractions that affect overall performance. The study employed quantitative research design using a descriptive technique to examine strategies for handling conflicts between employers and employees at White Palace Condotel. The respondents consisted of 48 employees from various departments, including Front Desk, Housekeeping, and Bellboy, as well as 2 managers. Purposive sampling was used to ensure relevant participation. Data was gathered through separate survey questionnaires for employers and employees, focusing on their opinions and experiences regarding conflict resolution strategies. The researchers followed a structured data collection process, which included the preparation and approval of survey instruments, securing respondents' consent, organizing and analyzing the collected data, and applying statistical tools such as frequency distribution and ranking for interpretation. The study analyzed responses from 50 participants to determine their demographic profiles and perspectives on workplace conflict management. The majority of respondents were aged 41–45 years, with females comprising 54% of the sample. Most participants were regular employees (86%) and had been employed by the organization for 3–5 years (40%). The findings indicate that the workforce is largely composed of individuals aged 41–45, reflecting a mature employee population, with a slight majority of female respondents. Most participants are regular employees, suggesting job stability, while the length of service of 3–5 years indicates sustained employment. A major concern identified is the lack of trust between employees and management, which obtained a high weighted mean of 1.59, making it a significant source of workplace conflict. Respondents believe that regular performance reviews and feedback sessions, with a weighted mean of 1.56, may help reduce miscommunication and strengthen trust. Favoritism, also rated at 1.59, further complicates workplace dynamics and highlights the need for fair and consistent implementation of corporate policies to prevent discrimination.

Keywords: conflict, employer, employee

UNDERSTANDING HALAL CONSUMER BEHAVIOR: EFFECTIVE MARKETING STRATEGIES FOR JAPANESE RESTAURANT IN MUSLIM MAJORITY COMMUNITIES

Monica Jessa San Felix, Althea Sabbaluca, Christian Estrada,
Ace Ron Plata, Therese Anne Sabio, Dr. Dana France Ignacio

Abstract

This research investigates the consumer behavior of Muslim customers toward halal-certified Japanese cuisine, with the objective of identifying effective marketing strategies for Japanese restaurants operating within Muslim-majority communities. The study examines the key factors influencing halal food choices among consumers, including religious beliefs, cultural preferences, health considerations, and price sensitivity. It also explores the significance of halal certification, the effectiveness of various marketing communication strategies, and the critical role of trust and transparency in fostering consumer confidence and brand loyalty. This study employs a descriptive research design and purposive sampling technique to examine how attitudes, subjective norms, and perceived behavioral control influence customer satisfaction. A survey questionnaire serves as the primary instrument for data collection from respondents. The findings reveal key consumer preferences and offer insights into marketing strategies that can be tailored to effectively engage the target market. Key recommendations include emphasizing the authenticity of halal ingredients, showcasing the restaurant's adherence to Islamic dietary laws, and utilizing culturally appropriate marketing channels. This research offers valuable insights for Japanese restaurants aiming to successfully enter and sustain operations in Muslim-majority markets by understanding and addressing the distinct needs and preferences of halal-conscious consumers.

Keywords: halal, japanese restaurant, muslim communities, consumer behavior, marketing strategies, halal certification, cultural sensitivity, religious compliance, customer trust, market penetration

**WASTE REDUCTION AND SUSTAINABLE PROCUREMENT
IN HOTEL INDUSTRY: A THESIS EXPLORATION**

Raymart Barriso, Kyla Abiada, Althea Enriquez, Angelica Managbanag,
Angelene Balangyao, Oliver Fabon

Abstract

This study explores the waste management and procurement practices of Astoria Hotel Ortigas in Pasig and Novotel Manila. It aims to evaluate their current systems, identify challenges and opportunities in adopting sustainable approaches, and provide recommendations for improvement. By examining existing procedures, the research highlights areas where sustainable strategies can be effectively implemented to enhance environmental responsibility within the hotel industry. This study adopts a quantitative research approach using a descriptive method to analyze data gathered from hotel staff, particularly in the housekeeping and food and beverage departments. It underscores the role of guest expectations, management controls, and corporate responsibility initiatives, while revealing the economic and environmental benefits gained through effective waste reduction and sustainable procurement practices. The findings of this study indicate that both hotels exhibit a strong commitment to sustainability, particularly through initiatives such as recycling, waste reduction, and minimizing the use of single-use plastics. Despite these efforts, considerable areas for improvement remain. Both establishments encounter similar challenges in implementing sustainable practices, including the high initial costs of sustainable technologies and infrastructure, resistance to change from staff and guests, and the continuous need to comply with evolving environmental regulations. Addressing these challenges and adopting the proposed recommendations will enable the hotels to enhance their sustainability efforts and contribute more effectively to environmental conservation. The findings indicate that adopting sustainable practices allows hotels to balance economic efficiency with environmental stewardship. Such initiatives not only reduce operational expenditure but also strengthen brand image and foster customer loyalty. The study underscores the necessity of an integrated strategy that encompasses sound financial management, sustainable procurement, active staff participation, effective communication, regulatory alignment, and ongoing development to ensure long-term success.

Keywords: sustainable practices, hotel industry, environmental responsibility, economic sustainability, procurement strategies, employee engagement, regulatory compliance, customer loyalty

**ACCEPTABILITY OF COLD FOAM ESPRESSO KOKO KRUNCH WITH CHOCOLATE
AS A MOCKTAIL BEVERAGE AMONG SENIOR HIGH SCHOOL TEACHER'S AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Rose Jean Climaco, Joyce Ann Jayola, Jasper Cabiso, John Michael Garcia,
Paul Andrew Roncesvalles, Abigail Reyes

Abstract

Cold Foam Espresso Koko Krunch with Chocolate is a rich mocktail that combines a bold cold espresso base, smooth foam topping, crispy Koko Krunch pieces and a drizzle of chocolate. The beverage offers both energy and indulgence, making it suitable for Senior High School teachers at Bestlink College of the Philippines. By balancing robust coffee flavor with sweet, crunchy elements, it aims to satisfy chocolate and coffee enthusiasts. Originating from the Italian term for “to express,” espresso became popular in the early 1900s through innovations by Luigi Bezzer and Desiderio Pavoni (Weaverscoffee, 2024). This study examines the acceptability of this mocktail among Senior High School teachers at Bestlink College. A descriptive survey design is employed to assess mocktail acceptability. Senior High School teachers at Bestlink College of the Philippines are selected using quota sampling to ensure representation across departments. Participants complete a structured questionnaire evaluating appearance, flavor, texture and aroma on a four-point scale. A checklist summarizes overall acceptance levels. Respondents rated the mocktail’s appearance, taste, texture and aroma, and most found the presentation attractive and the flavor pleasant. Ratings for appearance averaged 3.39, while taste and texture each averaged 3.28. Participants noted the balanced sweetness, smooth foam and distinctive Koko Krunch crunch, and the familiar espresso aroma enhanced enjoyment. Overall acceptance was high, with many teachers highlighting the drink’s straightforward yet appealing characteristics. The mocktail received strong acceptability ratings for aroma, texture and taste. Teachers appreciated its balanced sweetness, relaxing qualities and engaging presentation. High scores across sensory attributes indicated that Cold Foam Espresso Koko Krunch with Chocolate effectively met expectations for a novel mocktail. These findings suggest potential for inclusion in campus beverage offerings and support further product refinement based on teacher feedback.

Keywords: cold foam, coffee, espresso

**ACCEPTABILITY OF DULCE DE LECHE SHAKE WITH BERRIES ON TOP AS A
DESSERT DRINK AMONG SENIOR HIGH SCHOOL TEACHERS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Lana Eliandre, Juther Rodriguez, Simon Serviñas,
Crystel Rivero, Kenn Cabrera, Abigail Reyes

Abstract

Dulce de Leche is a beloved milk-based treat recognized for its rich sweetness and creamy texture. In the evolving Philippine culinary landscape, innovative dessert beverages featuring Dulce de Leche present an opportunity to combine indulgence with nutrition. The Dulce de Leche Shake with Berries blends that creamy richness with the refreshing sweetness and antioxidant benefits of berries. Regular berry consumption has been associated with longevity and a reduced risk of type 2 diabetes and cardiovascular disease (Rian, 2021). This study examines the acceptability of this shake among Senior High School teachers at Bestlink College of the Philippines to inform product development in the beverage industry. A descriptive survey design is employed to assess mocktail acceptability among Senior High School teachers at Bestlink College of the Philippines. Participants are selected via quota sampling to ensure balanced representation of age and department. A structured questionnaire evaluates presentation, taste, texture, and aroma on a four-point scale, and a checklist records overall acceptance levels. Data are analyzed using frequency distributions and mean scores. The Dulce de Leche Shake with Berries received high acceptance ratings across all sensory attributes. Presentation averaged 3.32, taste 3.39, texture 3.35 and aroma 3.38 on a four-point scale. Teachers reported that the balanced sweetness, smooth mouthfeel, and visually appealing berry topping enhanced enjoyment and satisfaction. The findings indicated that the dessert drink achieved strong sensory approval among Senior High School teachers. High scores for presentation, taste, texture and aroma demonstrated the product's potential for market introduction. The balanced flavor profile and appealing appearance contributed to its acceptance. As a result, incorporating the Dulce de Leche Shake with Berries into campus offerings may satisfy consumer demand for innovative and nutritious dessert beverages. Further research was recommended to explore variations in berry types and sweetness levels to optimize consumer preference.

Keywords: dulce de leche, dessert drink, sensory acceptability, berry topping, descriptive survey

**ACCEPTABILITY OF MAZZARD JUICE WITH TANGHULU AS A REFRESHER DRINK
AMONG GRADE 11 HOME ECONOMICS STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Jaimee Dalapo, John Jonar Daculan, John Erick Geuvera,
Joan Lumbog, Clare Nazarine Calixto, Abigail Reyes

Abstract

Mazzard juice, derived from tart mazzard cherries, delivers a vibrant red hue and a sweet-tart flavor profile that appeals to fruit beverage enthusiasts. Paired with tanghulu, a traditional candied fruit snack that adds crunch and sweetness. This drink aims to combine refreshing hydration with textural contrast. While sour cherry beers are appreciated for their complex flavors and health benefits, they may not suit all tastes. Mazzard juice with tanghulu offers a non-alcoholic, fruit-forward alternative designed to enhance refreshment and enjoyment among young consumers. A descriptive survey design is employed to assess the acceptability of Mazzard juice with tanghulu among Grade 11 Home Economics students at Bestlink College of the Philippines. Quota sampling ensures participant representation across key demographic traits. A structured questionnaire gathers ratings on appearance, flavor, texture, and aroma using a four-point scale, and a checklist records overall acceptability. Students rated the beverage highly across all sensory attributes. Presentation received top marks for its eye-catching red color and attractive tanghulu garnish. Flavor scores reflected well-balanced sweetness with a pleasant tart finish. Texture ratings highlighted the enjoyable contrast between smooth juice and crunchy tanghulu, while aroma ratings affirmed its inviting cherry scent. Overall acceptability was high, indicating a strong preference for this innovative refresher drink. The findings indicated that Mazzard juice with tanghulu achieved high acceptability among senior high students. Its appealing appearance, balanced flavor profile, refreshing texture, and enticing aroma contributed to positive evaluations. As a result, Mazzard juice with tanghulu demonstrates potential as a popular non-alcoholic beverage option in school settings. Further product development may explore flavor variations and packaging optimizations to enhance market appeal.

Keywords: mazzard juice, tanghulu, sensory acceptability, refreshing beverage, home economics students

**ACCEPTABILITY OF BLOOD WHIP DRAGON FRUIT SODA WITH SUGAR SYRUP
AMONG SENIOR HIGH SCHOOL HE STUDENTS AT BESTLINK COLLEGE OF THE
PHILIPPINES**

John Aldrine Abuy, Irish Apostol, John Paul Caliwag, Razel Hacar, Abigail Reyes

Abstract

Beverages contribute significantly to student hydration and nutrition. This study examines the acceptability of Blood Whip Dragon Fruit Soda with Sugar Syrup among Senior High School Home Economics students at Bestlink College of the Philippines. Dragon fruit offers antioxidant and vitamin benefits, while sugar syrup enhances sweetness. The study evaluates sensory acceptability based on taste, aroma, appearance, and overall appeal. A descriptive quantitative design is employed to assess beverage acceptability. Fifty Senior High School Home Economics students at Bestlink College complete a structured questionnaire rating taste, aroma, appearance, and overall satisfaction on a four-point scale. Responses are analyzed using frequency distributions and mean scores to determine levels of acceptability and student preferences. Most respondents rated the drink as highly acceptable. The natural sweetness, smooth mouthfeel, and vibrant red-pink hue received top scores. Taste evaluations described the soda as refreshing, with a well-balanced blend of dragon fruit flavor and sweetness. Aroma ratings reflected a pleasant, fruity scent, and overall satisfaction scores indicated strong preference. Students also noted the perceived health benefits of dragon fruit, favoring it over artificial alternatives. The findings indicated that Blood Whip Dragon Fruit Soda with Sugar Syrup is a viable refresher for students, combining appealing flavor, attractive appearance, and potential health advantages. As a result, the beverage offers a natural alternative to commercial soft drinks. Suggestions for refinement included adjusting the sugar syrup level to accommodate varied sweetness preferences. Further product development may explore reduced-sugar formulations and additional fruit inclusions to broaden appeal.

Keywords: dragon fruit soda, beverage acceptability, sensory evaluation, student preferences, home economics students

**ASSESSMENT ON LOYALTY MEMBERSHIP PROGRAM OF B HOTEL QUEZON CITY:
A PROPOSED GUIDELINES**

Vickey Mourielle Adling, Christian Jacob De Vera, Aaronico Fabella,
Raissa Mae Marquez, Mary Chrishanna Joy Salcedo, Oliver Fabon

Abstract

This study explores the influence of hotel loyalty membership programs on retaining customers, focusing on their role in shaping customer behavior and encouraging sustained engagement. It highlights important elements such as reward systems, tailored services, and trust in the brand as critical drivers of loyalty. This study employed a mixed-methods approach, combining qualitative and quantitative research techniques. A structured survey questionnaire was administered to fifty (50) hotel customers in Quezon City to gather data on their participation in loyalty programs, satisfaction with services, and repeat booking behavior. The collected responses were systematically analyzed to assess the effectiveness of loyalty programs in fostering customer retention and satisfaction. Analysis of the questionnaire responses showed that the majority of participants were male, indicating higher engagement of male clients in the hotel's loyalty membership program. While the program provides notable benefits, areas for improvement include clearer policy communication, enhanced digital accessibility, and more efficient reward distribution. Customers place high value on transparent pricing and desire timely, straightforward communication regarding program rules and updates. Well-structured loyalty programs effectively drive customer retention by offering meaningful incentives, exclusive perks, and seamless reward redemption processes. Moreover, personalized services and targeted marketing efforts strengthen customer relationships, boosting satisfaction and long-term loyalty. Nevertheless, challenges such as complex reward mechanisms, insufficient program awareness, and inconsistent service quality continue to impede optimal retention outcomes. The study suggests that hotels should streamline the rewards redemption process, improve personalized communication, and regularly analyze customer feedback using data analytics to enhance their loyalty programs. These improvements can help hotels refine their strategies and gain a competitive advantage. The research provides practical recommendations for hotel managers seeking to boost customer retention and engagement. Future research could focus on assessing the financial outcomes and effectiveness of loyalty programs across different customer segments. Ultimately, loyalty programs serve as essential tools for building customer loyalty, reinforcing brand reputation, and driving sustainable business growth.

Keywords: hotel loyalty programs, customer retention, personalized communication, reward redemption, customer feedback, data-driven strategies, brand loyalty, customer engagement, sustainable business growth, hospitality management

HOTEL & RESTAURANT MANAGEMENT SYSTEM: CORE TRANSACTION 1 (ROOM RESERVATION MANAGEMENT, TABLE RESERVATION MANAGEMENT, BOOKING CALENDAR AND AVAILABILITY), USING AI CUSTOMER ASSISTANT

Jett Tan, Warlito Abalos Jr, Cedrick Legaspi, Darlee Boy Lavariaz, Marvin Daguinod, Marifel Laynesa

Abstract

In the modern service industry, integrating a comprehensive Hotel and Restaurant Management System (HRMS) has become essential for optimizing operations and enhancing customer experience. Among its core functions is the management of room reservations, supported by modules for activity and table reservations that streamline operations and enable efficient resource allocation. The system also facilitates predictive analytics and data-driven decision-making, improving revenue management while simultaneously increasing customer satisfaction by ensuring availability during peak periods. We aim to develop a comprehensive, efficient, and user-friendly platform capable of managing key transactions such as accommodation reservations, table reservations, and event bookings. In response to the complexity and evolving nature of customer needs, the Agile Scrum methodology was adopted for its iterative, adaptable, and collaborative approach to project management. This framework emphasizes early delivery, adaptive planning, and continuous improvement, enabling the system to effectively respond to change. The implementation of the Hotel and Restaurant Management System resulted in notable improvements in efficiency, accuracy, and user satisfaction across all core modules. The Room Reservation Management module provided real-time updates on room availability, effectively eliminating double bookings. The Table Reservation Management module enabled customers to select table preferences and complete bookings seamlessly. Additionally, the integration of natural language interaction assisted users with inquiries and reservations, contributing to a more interactive and convenient user experience. The integration of AI and automated management tools into hotel and restaurant operations significantly enhanced reservation accuracy, customer satisfaction, and overall operational efficiency. The system demonstrated scalability and reliability, making it a valuable solution for hospitality businesses.

Keywords: hotel and restaurant, table reservation, booking, reservation, room reservation, availability, costumer assistant.

**INNOVATION OF ESPRESSO SHOT BLACK MILK WITH MARBLE NUTELLA ON TOP
AMONG GRADE 12 ABM STUDENT AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jastin Baculi, Joseph Cacho, Kim Alven Carano-o, John Vicent Pamisa,
Jay Pie Pioquinto, Abigail Reyes

Abstract

Innovative coffee beverages, such as espresso topped with marble Nutella, offer a rich blend of sweetness, creamy texture, and bold flavor that captivates coffee enthusiasts seeking novel experiences. This fusion of craftsmanship and creativity enhances both taste and visual appeal. A study by Sally McKenney (2020) underscores Nutella's versatility in pairing with coffee and desserts. This research aims to explore the preferences and perceptions of Grade 12 ABM senior high school students regarding this indulgent beverage, highlighting its appeal as a unique and satisfying coffee innovation. This study involved Grade 12 Accountancy, Business, and Management (ABM) students from Bestlink College of the Philippines as participants in the Senior High School program. A descriptive research method was utilized to assess the level of innovation perceived in the espresso shot black milk topped with marble Nutella. Participants were selected through random sampling to ensure unbiased representation. Data collection was conducted using a survey questionnaire, and a checklist format was employed to evaluate the respondents' perceptions of the beverage's innovative qualities. The study examined the innovative qualities of the Espresso Shot Black Milk with Marble Nutella on Top by analyzing customer feedback on its presentation, taste, texture, and aroma. Results showed that the product drew significant attention due to its sleek and visually striking appearance. While the bold bitterness of the espresso was the dominant flavor, it was subtly balanced by the sweet undertones of the marble Nutella, resulting in a rich and well-rounded taste experience. The study examined the innovative appeal of the Espresso Shot Black Milk with Marble Nutella on Top by evaluating participants' responses to its taste, texture, and overall presentation. A total of 50 respondents, aged 16 to 20, participated in the research, with 76% identifying as female and 24% as male. The results revealed a generally positive reception, driven by the beverage's distinctive appearance and its aromatic fusion of rich and unique flavors.

Keywords: espresso shot black milk, marble nutella, beverage innovation, taste and texture, visual presentation, consumer perception, abm students, sensory experience, product acceptance, coffee trends

**INNOVATION OF YOGURT SMOOTHIE WITH SAPODILLA AND POMEGRANATE
AMONG GRADE 11 STEM STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Maria Christina Chan, Florna Mae Riobuya, Nicole Jade Macabalitao,
John Baldwin Brojan, John Denver Hernan, Abigail Reyes

Abstract

Yogurt smoothie made with sapodilla and pomegranate is an innovative dairy-based beverage that blends creamy texture with natural sweetness and nutritional value. The smooth, malty flavor of sapodilla complements the tangy notes of pomegranate, creating a distinctive and enjoyable drink. As health-conscious consumers increasingly seek nutritious yet satisfying alternatives, this study explores how senior high school students perceive and accept this unique dessert smoothie. By assessing its market appeal and overall feasibility, the research aims to contribute to the growing trend of healthy, flavorful, and convenient beverage options within the food and drink industry. This study involved senior high school students from Bestlink College of the Philippines as participants. A descriptive research design was utilized to assess their level of acceptance of the yogurt smoothie infused with sapodilla and pomegranate. To ensure appropriate representation, a quota sampling method was applied, allowing the selection of participants based on predefined criteria that reflect specific characteristics of the target population. Data collection was conducted using a checklist, which served as the primary tool for evaluating the respondents' acceptance of the product. This study evaluated the yogurt smoothie with sapodilla and pomegranate as a refreshing beverage, focusing on participants' perceptions of its appearance, taste, texture, and aroma. The majority of respondents agreed that the flavor combination was harmonious and enjoyable. They described the product's appearance as attractive and visually appealing. In terms of taste, most participants expressed satisfaction with the well-balanced flavor of the sapodilla, noting that it complemented the overall profile of the drink and contributed to a pleasant sensory experience. The analysis of data, conclusions, and participant feedback revealed that the yogurt smoothie with sapodilla and pomegranate received consistently high ratings for its presentation, taste, texture, and aroma. The product earned weighted mean scores of 3.16 for presentation, 3.26 for taste, and 3.66 for texture, indicating strong consumer approval. Respondents found the beverage to be enjoyable, highlighting its smooth texture and well-balanced flavor. Overall, the yogurt smoothie was perceived as refreshing, satisfying, and a well-accepted innovative drink option.

Keywords: yogurt smoothie, sapodilla, pomegranate, sensory evaluation, product acceptance, texture, taste, presentation, aroma, beverage innovation, senior high school students.

**INNOVATIVE LYCHEE SMOOTHIE WITH WAFFLE AND WHIPPED CREAM
AMONG GRADE 12 HOME ECONOMICS STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Rihanna Joaquino, Priences Castro, Jayron Clavecillas, Samuel Espanto,
Dan Jason Samper, Abigail Reyes

Abstract

The fresh lychee (*Litchi chinensis*) smoothie is a unique and refreshing beverage that features a sweet, aromatic, and slightly tangy flavor. The addition of waffle and whipped cream introduces a creative fusion of textures and flavors, making the drink visually appealing and enjoyable to the palate. This study aims to assess the level of acceptance of this innovative lychee smoothie among Grade 12 Home Economics students at Bestlink College of the Philippines. This study utilized a descriptive research design to evaluate the level of acceptance of the lychee smoothie with waffle and whipped cream. Fifty Grade 12 Home Economics students from Bestlink College of the Philippines participated as respondents, selected through random sampling to ensure equal representation. Data were gathered using a structured survey questionnaire with a checklist format. The results were analyzed using weighted mean and frequency distribution to interpret the respondents' feedback effectively. The research findings reveal that the lychee smoothie with waffles and whipped cream was generally well-accepted by the respondents in terms of taste, texture, aroma, and overall appeal. The sweetness and flavor balance received the highest satisfaction, with a weighted mean of 3.34 (Very Satisfied). The texture scored a weighted mean of 3.16 (Satisfied), while the aroma and flavor followed with weighted means of 3.18 (Satisfied) and 3.22 (Satisfied), respectively. Recommendations based on the feedback include the following ingredient adjustments to further improve the product, increase milk content – suggested by 34% of respondents, add more condensed milk – suggested by 43% of respondents, enhance lychee quantity – suggested by 32% of respondents. The results revealed that Grade 12 Home Economics students positively accepted the lychee smoothie with waffles and whipped cream. The distinctive flavor of lychee played a key role in its overall appeal. The harmonious blend of the smoothie's creamy texture, the waffle's fluffiness, and the lightness of the whipped cream offered a satisfying sensory experience. However, some respondents recommended enhancing the creaminess and sweetness to make the product more indulgent. In conclusion, the study supports the hypothesis that creative beverage combinations that balance flavor, texture, and aroma can boost consumer satisfaction. Future research may examine ingredient proportion adjustments or explore alternative sweeteners to accommodate varying taste preferences.

Keywords: lychee smoothie, waffle, whipped cream, consumer acceptance, sensory experience, taste enhancement, flavor balance, texture, aroma, grade 12 home economics students, innovative beverage, sweeteners.

**LEVEL OF ACCEPTABILITY OF CARROT-POTATO BALLS WITH CHEESE
AMONG SENIOR HIGH SCHOOL HOME ECONOMICS STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Lovely Norilyn Villahermosa, John Michael Amaba, Danica Crausos, Lenmuel Gumahung,
Reynalyn Remedillo, Dash Laurenz Tabernero, Mar Domagtoy

Abstract

Carrot-potato cheese balls are a tasty and versatile dish that can be enjoyed as a snack, appetizer, or even a light meal. The natural sweetness of carrots blends well with the earthy flavor of potatoes, while the addition of cheese adds a rich, savory touch. This combination creates a balanced taste and a satisfying texture: crispy on the outside and creamy on the inside. Whether served at parties, as a lunchbox treat, or as a quick bite at home, these flavorful bites are sure to please. This study utilized a descriptive quantitative research design to evaluate the level of acceptability of carrot-potato balls with cheese. Data were gathered using a survey questionnaire. A total of 50 respondents: Grade 11 and 12 students from the Home Economics strand, were selected using a cluster sampling technique. The majority of the respondents were aged 17 to 18 years old, comprising 78% of the total participants. In terms of sex, 48% were male and 52% were female. Most of the respondents came from section HEHRS 1201, accounting for 22%. The product: carrot-potato balls with cheese, was rated as acceptable in terms of appearance, taste, and texture. Based on the feedback, the top suggestions for improving the product included: increasing the amount of cheese, adding more carrots and potatoes, adjusting the salt content, and reducing the amount of oil used in cooking. The findings indicated that the respondents considered the product acceptable in terms of appearance, taste, and texture. Based on their suggestions and recommendations, the following improvements were proposed: (1) add more cheese, (2) increase the amount of carrots, (3) add more potatoes, (4) adjust the salt content, and (5) reduce the amount of oil used in cooking.

Keywords: carrot-potato balls, cheese, snack innovation, product acceptability, appearance, taste, texture, home economics students, food preferences, healthy snack

LEVEL OF ACCEPTABILITY OF COFFEE BANANA INTO WAFFLE AMONG HOME ECONOMICS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

Christine Follero, Antonio Jr Dawagan, Maria Angelica Tayor, John Carlo Namoc, John Albert Cabato

Abstract

Waffles are a well-loved dish in the United States and are also widely enjoyed in the Philippines, especially during breakfast and snack times. However, their usual flavor can sometimes become unexciting. To enhance and reinvent the traditional waffle, the researchers introduced an innovative variation: the coffee-banana waffle. This new product combines the bold taste of coffee with the natural sweetness and nutritional value of bananas, resulting in a more flavorful and nourishing option. This study, entitled “Level of Acceptability of Coffee-Banana Waffle Among Senior High School Home Economics Students at Bestlink College of the Philippines,” seeks to evaluate how acceptable this product is to its intended consumers. This study utilized a descriptive quantitative research design to assess the acceptability of coffee-banana waffles. Data was collected using a survey questionnaire administered to 50 Grade 11 and Grade 12 Home Economics students, selected through cluster sampling. The gathered responses were analyzed using quantitative methods to determine the overall level of product acceptance. The majority of the respondents were 17–18 years old, representing 76% of the participants. In terms of sex, there was an equal distribution, with 50% male and 50% female. Most respondents came from sections HEHRS 1101 and HEHRS 1201, each comprising 22% of the sample. The product received an acceptable rating from the respondents in terms of appearance, taste, and texture. Based on the feedback, the following suggestions and recommendations were made: Adjust the sugar content for better balance, reduce the amount of vanilla to refine the flavor, add more bananas to enhance the natural taste, increase the amount of coffee for a richer flavor profile, and sift the dry ingredients to improve the texture and consistency of the batter. The results showed that the respondents found the coffee banana waffle acceptable in terms of appearance, taste, and texture. Based on their suggestions and recommendations, the following improvements were proposed: Adjust the sugar content to balance sweetness. Reduce the vanilla to refine the flavor. Add more bananas to enhance their natural taste. Increase the coffee content for a richer flavor. Sift the dry ingredients thoroughly to improve texture and lightness.

Keywords: coffee banana waffle, product acceptability, appearance, taste, texture, senior high school, home economics, recipe improvement, sensory evaluation, food innovation

**LEVEL OF SATISFACTION OF ARATILES SHAKE WITH FRAPPE ON TOP AS
A REFRESHER AMONG HOME ECONOMICS STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Shenelle Guelas, Jaspher Bernard Arigadas, Madel Ashley Basilio,
Kathlene Mae Efe, Elmer John Pasaylo, Mar Domagtoy

Abstract

This study assessed the satisfaction level of 50 Home Economics students toward an aratiles shake topped with frappe, served as a refresher. It specifically aimed to evaluate their satisfaction based on three factors: taste, texture, and appearance. This study utilized a descriptive quantitative research design to evaluate the level of satisfaction with aratiles shaken topped with frappe as a refresher among Home Economics students at Bestlink College of the Philippines. A cluster sampling technique was employed to select 50 respondents from the Home Economics student population. The research instrument consisted of three main sections: (1) demographic profile of the respondents, (2) level of satisfaction based on taste, texture, and appearance, and (3) recommendations and suggestions. Data were analyzed using frequency and percentage distributions, weighted mean, Likert scale interpretation, and ranking methods to gain a comprehensive understanding of student satisfaction with the aratiles shake. Most of the respondents were aged 17 to 18 years, accounting for 50% of the total participants, with an equal number of male and female students. Among the evaluated aspects, taste received the highest rating, with a verbal interpretation of "very much satisfied." Overall, the findings revealed that the respondents were highly satisfied with the aratiles shake topped with frappe. The results of the survey revealed a high level of satisfaction with the aratiles shake topped with frappe. Respondents were very much satisfied with the drink's taste and satisfied with its texture and appearance. Common suggestions for improvement included adding more milk, increasing the sweetness, incorporating additional aratiles fruit, and adding whipped cream. The study concluded that taste was the most appealing attribute, followed by texture and appearance.

Keywords: aratiles shake, frappe topping, student satisfaction, taste, texture, appearance, home economics, beverage innovation, descriptive quantitative research, bestlink college

LEVEL OF SATISFACTION OF PEAR FRUIT AS A SMOOTHIE SHAKE WITH WHIPPED CREAM ON TOP AMONG HOME ECONOMICS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

Janna Espiloy, John Rodmer Mendoza, Christine Minguito,
Angelica Rose Resultay, Jaimes Sison, Mar Domagtoy

Abstract

This study explored the satisfaction levels of 50 Home Economics students at Bestlink College of the Philippines with a pear smoothie shake topped with whipped cream. Focusing on key sensory attributes such as appearance, taste, and texture, the research seeks to pinpoint specific areas that can be improved to better align the product with the preferences of the target audience. This research adopted a descriptive quantitative design, gathering data via a survey questionnaire. Using cluster sampling, 50 respondents were selected from the Home Economics strand. The questionnaire comprised three parts: demographic information, satisfaction levels, and participant recommendations. The collected data were analyzed through frequency counts, percentage distributions, weighted means, Likert scale assessments, and ranking methods. The majority of respondents were aged 17 to 18, with an equal number of males and females. They reported high satisfaction with the packaging, fruity flavor, and creamy texture of the pear smoothie shake topped with whipped cream. Overall satisfaction was notably high. However, respondents expressed specific preferences regarding the product's sweetness, pear flavor intensity, and whipped cream quantity. Over half recommended a sweeter taste and stronger pear flavor, while some preferred less whipped cream. The results indicate that the pear smoothie shake is well-received by the target group, and this study offers useful guidance for enhancing the product. By fine-tuning aspects such as sweetness, pear flavor, and the amount of whipped cream, the smoothie can be better tailored to satisfy the specific preferences of the students.

Keywords: pear smoothie shake, customer satisfaction, sensory evaluation, sweetness preference, flavor intensity, whipped cream quantity, home economics students, product improvement

**CUSTOMER SATISFACTION ON THE WARRANTY CLAIMS OF
TOYOTA MAKATI AYALA AVENUE PHILIPPINES**

Catherine Capili, Christine Tamala, Lady Salas, Marvin Alvasan,
Cherry Baldovino, Reynold Bangalisan

Abstract

This study investigates customer satisfaction regarding warranty claims at Toyota Makati, Ayala Avenue. In the automotive industry, warranties are essential in building customer trust and loyalty by providing assurances of product quality and after-sales service. Despite Toyota's strong brand reputation, concerns persist regarding unclear warranty coverage, delays in processing claims, and communication issues. Anchored in Oliver's Expectation-Confirmation Theory, this study aims to assess how customers evaluate warranty components specifically free-of-charge services, transferability, and the application process, and how these influence satisfaction based on expectations, perceived performance, confirmation, and repurchase intention. This study employs a descriptive quantitative research design. Data was collected from 25 customers of Toyota Makati using structured survey questionnaires. The researchers used statistical tools such as frequency, percentage, weighted mean, and Pearson correlation to analyze customer responses and test the relationship between warranty expectations and overall satisfaction. The findings indicated that customers were generally "Very Satisfied" with Toyota's free warranty services (mean = 3.25), the warranty application process (mean = 3.26), and warranty transferability (mean = 3.20). However, the most frequently reported concerns involved delays in processing, inconsistent service quality, and lack of clear communication. These factors led to a lower perceived confirmation rating (mean = 2.10), though the overall satisfaction score remained within the "Satisfied" range (mean = 2.81). Correlation analysis yielded an r-value of 0.3602 and a p-value of 0.07694, suggesting a weak and statistically insignificant relationship between warranty expectations and overall satisfaction. The results suggest that while warranty coverage is valued by customers, other service dimensions, such as clarity in communication, repair quality, and response time, play a more significant role in shaping overall satisfaction. The study recommends that Toyota Makati improve the efficiency and transparency of its warranty claim process, ensure consistent service quality, and provide ongoing training for staff. Incorporating regular customer feedback will further enhance service delivery. These recommendations aim to increase customer satisfaction and reinforce brand loyalty in a highly competitive automotive market.

Keywords: customer satisfaction, warranty claims, toyota makati, expectation-confirmation theory, after-sales service, automotive industry, service quality, brand loyalty

**ANALYZING THE IMPACT OF MCDONALD'S DIGITAL TRANSFORMATION AND
CUSTOMER EXPERIENCE AND LOYALTY AT SM FAIRVIEW PARKWAY**

Mylene Malana, Analie Creo, Danica Maglinte, Trisha Peliglorio, Anna Marie Rosa, Randy Villaseñor

Abstract

McDonald's, established in 1940 and launched in the Philippines in 1981, has experienced substantial growth, including the opening of branches such as SM Fairview Parkway, likely in the late 1990s. In recent years, a significant shift has been its digital transformation, particularly between 2016 and 2020. During this period, the company introduced key innovations such as mobile ordering, AI-driven marketing, and cashless payment systems to align with changing consumer demands and technological advancements. Despite these efforts, challenges persist, particularly in keeping pace with rapid technological change while ensuring consistent customer satisfaction. The central concern lies in whether these digital tools truly enhance customer experience. To address this, McDonald's has increasingly leveraged big data and artificial intelligence to personalize services, aiming to strengthen customer engagement and build long-term brand loyalty. This portion of the study, accounting for 25% of the overall research, utilizes a descriptive research design under the quantitative method to examine the impact of McDonald's digital transformation on customer experience and loyalty at SM Fairview Parkway. Data were gathered through survey questionnaires distributed to 100 purposively selected respondents, equally divided between 50 males and 50 females. As defined by Chen and Patel (2024), purposive sampling allows for the deliberate selection of individuals who are most relevant to the research objectives. The collected data provided insights into customer opinions and experiences, enabling the identification of key factors influencing digital engagement and supporting the development of research hypotheses. The findings indicate that digital tools, including mobile applications, self-service kiosks, and other digital interactions, have a generally positive impact on customer experience and loyalty. Nonetheless, significant challenges remain, particularly related to the mobile app's usability and service efficiency. Notable issues include prolonged wait times for mobile orders, inadequate digital support, and operational inefficiencies in kiosk systems. To mitigate these concerns, the proposed action plan recommends optimizing mobile ordering workflows, enhancing app navigation, upgrading payment systems, and strengthening customer support. These measures aim to elevate customer satisfaction and foster stronger brand loyalty through a more seamless and effective digital transformation. Fifteen percent of the study recommends customizing digital services to cater to young, single users through personalized promotions and interactive features. Improving app navigation, kiosk responsiveness, and overall system efficiency is crucial. Addressing challenges such as long wait times, inadequate support, and technical issues with real-time order tracking and enhanced customer assistance can significantly improve user satisfaction. Regular system updates, AI-powered support, and trained personnel are vital to delivering a seamless digital experience. Furthermore, reinforcing loyalty programs and leveraging customer feedback for continuous improvement will enable McDonald's to increase engagement and sustain long-term customer loyalty at SM Fairview Parkway.

Keywords: digital services, personalized promotions, young users, app navigation, kiosk responsiveness, system efficiency, real-time tracking, customer assistance, ai support, loyalty programs, customer feedback, customer satisfaction, mcdonald's, sm fairview

**ASSESSING THE FUEL INTEGRITY ON CONSUMER DECISION MAKING IN
SELECTED GAS STATIONS AT NOVALICHES, QUEZON CITY**

Alexander Josaiah Pabustan, Franz Lawrence Dublin, Richelle Fabillar,
Darline Ivy De Castro, Archie Bulfa, Christine Calvo

Abstract

This study assesses how fuel integrity influences consumer decision-making at two gas stations in Novaliches, Quezon City: Metro Gas and Power Fill, using Customer Perceived Value theory and the Input-Process-Output model. It investigates drivers' experiences, station preferences, and pricing perceptions to identify factors that strengthen consumer trust and inform station improvement strategies. A descriptive research design is employed, with convenience sampling selecting thirty drivers (fifteen per station) in Novaliches. A validated two-part questionnaire gathers demographic data, vehicle types, and ratings of fuel quality, service experience, and price fairness on a four-point Likert scale. Data is analyzed using frequency distributions, percentages, means, weighted means, and an independent t-test at a 0.05 significance level ($df = 28$) to compare overall satisfaction between stations. Most respondents rode motorcycles and preferred diesel fuel. Both Metro Gas and Power Fill received positive ratings for fuel quality, service experience, and pricing, with mean scores above 3.0. The independent t-test indicated no significant difference in overall satisfaction between the two stations ($t < 2.017$, $p > 0.05$). Top consumer recommendations included offering discounts and loyalty programs, ensuring stable pricing, and maintaining equipment to guarantee consistent fuel integrity. The study found that fuel integrity significantly influenced consumer choice regardless of vehicle type or station. As a result, the study recommended enhancing transparency in fuel sourcing, implementing regular quality checks, and introducing customer loyalty incentives to reinforce trust. Future research was advised to employ randomized sampling and to explore long-term impacts of quality assurance measures on consumer behavior in the fuel retail sector.

Keywords: fuel integrity, consumer decision making, customer perceived value, gas station satisfaction, independent t-test, novaliches

**EFFECTIVENESS OF ONLINE AFFILIATE MARKETING IN TIKTOK SHOPS: BASIS
FOR MARKETING PROGRAM**

Wendil Gajo, Patricia Abelgas, Rica Mae Bergamo, Judith Galvez,
Carl Nicole Mangalile, Reynold Bangalisan

Abstract

This study examines the effectiveness of online affiliate marketing on TikTok Shops through the lens of Lou et al.'s (2022) Source Credibility Theory. This theory posits that an influencer's perceived trustworthiness, expertise, and authenticity are critical in shaping consumer engagement and persuasion. By analyzing these dimensions, the research aims to determine how influencer credibility influences user behavior, purchasing decisions, and the overall success of affiliate marketing strategies within the TikTok ecosystem. This study utilized a descriptive quantitative research design, gathering data from 200 TikTok Shop consumers through convenience sampling. Statistical analysis, including weighted mean, Kruskal-Wallis, and Mann-Whitney U tests, were employed to assess demographic characteristics, perceived effectiveness of affiliate marketing, and primary consumer concerns. Findings revealed that most respondents were young adults aged 18 to 29, with a slightly higher proportion of males (55%). Moreover, the majority were budget-conscious, with 65% reporting monthly TikTok Shop expenditure of less than ₱1,000. Participants expressed moderate agreement regarding the effectiveness of core affiliate marketing strategies on TikTok Shops, with mean scores indicating favorable perceptions of targeted content creation ($M = 3.18$), influencer collaborations ($M = 3.07$), call-to-action (CTA) integration ($M = 3.24$), real-time analytics ($M = 3.25$), and overall message authenticity ($M = 3.18$). Non-parametric analyses revealed significant differences in perceived authenticity based on monthly spending levels ($H = 8.36$, $p = 0.039$) and in CTA effectiveness relative to socio-economic status ($H = 4.51$, $p = 0.034$). In contrast, gender, age, and purchase frequency did not exhibit statistically significant effects on consumer perceptions of marketing effectiveness. The findings revealed several key consumer concerns that undermine trust and purchasing decisions on TikTok Shops, with the most common issues being counterfeit or low-quality products (60%), vague product descriptions (57%), and insufficient product information (50%). These concerns highlight the need for greater transparency and reliability in online affiliate marketing. To address these challenges, the study proposes a Five-Pillar Strategic Marketing Program: Content Optimization – Use AI tools to produce emotionally resonant, trend-aligned video content tailored to user behavior and platform algorithms to maximize engagement. Micro-Influencer Collaborations – Partner with niche creators who reflect specific audience demographics to foster relatability and boost authenticity. Dynamic Call-to-Actions (CTAs) – Apply urgency-driven messaging (e.g., “Limited Stock Available” or “Offer Ends Soon”) to encourage immediate responses and improve conversions. Analytics-Driven Adjustments – Leverage TikTok's real-time analytics for data-driven refinements and agile marketing interventions. Transparency Initiatives – Implement verified seller badges, provide detailed product descriptions, and encourage user-generated reviews to build trust and reduce skepticism. These strategies align with Gen Z's preferences for authenticity, affordability, and convenience. The study further recommends integrating AI-powered quality control systems and enhanced seller training programs to address logistical and reputational issues. By adopting these measures, brands can strengthen consumer trust, increase conversion rates, and navigate TikTok's rapidly evolving social commerce landscape. Ultimately, the proposed framework offers actionable insights to maximize affiliate marketing potential while minimizing consumer risk and dissatisfaction.

Keywords: tiktok shops, affiliate marketing, source credibility theory, influencer trustworthiness, consumer behavior, purchase decisions, content optimization, micro-influencer collaborations, call-to-action, real-time analytics, transparency, gen z consumers

**EFFECTS OF CUSTOMER FEEDBACK ON CUSTOMER RETENTION IN
FASTFOOD RESTAURANT AT HANSTON SQUARE PASIG CITY:
BASIS FOR ENHANCING SERVICE QUALITY**

Fearlyn Salomon, Daniela Marie Canete, Arnelie Pacificador, Lara Pasaporte,
Trisha Mae Velasquez, Ma Salve Villalobos, Reynold Bangalisan

Abstract

This study investigates the effects of customer feedback on customer retention at Jollibee Hanston Square, located on San Miguel Avenue, Pasig City. Anchored in Megha's (2023) Customer Satisfaction Model, the study explores how service quality and customer experience influence loyalty. The research aims to assess feedback trends and determine how they can inform strategies for enhancing service quality to sustain customer retention. The study employs descriptive quantitative research design. A total of 60 customers were selected using quota sampling. Data was collected through structured surveys, which focused on the frequency of customer feedback, key service quality indicators, and drivers of retention. The researchers used statistical tools such as weighted mean, Kruskal-Wallis test, Mann-Whitney U test, and t-tests to analyze the data and determine relationships between demographic variables, customer perceptions, and retention outcomes. The findings revealed that long wait times (77%) and staff attitude (28%) were the most commonly cited concerns. Respondents reported moderate satisfaction with their customer experience (mean = 3.24) and service quality (mean = 2.85). Statistical analysis showed no significant difference in feedback based on age ($H = 1.95$, $p = 0.5813$) or gender ($U = 346.5$, $p = 0.3320$). However, visit frequency had a significant effect on perceptions of service quality ($H = 11.45$, $p = 0.0095$), with frequent visitors expressing higher expectations, particularly regarding speed of service. A strong correlation between feedback and customer retention was established ($z = 13.24$, $p = 0.00001$), suggesting that addressing dissatisfaction can directly influence loyalty. Demographically, most respondents were female (65%) and aged 21–25 (33%), highlighting the importance of diversifying future respondent profiles. Based on the findings, the study proposes a three-part strategy to improve retention: (1) operational efficiency through digital ordering and staff training, (2) personalized service via loyalty rewards and tailored engagement, and (3) proactive feedback management through real-time resolution and monthly audits. The study concludes that aligning service protocols with customer expectations can significantly enhance retention. A hybrid approach that integrates technological solutions with empathetic staff interactions is recommended to address dissatisfaction effectively. These findings present a practical framework for fast-food establishments aiming to balance efficiency and personalization in high-demand urban environments. The study underscores the value of continuous feedback collection and responsive service innovations in retaining customers.

Keywords: customer feedback, customer retention, fast-food restaurant, service quality, digital ordering, loyalty strategies, urban marketing

**ENHANCING DESTINATION MARKETING STRATEGIES IN SELECTED AREAS
IN METRO MANILA: BASIS FOR PROMOTIONAL PLAN**

Ralyn Ybañez, Cathrine Jean Tanting, Ma Faith Delfino, Jhon Steven Revilla,
Mary Dhayme Ayuman, Rosalie Jacinto

Abstract

This study aims to enhance destination marketing strategies by showcasing the unique attractions of selected areas in Metro Manila to both domestic and international tourists. It seeks to identify the key factors that contribute to a memorable travel experience, including the destinations' appeal, cultural significance, and tourism offerings. The gathered insights will serve as the foundation for developing effective promotional strategies that increase visibility, attract a broader audience, and support sustainable growth in the tourism sector. The study employed a descriptive research method and gathered data from 150 respondents, including both local residents and tourists, selected through purposive sampling. Survey questionnaires were used to assess the effectiveness of current marketing strategies and to identify challenges experienced by travelers. The findings revealed that respondents strongly agreed with the effectiveness of both social media marketing and traditional marketing approaches in promoting destinations. Destination marketing strategies also received a "Strongly Agree" rating in the areas of eco-friendly practices, community involvement, and cultural preservation. However, several challenges were identified, including poor internet connectivity, difficulty navigating local transportation, lack of recycling bins, and limited access to reliable pre-trip information. Other concerns involved misleading social media reviews, limited community service opportunities, and insufficient protection of cultural heritage sites. Based on the findings, the study recommends the development of a user-friendly website with an intuitive interface that provides clear, accessible information about tourist attractions, accommodations, transportation, and cultural guidelines. This platform should serve as a one-stop destination for travel planning and ensure an informative and seamless experience for both local and foreign tourists.

Keywords: eco-friendly practices, cultural preservation, marketing strategies, community involvement, destination enhancement, tourism promotion

ENTREPRENEURIAL SUSTAINABILITY OF SAMPLED MICRO ENTERPRISES IN QUEZON CITY: A BASIS FOR DEVELOPING STRATEGIC ENTREPRENEURIAL MODEL

Veronica Villamayor, Angelina Bruzon, Patricia Mae Guevarra,
Angelica Macandog, Reynold Bangalisan

Abstract

This study explores the entrepreneurial sustainability of micro food enterprises in Novaliches, Quezon City, by examining their performance in marketing, management and personnel, financial, and operational domains. These enterprises, deeply embedded in Filipino culinary traditions and known for offering affordable, home-cooked meals, are integral to the local urban economy through job creation and accessible dining options. However, despite their crucial role, they encounter significant challenges such as limited capital, escalating operational expenses, and inadequate formal business management skills. These obstacles pose serious threats to their long-term viability and growth prospects. Grounded in the Business Feasibility theories of Proboningrum (2020) and Artanti (2023), this study utilized a descriptive-quantitative research design. Structured questionnaires were administered to owners and employees across ten micro food enterprises in Novaliches, Quezon City. The gathered data were analyzed through frequency distribution, weighted mean, Mann-Whitney U test, and Kruskal-Wallis H test to identify patterns, measure central tendencies, and examine significant differences among groups. The findings indicate that most micro food enterprises have been in operation for 2 to 3 years, starting with an initial capital below ₱15,000, employing up to three workers, and earning between ₱15,001 and ₱20,000 monthly. Their overall sustainability was rated as “Sustainable,” with key strengths identified in affordable pricing, advantageous location, friendly customer service, and streamlined operations. However, weaknesses were noted in financial planning, equitable employee compensation, and equipment maintenance. Statistical tests showed no significant differences in sustainability based on business duration or initial capital, highlighting the potential influence of external factors and strategic management. Owners also cited challenges including managing customer complaints, inventory control, adapting to food trends, unclear business direction, and resistance to innovation. To overcome these challenges, the study recommends a strategic framework focused on enhancing the growth and resilience of micro food enterprises. This framework emphasizes sound management practices, targeted marketing strategies, effective financial oversight, and streamlined operations. It also advocates for improved access to capital, ongoing business training, strengthened employee motivation, utilization of digital marketing tools, and robust customer feedback systems. By reinforcing these key areas, small businesses can boost their competitiveness, achieve sustainable growth, and make a stronger contribution to the local economy. The study ultimately highlights the necessity of comprehensive and strategic support to equip micro enterprises for the evolving demands of today’s business landscape.

Keywords: micro food enterprises, entrepreneurial sustainability, novaliches, quezon city, marketing performance, financial management, operational efficiency, small business challenges, business growth strategies, digital marketing, employee motivation, custo

**EVALUATING CUSTOMER PERCEPTION SERVICE QUALITY
AT MONDAE AUSTRALIAN YOGURT**

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Aira Jeane Ibarra, Nicole Tobiaso, Jenelyn Comon

Abstract

This study aims to assess how customers perceive the quality of service at Mondae Australian Yogurt, with a focus on its Taft Avenue branch in Pasay City. It examines the influence of demographic variables such as age and gender, alongside behavioral factors like visit frequency and the nature of customer engagement. A sample of fifty (50) customers who have previously patronized the store will be surveyed to provide localized insights into service quality perceptions. This study adopts a descriptive research design to evaluate customer perceptions of service quality. Through the integration of both qualitative and quantitative data, the research aims to gain in-depth insights into customer experiences, preferences, and expectations. This approach allows for a comprehensive analysis of the key factors shaping customer perceptions, ultimately contributing to a more nuanced understanding of service quality from the consumer's perspective. The study indicated that 58% of respondents were female, suggesting a predominantly female clientele. Among the evaluated service quality dimensions, employee responsiveness, particularly the promptness of service, received a high satisfaction rating of 3.88. Empathy (3.82) and assurance (3.85) also reflected strong performance. Clear and consistent communication during service delays earned the highest rating at 3.90, underscoring its critical role in customer satisfaction. Additionally, customer-centric initiatives such as appreciation events and expedited service lanes, both rated at 3.88, significantly enhanced the overall service experience and reinforced positive customer perceptions. The findings indicate that the majority of customers are female and emphasize the critical role of prompt and attentive service in enhancing customer satisfaction. Effective communication during service delays, coupled with personalized initiatives such as appreciation events and fast-track lanes, significantly improves the overall customer experience and fosters loyalty.

Keywords: customer satisfaction, service quality, prompt service, female customers, communication, empathy, assurance, appreciation events, fast lanes, customer experience

**FACTORS INFLUENCING CUSTOMER SATISFACTION TOWARDS CUSTOMER
RETENTION AT TIN'S CAKESHOP BAGONG SILANG CALOOCAN CITY**

Justine Mykko Santos, Jazz Lordan Gyn Lanorias, Mark Doniel Babasa,
Mitz Mateo, Roberto Llames, Randy Villaseñor

Abstract

Customer satisfaction plays a vital role in establishing long-term customer relationships and promoting retention. It involves consistently fulfilling or exceeding customer expectations through the delivery of high-quality products and services. Businesses must prioritize customer satisfaction to ensure repeat transactions, foster brand loyalty, and cultivate a sustainable customer base. This study aims to identify the factors influencing customer satisfaction and their impact on customer retention at Tin's Cakeshop in Bagong Silang, Caloocan City. The study employs quantitative research design, with data gathered through a survey administered to 100 respondents. It examines the demographic profile of the respondents and assesses their level of satisfaction in terms of customer service, place, price, promotion, and product quality. The study also addresses problems encountered by the store manager and outlines a proposed action plan. Statistical tools used include frequency and percentage, weighted mean, z-test, and ranking. A two-sample z-test was conducted to compare the satisfaction levels of male and female respondents across the five variables. The findings revealed a significant difference in customer service satisfaction between females ($M = 3.83$) and males ($M = 3.54$), with a z-value of 2.651, exceeding the critical value of ± 1.96 ($p < 0.008$). A similar result was observed in the variable of place, where females ($M = 3.78$) reported higher satisfaction than males ($M = 3.47$), with a z-value of 3.200 ($p < 0.001$). These results led to the rejection of the null hypothesis, indicating a significant difference between sexes in these areas. However, for price, promotion, and product quality, the z-values were below the critical threshold, suggesting no significant difference between male and female respondents in these aspects. The findings demonstrate that customer service and place significantly influence customer satisfaction differently for males and females, while price, promotion, and product quality do not show any notable difference between the two groups. This suggests that gender-based preferences may affect perceptions of service and store environment. Understanding these distinctions can help Tin's Cakeshop tailor its strategies to improve customer experience and enhance retention efforts.

Keywords: customer satisfaction, customer retention, gender preferences, marketing strategy, product quality, service quality, tin's cakeshop, bagong silang, descriptive research, quantitative analysis

**FACTORS INFLUENCING PURCHASE INTENTION ON
FACEBOOK MARKETPLACE FOR USED CARS**

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Allyna Felicilda, Reynold Bangalisan

Abstract

This study examines the factors influencing purchase intention for used cars on Facebook Marketplace, with a focus on Cars R Us Auto Trading in Meycauayan, Bulacan. Grounded in Nuzula et al.'s (2022) framework, the research investigates how perceived quality, perceived risk, and brand attitude influence consumer buying behavior on digital platforms, particularly within the context of secondhand vehicle sales. A mixed-methods approach was employed, combining quantitative surveys with statistical analysis to assess customer perceptions. Forty-five (45) respondents participated in the survey. The variables measured included perceived quality, perceived risk, and brand attitude. Data was analyzed using mean scores and correlation tests. Perceived quality (Mean = 2.73) and brand attitude (Mean = 2.63) were found to significantly influence purchase intentions, while perceived risk (Mean = 2.73) showed no statistically significant relationship with purchasing behavior, supporting the hypothesis that risk perception does not significantly affect decision-making in this context. The findings indicate that customer decisions are primarily influenced by the perceived quality of the vehicle and trust in the brand or seller. Transparency in communication and seller credibility further strengthened customer loyalty and engagement. These results provide actionable insights for small and medium enterprises (SMEs) operating on Facebook Marketplace. Recommendations include implementing structured onboarding processes, enhancing real-time buyer-seller interaction, and offering reliable post-sale support to meet the evolving expectations of digital consumers. The study shows that trust and transparency are more important to buyers than price when purchasing used cars on Facebook Marketplace. Customers are more likely to buy when sellers are responsive, profiles appear credible, and test drives are available. These factors help build trust between buyers and sellers. However, challenges were also found, including limited listing options (reported by 20 respondents), outdated listings (18 respondents), and hidden charges (9 respondents), which affect the buying experience. To improve this, the researchers proposed a four-stage customer experience model. First is Inquiry, which focuses on improving listings with quality photos and verified profiles. Second is Apply, which ensures secure payments and clear contracts. Third is Approved, which encourages follow-up and customer feedback after purchase. Lastly, Collaboration promotes partnerships for added services like financing. These strategies can help sellers improve customer satisfaction, increase trust, and encourage repeat buying on the platform.

Keywords: purchase intention, used cars, facebook marketplace, perceived quality, brand attitude, perceived risk, digital marketing, customer experience, online selling, sme strategies

**FOOD SAFETY PRACTICES IN FAST-FOOD CHAINS COMPLIANCES AT
GREENWICH SM FAIRVIEW QUEZON CITY**

Ma Beatriz Balontong, Cristyl Ann Ibañez, Lyca Patana, Alfie Rivero,
Beverly Tuamque, Randy Villaseñor

Abstract

This study investigated the food safety practices and compliance standards at the Greenwich fast-food branch in SM Fairview, Quezon City, focusing specifically on customers' perceptions of various food safety measures. This study employed a descriptive research design to obtain quantitative data from a total of 100 respondents, equally divided between 50 males and 50 females. Data was gathered through structured survey questionnaires designed to assess critical factors such as water quality, food sanitation, freshness, packaging, and waste management. To ensure comprehensive data analysis, the researchers applied various statistical treatments, including frequency distribution, percentage analysis, weighted mean computation, and Z-test analysis. These methods enabled a systematic interpretation of the findings and facilitated gender-based comparisons where applicable. The findings demonstrated overall compliance with food safety standards across the majority of assessed categories. Nonetheless, significant concerns were raised by respondents regarding the freshness of food, the durability of packaging, and sanitation practices. Results from the Z-test analysis indicated statistically significant differences in perceptions between respondent groups concerning food sanitation ($Z = 2.56$), freshness ($Z = 2.80$), and packaging ($Z = 2.24$), all exceeding the critical value of 1.96 at the 0.05 significance level. These outcomes suggest a meaningful divergence in how different groups perceive these specific aspects of food safety. In contrast, no statistically significant differences were found in the evaluation of water quality ($Z = 1.51$) and waste management ($Z = 1.34$), as these values did not surpass the critical threshold, indicating a more uniform perception among respondents in these areas. The results revealed a critical gap between the implementation of existing food safety protocols and the actual experiences reported by customers, emphasizing the need for targeted improvements. In response, the researchers formulated a strategic improvement plan centered on four key areas: enhanced staff training, routine and systematic health and safety inspections, stricter enforcement of food safety regulations, and the establishment of a robust feedback mechanism to capture and respond to customer insights. These initiatives aim to elevate food safety compliance, increase customer satisfaction, and rebuild consumer trust in Greenwich's dedication to maintaining the highest standards of food quality and hygiene.

Keywords: food safety compliance, customer experience, sanitation practices, staff training, packaging durability, z-test analysis, customer feedback, quality assurance, greenwich, and consumer trust.

**GENZ PREFERENCE: IMPACT OF INTERNATIONAL CLOTHING BRANDS
ON CONSUMER PURCHASING BEHAVIOR**

Erishna Denise Quimat, Jonima Kristel Fredeluces, Maricar Baria,
Erin Merie Reyes, Maribel Campos, Reynold Bangalisan

Abstract

This study explores the purchasing behavior of Generation Z in the Philippines toward international clothing brands, including Shein, Zara, and H&M, through the lens of Lewis' (1898) AIDA Model, which encompasses Attention, Interest, Desire, and Action. This study utilized a descriptive quantitative design, surveying 200 Generation Z respondents aged 12 to 27 through quota sampling. A validated questionnaire was administered to evaluate the impact of the AIDA model components: Attention, Interest, Desire, and Action, on their purchasing behavior. The findings revealed that Attention was the strongest driver of Generation Z's purchasing behavior, with a mean score of 4.12, largely influenced by social media trends, influencer endorsements, and visually appealing advertisements. This was followed by Interest (mean = 3.85) and Desire (mean = 3.78), shaped by factors such as brand storytelling, affordability, and alignment with sustainability values. However, Action scored the lowest (mean = 3.25), reflecting hesitation primarily due to ethical concerns regarding fast fashion's environmental impact and budget constraints. ANOVA and regression analyses confirmed a significant relationship ($p < 0.05$) between AIDA components and purchasing decisions, with Attention ($\beta = 0.42$) and Desire ($\beta = 0.35$) serving as key predictors. Despite valuing sustainability, 68% of respondents prioritized affordability, highlighting a conflict between ethical ideals and spending habits. Additional challenges included distrust of greenwashing (58%), rapid fashion trend cycles, and inconsistent brand transparency. To address these challenges, the study recommends a four-pillar marketing strategy for local brands: (1) Increase Attention by using TikTok and Instagram Reels to highlight eco-friendly practices; (2) Build Interest through partnerships with micro-influencers and AR-powered virtual try-ons; (3) Drive Desire with limited-edition collections and loyalty programs; and (4) Prompt Action via "buy now, pay later" options and clear sustainability certifications. The strategy emphasizes balancing affordability with ethical production, leveraging user-generated content to foster trust, and implementing agile supply chains to keep pace with Gen Z's fast-changing trends. These recommendations offer practical guidance for brands navigating Gen Z's demand for both style and social responsibility in the digital marketplace.

Keywords: marketing strategy, generation z, local brands, social media marketing, sustainability, influencer collaboration, augmented reality, consumer behavior, ethical production, digital marketplace

**INFLUENCE OF ONLINE FOOD REVIEWS ON CONSUMER PURCHASE
INTENTIONS: AN ASSESMENT**

Judy Mae Picorro, Jerick Piñero, Ronnie Tubaon, Ilonah Eve Puyales,
Nowella Del Monte, Randy Villaseñor

Abstract

In today's digital landscape, online food reviews play a pivotal role in shaping consumer purchase intentions. This study explores the influence of food vloggers on platforms like YouTube and TikTok, focusing on how factors such as vlogger expertise, popularity, video quality, and video length affect the food-buying decisions of Filipino consumers. It also examines whether demographic characteristics, particularly age and gender, significantly impact these purchase behaviors. This study employed a descriptive-correlational research design with 200 respondents from Caloocan and Quezon City who regularly watch food reviews and have made purchase decisions based on them. A structured questionnaire was distributed through online platforms using the snowball sampling method. The collected data were analyzed using descriptive statistics and Pearson's correlation to assess the relationship between review characteristics and consumer purchasing behavior. The results indicated that all four variables, vlogger expertise (Mean = 2.72), popularity (Mean = 2.62), video quality (Mean = 2.69), and video length (Mean = 2.68), were considered influential by the respondents in shaping their food purchase decisions. Among these, video quality demonstrated the strongest correlation with purchase intention ($r = 0.60$), followed by vlogger popularity ($r = 0.52$), expertise ($r = 0.48$), and video length ($r = 0.45$). Meanwhile, demographic variables such as age and gender showed weak or no significant correlation with purchase intentions ($p > 0.05$), suggesting that the influence of online food reviews transcends these demographic distinctions. The findings underscore that the quality of food review content, emphasizing the reviewer's expertise, credibility, and overall presentation, exerts a stronger influence on consumer purchase decisions than demographic factors like age or gender. Although viewers are drawn to brief and engaging videos, they still value informative and trustworthy content. Therefore, content creators and businesses should prioritize producing reliable, well-crafted reviews to effectively shape consumer behavior and enhance marketing impact.

Keywords: online food reviews, consumer behavior, vlogger expertise, video quality, purchase intention, social media marketing, filipino consumers, youtube and tiktok, descriptive-correlational research, content credibility

**LEVEL OF SATISFACTION OF CUSTOMERS OF TROPICAL HUT - THEME FAST
FOOD RESTAURANT EVER GOTESCO COMMONWEALTH: BASIS FOR
DEVELOPMENT PLAN**

Trixie MacLaine Sobrevega, Crystal Baesa, Allona Faye Binondo, Charlene Sto Domingo,
Mary Ann Marabella, Randy Villaseñor

Abstract

This research investigates customer satisfaction at Tropical Hut, one of the Philippines' oldest and most recognized burger fast-food chains. It focuses on how advertising efforts, technological innovations, and interior design elements contribute to shaping the overall customer experience and satisfaction. This study employed convenience sampling to select respondents and conducted surveys to gather insights into customer satisfaction. To analyze the data, the study utilized the following statistical tools: frequency and percentage to summarize the data, weighted mean to measure the level of satisfaction, and T-test and ANOVA to identify significant differences between sample groups. The results indicated that 41% of the respondents were female, with most falling within the 21 to 30 age group. Based on the factors of interior design, technology, and advertising, the ANOVA test revealed a significant difference in perceptions of interior design across age groups, as the computed F-value exceeded the F-critical value of 2.959 at a 0.05 level of significance. In contrast, the T-test results showed no significant difference in customer satisfaction based on gender, as the computed T-value of 3.362 was less than the T-critical value of 3.968 at the same significance level. The study recommends the use of nostalgic marketing to attract new customers, the continued acceptance of cash transactions, and improvements in interior design to enhance customer satisfaction. It also suggests strengthening social media marketing efforts, offering special discounts, and maintaining traditional payment methods while integrating digital options to make transactions more accessible across age groups. To further increase customer satisfaction, the introduction of seasonal menu offerings and a customer loyalty program is proposed. By adopting these strategies, Tropical Hut can foster stronger customer loyalty and reinforce its position in the competitive fast-food industry.

Keywords: tropical hut, customer satisfaction, nostalgic marketing, interior design, advertising, technological advancements, cash transactions, digital payment, social media marketing, loyalty program, fast-food industry

**THE LEVEL OF EFFECTIVENESS OF INFLUENCER MARKETING ON BEAUTY
PRODUCTS: BASIS FOR A PROPOSED MARKETING STRATEGY**

Jearrie Mae Maglasang, Rolly Abit Jr, Lovelyn Kate Bernal,
Rod Laurel Labita, Rheishelyn Peliño, Analyn Magalso

Abstract

Influencer marketing has become a powerful strategy for promoting beauty products, particularly within the digital landscape of the Philippines. With the rise of social media platforms like Instagram, TikTok, and Facebook, brands face increasing challenges in capturing consumer attention amid a crowded online environment. Consequently, influencer collaborations have emerged as a popular alternative to traditional advertising, leveraging the trust influencers have built with their audiences. However, despite its widespread adoption, the success of these campaigns varies considerably across different brands and initiatives. Using a descriptive-correlational research design, this study involved 100 purposively selected social media users aged 15 to 40. Data was collected through a researcher-developed survey questionnaire distributed via Google Forms. Statistical analyses, including percentages, weighted means, the Kruskal-Wallis test, and ranking methods, were applied to assess the impact of influencer marketing on beauty products and to explore demographic differences. Survey results from social media users aged 15 to 40 indicate that influencer marketing is perceived as highly effective in promoting beauty products. Engagement and credibility received the highest ratings, underscoring the importance of interactive and trustworthy influencers. Additionally, content quality, message clarity, relevance, and consistency were rated positively. These findings suggest that successful influencer marketing depends on authentic communication, expertise, and content that aligns with audience preferences and current trends. The results emphasize the critical role of both influencers and brands in ensuring the success of influencer marketing efforts. Influencers who establish strong connections with their audience are more likely to drive effective marketing outcomes. Consistency and active engagement in executing influencer marketing strategies are essential factors that contribute to their success in promoting beauty products.

Keywords: influencer marketing, beauty products, brand awareness

**ALLURE OF THANA TOURISM: UNVEILING MOTIVATION TO EXPLORE DARK SITE
OF INTRAMUROS AND CULTURAL CENTER OF THE PHILIPPINES**

Claire Joan Villanueva, Rodilyn Datu, Angelika Felises, Donna Divine Timo,
Sophia Orielly, Alezhandrea Clio Barrios

Abstract

Thana tourism, or dark tourism, involves travel to sites associated with death, tragedy, and cultural memory. This study examines the motivations driving visitors to engage in dark tourism at two prominent Manila locations: Intramuros and the Cultural Center of the Philippines. It explores the roles of educational enrichment, emotional engagement, and identity exploration in shaping decisions to visit these historically significant sites. A descriptive survey design is employed, gathering data from 100 respondents selected via convenience sampling. Participants provided demographic information and rated their motivations for visiting each site, as well as the influence of digital marketing, guided tours, and special promotional events on their decisions. Responses were analyzed using descriptive statistics to identify key motivational factors and the effectiveness of promotional strategies. Educational enrichment emerged as the strongest motivator, with visitors citing a desire to learn about historical events and cultural significance. Emotional engagement through reflection on tragedy and loss, and identity exploration via personal or cultural connections, also scored highly. Promotional strategies such as targeted digital campaigns, immersive guided tours, and thematic events were reported to effectively attract visitors and enhance their experiences. The findings suggest that combining informative content with emotionally resonant programming drives engagement at dark tourism sites. As a result, enhancing digital outreach, enriching guided-tour interactivity, and developing thematic events aligned with visitor interests were recommended to deepen educational and emotional engagement. These strategies support responsible and reflective tourism practices that respect the gravity of dark sites while enriching visitor experience.

Keywords: thana tourism, dark tourism, visitor motivation, educational enrichment, emotional engagement, identity exploration

**ANALYZING THE PRESERVATION PRACTICES OF THE HISTORIC WALLS IN
INTRAMUROS, MANILA: BASIS FOR ENHANCEMENT PLAN**

Yuridave Montalban, Ma. Lia Edralyn Concepcion, Mark Ryan Lopez, Rea May Eseo, Rosalie
Jacinto

Abstract

This study aims to analyze the preservation practices of the historic walls of Intramuros, Manila, as a foundation for developing an enhancement plan. To guide the research, specific questions were formulated. The study's respondents consisted of Intramuros tour guides, who provided valuable insights based on their firsthand experiences. A descriptive research design was utilized to assess the current state of preservation and identify areas requiring improvement. This study utilized a qualitative research approach, with 30 tour guides purposively selected to participate and provide insights into the preservation of the historic walls of Intramuros. A survey questionnaire served as the main tool for data collection, targeting Intramuros tour guides. The study also identified and examined the challenges they face in preserving the historic walls. The collected data were analyzed using percentage distribution and weighted mean. Drawing from the study's findings, an enhancement plan was proposed for the Intramuros Administration to strengthen the safety measures and preservation efforts for the historic walls of Intramuros.

Keywords: intramuros, historic walls, preservation, enhancement plan, safety improvement, tour guides, descriptive research, qualitative method, purposive sampling, infrastructure challenges, intramuros administration

**ANALYZING WASTE MANAGEMENT OF WAWA DAM:
IMPLICATION FOR ENVIRONMENTAL SUSTAINABILITY**

Anshiera Delna, Tzarie Jane Cambangay, Adelma Dumpang,
Deniella Eliaso, Mike Jimpaul Ferran, Christine Aliñabo

Abstract

The World Health Organization (2020) underscores the importance of effective waste management in supporting sustainable tourism development. It calls for strategic approaches to monitor, reduce, and properly manage waste. Beyond mitigating the direct environmental effects of tourism, waste management also promotes circular economic principles and encourages the reduction of waste at its source. This study aims to analyze the demographic profile of visitors to Wawa Dam in Barangay San Rafael, Rodriguez, Rizal; assess the existing waste management strategies, including collection, transfer, implementation of the 3Rs (Reduce, Reuse, Recycle), treatment, and disposal; and identify the challenges experienced by respondents. The ultimate goal is to propose actionable recommendations for improving and sustaining effective waste management practices at the site. This study aims to examine the environmental impacts of existing waste management practices at Wawa Dam and to develop more effective and sustainable approaches. It seeks to assess how current strategies influence the surrounding environment and to propose improvements that will promote long-term environmental sustainability in the Wawa Dam area. This study aims to support the development of more efficient and sustainable waste management strategies that ensure the long-term environmental sustainability of the area.

Keywords: wawa dam, waste management, environmental sustainability, sustainable strategies, tourism, waste reduction, 3rs (reduce, reuse, recycle), environmental impact.

**ASSESSING THE FACILITIES IN TAGAYTAY PICNIC GROVE TOWARDS
TOURIST SATISFACTION: BASIS FOR IMPROVEMENT PLAN**

Azalea Dianne Buella, Jamaica Robis, Gesa Bañadera, Mary Grace Nakar,
Bernadette San Juan, Alezhandrea Clio Barrios

Abstract

This study aims to assess the facilities of Tagaytay Picnic Grove and evaluate their impact on tourist satisfaction, serving as the basis for an improvement plan to enhance visitor experiences. Tagaytay Picnic Grove, a well-known recreational site, attracts a diverse range of tourists seeking leisure, nature, and scenic views. However, the quality and maintenance of facilities, including rest areas, restrooms, picnic spots, and other amenities, greatly influence tourist satisfaction and the destination's overall reputation. This research employs a quantitative approach using a survey-based method to collect data on tourists' perceptions and satisfaction levels with the existing facilities. The respondents include 50 tourists visiting Tagaytay Picnic Grove, selected through simple random sampling to ensure representation. The survey questionnaire measures key aspects of facility quality such as cleanliness, accessibility, functionality, and aesthetic appeal. Collected data will be statistically analyzed to identify patterns and correlations between facility conditions and satisfaction levels. Findings are expected to reveal strengths, such as well-maintained facilities that enhance visitor satisfaction, as well as weaknesses, including outdated or insufficient amenities that negatively affect the tourist experience. The results aim to provide a clear understanding of the current condition of facilities at Tagaytay Picnic Grove and their alignment with tourist expectations. Based on these findings, an improvement plan will be developed, focusing on strategic facility upgrades, improved maintenance, and the addition of new amenities. Ultimately, the study seeks to support sustainable tourism development in Tagaytay by enhancing visitor satisfaction, increasing positive feedback, and encouraging repeat visits.

Keywords: accessibility, amenities, cleanliness, facilities, improvement plan, maintenance, tagaytay picnic grove, tourist satisfaction, visitor experience

**ASSESSING THE TOURIST DESTINATIONS REPUTATION ON
TOURIST PERCEPTION IN SELECTING DESTINATION**

Princess Dimple Publico, Lalaine Ballecer, Janeth Ien Jandog, Dominique Klaire Nebrida,
Mary Chris Pandaan, Christine Aliñabo

Abstract

This study examines how a destination's reputation influences tourist perception during destination selection, with Baguio City as the focal case. As competition among travel destinations intensifies, reputation shaped by attractions, infrastructure quality, and transport accessibility, plays a pivotal role in traveler decision-making. Previous research indicates that a favorable destination image enhances tourist satisfaction, loyalty, and intention to revisit. Known for its cool climate, cultural heritage, and ease of access, Baguio City provides an ideal context to assess how these reputation factors affect travel experiences and revisit intentions. A descriptive quantitative design is employed to evaluate the effect of Baguio City's destination image on tourist satisfaction and behavioral intentions. Fifty tourists who have visited Baguio City are selected via purposive sampling to ensure relevant experience. A validated, structured questionnaire gathers information on demographics and perceptions of attractions, infrastructure, and transport using a four-point Likert scale. Data are analyzed through frequency distributions, percentages, and weighted means to interpret tourist perceptions comprehensively. Respondents were predominantly aged 21 to 25 (32 percent) and female (60 percent), with 84 percent married. Among pull factors, attractions received the highest mean score (3.42), followed by infrastructure (3.35) and transport (3.19), all indicating agreement on their positive contribution to satisfaction. Scenic views (mean = 3.52) and perceived safety (mean = 3.40) emerged as top image elements. Historical and cultural tours (mean = 3.54) and accessibility of attractions (mean = 3.50) enhanced travel experiences. The balanced mix of urban and natural offerings (mean = 3.56) most strongly influenced revisit intentions and recommendations. Findings indicated that Baguio City's attractions and overall reputation strongly shaped tourist perceptions. Infrastructure and transport also influenced satisfaction, albeit to a lesser degree. As a result, a robust destination image was associated with higher satisfaction, enriched travel experiences, and stronger revisit intentions. It was recommended that tourism stakeholders reinforce marketing for signature attractions, upgrade infrastructure, and improve transport services to bolster Baguio City's competitiveness.

Keywords: destination reputation, tourist perception, attractions, infrastructure, transport, revisit intention

**ASSESSING TOURIST SATISFACTION TOWARDS ENHANCING
FACILITIES OF UGBO NIGHT MARKET**

Chrislyn Robedillo, Lalaine Cionelo, Joana Marie Pustrado, Patricia Jean Tupas,
Geneviev Marie Villamor, Alezhandrea Clio Barrios

Abstract

This study investigates tourist satisfaction at Ugbo Night Market and examines how enhancements to facilities and amenities could create a more enjoyable atmosphere. It evaluates key components of the visitor experience, including food offerings, cleanliness, and comfort, to identify opportunities for developing parking, lighting, sanitation, and seating. By understanding satisfaction drivers, this study informs strategies to elevate the market's appeal and support sustainable tourism growth. A descriptive research design was employed using a survey questionnaire with a four-point Likert scale to measure tourist satisfaction across various aspects of the market experience. Data were collected on-site from fifty tourists aged eighteen and above, representing diverse genders and backgrounds. Purposive sampling ensured inclusion of participants who had just completed their visit. Responses were analyzed using descriptive statistics to determine mean satisfaction levels and highlight areas for improvement. Results showed that tourists were generally satisfied with food quality and vendor interactions but identified shortcomings in parking availability, lighting adequacy, sanitation facilities, and seating arrangements. Mean satisfaction scores for these facility-related items fell below the "Agree" threshold, indicating moderate to low contentment. Conversely, hygiene of food stalls and friendliness of staff received high satisfaction ratings. Enhancements in parking management, upgraded lighting installations, improved sanitation protocols, and additional seating significantly boost tourist contentment. Implementing these changes at Ugbo Night Market would likely foster more positive visitor experiences, encourage repeat patronage, and attract new tourists. This study contributes to effective tourism planning by pinpointing facility investments that support local economic development and cultural preservation.

Keywords: tourist satisfaction, facilities enhancement, night market amenities, ugbo night market, tourism experience

**ASSESSMENT ON THE FACILITIES OF NINOY AQUINO PARKS AND
WILDLIFE CENTER: BASIS FOR TOURIST SATISFACTION**

Danice Dela Cruz, Jerico De Guzman, Precy Rose Tolentino,
Michelle Pangilinan, Jhon Marc Baluyot, Christine Aliñabo

Abstract

This study aims to assess the current state of facilities and enhance visitor satisfaction at the Ninoy Aquino Parks and Wildlife Center in Quezon City, Philippines. The decline in visitor numbers has been attributed to neglected and deteriorating facilities, which undermine the center's goal of raising wildlife awareness. Through this research, efforts will be directed toward improving the facilities and reigniting public interest in the vital connection between people and nature. This study utilized quantitative research methods to systematically collect, measure, and analyze data. It highlights findings related to the demographic profile of respondents, the condition of facilities at the Ninoy Aquino Parks and Wildlife Center, visitor evaluations of these facilities, and the challenges confronting the center. The majority of respondents were females aged 19 to 22 and residents of Quezon City. Overall, the facilities were rated positively, especially in terms of cleanliness and accessibility. The Ninoy Aquino Parks and Wildlife Center faces several challenges, including aging facilities, limited government support, and inadequate marketing efforts. This study evaluated visitor satisfaction by considering respondents' age and gender, underscoring the urgent need for facility upgrades to boost visitor numbers. It also emphasized the importance of enhancing amenities to better align with visitor expectations, while acknowledging the positive feedback received for the park's current services. To enhance the visitor experience and keep pace with evolving tourism trends in the Philippines, it is recommended that the Ninoy Aquino Parks and Wildlife Center undertake a thorough evaluation of its facilities. Based on this assessment, strategic improvements and additions to the park's amenities should be implemented to provide visitors with a more enjoyable, comfortable, and convenient experience.

Keywords: facility assessment, visitor satisfaction, ninoy aquino parks and wildlife center, quezon city, tourism trends, park amenities, government support, marketing strategies, outdated facilities, visitor experience, quantitative research, gender compariso

ASSESSMENT ON THE RECREATIONAL ACTIVITIES AT QUEZON CITY MEMORIAL CIRCLE: A PROPOSED ENHANCEMENT FOR SANITATION AND SAFETY MEASURES

Realyn Manila, Quenee Baris, Jheanny Piamonte, Balnawi Ferraz,
Ronnel Belen, Alezhandrea Clio Barrios

Abstract

This study investigates the existing recreational activities at the Quezon City Memorial Circle, with an emphasis on improving cleanliness and safety within the area. As a prominent destination for both local residents and tourists, the park hosts a range of activities, including sports, walking, and cultural events. Despite its popularity, concerns have been raised regarding inadequate sanitation and safety measures, particularly in terms of waste management, security presence, and emergency response systems. These issues underscore the need for a comprehensive assessment of current conditions and the development of practical, sustainable solutions to enhance the overall recreational experience and ensure a safer, more welcoming environment for all visitors. This study collected data through surveys and interviews with local tourists to gain insight into their experiences and overall satisfaction with the Quezon City Memorial Circle. It specifically examined the condition of essential park facilities such as playgrounds, restrooms, walkways, and food stalls, as well as the effectiveness of existing sanitation and safety measures. The results revealed recurring concerns, including poorly maintained restrooms, insufficient waste disposal systems, and safety issues in certain areas. These problems negatively affect visitor satisfaction and underscore the need for strategic improvements to ensure a cleaner, safer, and more enjoyable environment for all park users. Drawing from the study's findings, several key enhancements are proposed to improve sanitation and safety within the Quezon City Memorial Circle. For sanitation, the recommendations include the implementation of an improved waste management system, the regular and systematic cleaning of public spaces, and the installation of additional trash bins in high-traffic areas. To address safety concerns, the study suggests increasing the visibility and frequency of security patrols, upgrading lighting in dimly lit sections of the park, and ensuring that all facilities are properly maintained and promptly repaired when needed. These proposed measures aim to enhance the overall visitor experience by fostering a cleaner, safer, and more comfortable environment. This study seeks to contribute to the enhancement of the Quezon City Memorial Circle by promoting a cleaner, safer, and more inviting environment for all visitors. By addressing existing issues related to sanitation and safety, the park can continue to serve as a well-loved recreational destination while ensuring the comfort and well-being of the public. The recommended improvements aim not only to preserve the park's attractiveness but also to support its long-term sustainability as a vital community space.

Keywords: quezon city memorial circle, visitor experience, recreational spaces, sanitation, safety, public parks, waste management, security patrols, facility maintenance, community space, sustainability, urban tourism, park improvement, public safety, environ

**ASSESSMENT ON THE UNDERUTILIZED FACILITIES OF BOSSING FARM:
BASIS FOR IMPROVEMENT PLAN**

Don Manuel Labrada, Maria Christina Matociños, Marjorie Ocleda,
Maria Gemma Petilla, John Paul Quiñones, Alezhandrea Clio Barrios

Abstract

This study aims to assess the challenges, opportunities, and strategies related to the utilization of facilities at Bossing Farm, serving as the foundation for a proposed improvement plan. The evaluation will encompass all existing facilities within the farm, located in Mt. Balagbag, Rodriguez, Rizal. The study seeks to identify underutilized areas and determine the underlying factors contributing to their inefficiency. The research will be conducted over one year, spanning from 2024 to 2025. This study adopts a quantitative approach utilizing a descriptive research design to collect numerical data and provide a detailed evaluation of the underutilized facilities at Bossing Farm. The researcher employed purposive sampling, a non-probability sampling technique where respondents were deliberately selected based on specific criteria and the researcher's judgment to ensure relevance and accuracy in addressing the study's objectives. The assessment of Bossing Farm's underutilized facilities underscores considerable potential for development and optimization. The analysis reveals that key amenities such as cottages and service areas are not being fully utilized, which diminishes their ability to contribute to the farm's overall functionality and attractiveness. By identifying the factors contributing to this underutilization, the study provides a foundation for targeted improvements that can enhance visitor satisfaction, boost operational performance, and support the long-term sustainability of the farm as a recreational and eco-tourism destination. The challenges identified included limited marketing efforts, outdated amenities, and persistent maintenance concerns underscore the need for a well-structured enhancement plan. It is recommended that Bossing Farm implement a comprehensive facility upgrade, prioritizing the modernization of amenities, the renovation and functional improvement of cottages, and the expansion and organization of parking spaces to accommodate more guests. These initiatives will not only boost guest satisfaction but also improve overall operational efficiency and increase the farm's appeal as a tourist destination.

Keywords: bossing farm, underutilized facilities, facility assessment, tourism development, infrastructure improvement, amenities upgrade, marketing strategy, maintenance issues, guest accommodation, parking enhancement, rural tourism, farm tourism, improvement

**ASSESSMENT ON THE URBAN GREEN SPACE TO THE ENVIRONMENTAL
MANAGEMENT OF ARROCEROS FOREST PARK:
BASIS FOR SUSTAINABILITY PLAN**

Jay-ann Almorin, Maybeline Canque, Mary Chris Forrosuelo,
Elizabeth Lucernas, Cherrylene Nalla, Christine Aliñabo

Abstract

This study aims to evaluate the contribution of urban green spaces to environmental management, using Arroceros Forest Park, one of the last remaining green lungs in the heart of Manila, Philippines, as a case study. The research focuses on three key aspects: community engagement, environmental awareness, and biodiversity preservation. Additionally, it explores the park's ecological, recreational, and educational value to visitors, highlighting its significance in promoting urban sustainability and enhancing quality of life in a densely populated city. This study adopted a descriptive research design and gathered data from fifty (50) visitors using a convenience sampling method. Structured survey questionnaires served as the primary instrument for collecting relevant information on participants' perceptions and experiences. The results of the study highlight important insights into the value of urban green spaces. Respondents strongly agreed (mean rating of 3.67) that Arroceros Forest Park significantly contributes to community engagement, environmental awareness, and biodiversity preservation. However, the findings also reveal that various human activities such as inadequate waste management, resource extraction, and recreational overuse negatively affect the park's biodiversity. In response, the study recommends that local government units intensify their support for the protection and promotion of Arroceros Forest Park. Strengthening environmental policies is essential to ensure that all stakeholders, including visitors, staff, and the surrounding community, adhere to sustainable practices. These efforts will help safeguard the park's ecological integrity and ensure its continued role in promoting urban sustainability. This study emphasizes the critical importance of fostering active community involvement in the conservation of Arroceros Forest Park. Empowering residents through education on the park's ecological value helps cultivate a deeper appreciation and commitment to preserving urban green spaces. The findings also highlight the need for responsible visitor behavior, particularly in managing waste, minimizing resource extraction, and engaging in sustainable tourism. By promoting environmental stewardship and implementing clear policies that encourage sustainability, Arroceros Forest Park can continue to serve as a vital ecological, recreational, and educational sanctuary in the heart of Manila, benefiting both the environment and future generations.

Keywords: urban green space, environmental management, arroceros forest park, community engagement, environmental awareness, biodiversity conservation, sustainable tourism, ecological preservation, waste management, urban sustainability, public participation,

**BARRIERS ENCOUNTERED BY THE FOREIGN TOURISTS
ALONG INTRAMUROS, MANILA**

Patricia May Manio, Dominic Luis Bernas, Roger Coralde, Christine Mae Ombao,
Sofhia Angela Robles, Rosalie Jacinto

Abstract

Intramuros, popularly known as the "Walled City," is one of the Philippines' most significant historical and cultural heritage sites. Despite its renowned status and strong tourist appeal, foreign visitors often face several challenges that impede their overall experience. This study aims to identify and evaluate the key difficulties encountered by foreign tourists in Intramuros, focusing on navigational obstacles, financial constraints, and limited availability of up-to-date travel information. This study utilized a quantitative descriptive research design to collect data from fifty (50) foreign tourists, who were randomly selected during their visit to Intramuros. Data were gathered through a structured survey questionnaire aimed at capturing tourists' experiences and perceptions regarding their visit. The demographic profiles of respondents, including age, gender, and nationality, were also documented. To analyze the data, statistical methods such as frequency distribution, percentages, and weighted means were employed, enabling a detailed and systematic examination of the tourists' responses. The findings indicate that tourists generally found the local staff to be accommodating and considered the prices for guided tours and souvenirs to be fair. Nonetheless, several obstacles were highlighted, including challenges in navigating the area, limited availability of affordable transportation options, and a lack of updated or comprehensive travel information. Most respondents were between 26 and 30 years old, with an almost equal split between male and female tourists, and Americans constituted the largest group among the nationalities represented. The study emphasizes that while Intramuros remains a highly attractive cultural and historical destination, there is a pressing need to enhance tourist support services, improve directional signage, increase accessibility, and expand multilingual information resources. Addressing these issues will not only elevate visitor satisfaction but also foster deeper cultural understanding and inclusivity among diverse tourists. To this end, the study recommends the implementation of more effective and strategically placed signage, the development of interactive and mobile-friendly navigational tools, and the provision of comprehensive, multilingual informational materials. These measures are vital to enriching the overall visitor experience and advancing sustainable tourism practices in Intramuros.

Keywords: intramuros, tourist experience, visitor assistance, signage improvement, accessibility, multilingual information, cultural tourism, sustainable tourism, visitor satisfaction, heritage site management

BRIDGING THE GAP: AN ASSESSMENT OF THE DISCREPANCY BETWEEN TOURISM EDUCATION AND INDUSTRY DEMANDS FOR ENHANCED CAREER PREPAREDNESS

Mary Rose Consultado, Angela Abalos, Maica Altiche, Nikka Flores,
Stephanie Padilla, Alezhandrea Clio Barrios

Abstract

This study critically examines the disconnect between tourism education and industry requirements, emphasizing its impact on the career preparedness of graduates. Adopting a descriptive research approach, the study analyzes data from 31 graduates of the Bachelor of Science in Tourism Management program at Bestlink College of the Philippines. Grounded in Human Capital Theory, the research assesses how effectively the current academic curriculum cultivates the essential skills, knowledge, and competencies needed to meet the dynamic expectations of the tourism sector and ensure graduate employability. This study adopts a descriptive research design to examine the perspectives of 31 graduates from the Bachelor of Science in Tourism Management program at Bestlink College of the Philippines. Data were gathered through structured surveys aimed at assessing their current job roles, the relevance and applicability of their academic training, and areas where they felt inadequately prepared. The research specifically investigates the extent to which the program's curriculum aligns with the evolving demands of the tourism industry, highlighting gaps that may affect the graduates' career readiness and professional success. The study reveals that graduates predominantly occupy entry-level positions such as hotel staff, front desk associates, and concierge personnel, indicating constrained career advancement opportunities within the tourism sector. Respondents underscored the critical role of integrating industry-relevant training into the academic curriculum, particularly through structured internships, real-world immersion, and experiential fieldwork. Despite these insights, significant skill deficiencies emerged, most notably in communication, multilingual fluency, and professional demeanor. Furthermore, the findings point to the necessity of enhancing students' adaptability, leadership capabilities, and digital proficiency in travel and tourism technologies to align more effectively with the evolving expectations of the industry. The study concludes that while existing tourism education programs provide a solid foundation, significant gaps remain in equipping graduates with the skills and competencies required to meet the dynamic and evolving needs of the tourism industry. Addressing these shortcomings calls for a holistic curriculum reform that prioritizes stronger collaboration between academic institutions and industry stakeholders. Key recommendations include the integration of hands-on learning experiences such as internships and fieldwork, skill enhancement workshops, the incorporation of emerging travel technologies, and targeted training in communication, multilingual proficiency, and professional grooming. To support these efforts, the proposed Tourism Education–Industry Alignment Program aims to build sustainable partnerships, deliver tailored training modules, and promote continuous innovation in curriculum design. This initiative aspires to produce career-ready tourism graduates, globally competitive, and capable of adapting to the fast-changing landscape of the tourism sector.

Keywords: tourism education, industry alignment, career readiness, curriculum reform, hospitality skills, professional development, experiential learning, travel technology, multilingual proficiency, bestlink college of the philippines

**EFFECTIVENESS OF CULTURAL FESTIVAL EVENTS TOWARDS CULTURAL
AWARENESS AMONG FIRST-YEAR TOURISM STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Marielle Bartolome, Noella Alarcon, Irish Dela Cruz, Willie Noveda,
Janice Mae Silanga, Mar Domagtoy

Abstract

Cultural festival events in today's society serve as essential platforms for preserving traditions, customs, beliefs, and cultural heritage amid the forces of modernization and globalization. While many existing studies highlight the short-term economic impact or social influence of such events, there is a noticeable lack of research focusing on their educational effects particularly on tourism students. This study seeks to address that gap by exploring how participation in cultural festivals influences the learning and development of tourism students. Guided by David Kolb's Experiential Learning Theory, which outlines four stages: concrete experience, reflective observation, abstract conceptualization, and active experimentation, this research examines how engaging in these events promotes deeper and more meaningful learning among future tourism professionals. This study adopted a descriptive research design and employed a cluster sampling technique. The total population comprised 1,822 first-year Tourism students enrolled for the Academic Year 2024–2025. Due to the limitations of the hybrid learning modality, a sample of fifty (50) students was selected based on accessibility and willingness to participate. These respondents completed a structured survey questionnaire, which served as the primary instrument for data collection. According to the findings, 25% of the respondents were aged 19 to 20. Most of the participants were female, with the majority coming from section BSTM 12016. The results indicated that cultural festival events had a significant impact on students' cultural awareness. These events deepened their appreciation for the diversity, strengths, and unique perspectives of different cultures. In terms of cultural connection, the festivals fostered a sense of inclusion and belonging, enabling students to feel more emotionally engaged with other cultural groups. Additionally, cultural festivals promoted social cohesion by encouraging collaboration and interaction among participants. However, students also reported that the most frequent challenge encountered during these events was the clash of cultural norms, which sometimes led to misunderstandings or discomfort. It is recommended that students be encouraged to actively participate in cultural festival events, as these experiences significantly contribute to enhancing their cultural awareness, appreciation of diversity, and sense of belonging. Teachers are advised to incorporate culturally engaging activities into their curriculum that promote inclusivity and cross-cultural understanding, thereby reducing potential challenges such as cultural misunderstandings and social exclusion. Parents should play a supportive role by motivating their children to join cultural activities, which can help broaden their perspectives and deepen their appreciation of different cultures. Furthermore, school administrators are encouraged to implement and institutionalize regular cultural festival events to create opportunities for meaningful cultural interaction and learning among students, teachers, and the wider school community.

Keywords: cultural festival events, cultural awareness, cultural understanding, cultural connection, social cohesion, tourism students, experiential learning, cultural norms, inclusivity, education

**EFFECTS OF ADVENTURE TOURISM TO THE LOCALS OF
DOÑA REMEDIOS TRINIDAD (DRT), BULACAN**

Gabriel Mcxene Joy, Janine Ashley Artiza, Annet Wency Hipolito,
Kyla Jane Castro, Joana Epanto, Christine Aliñabo

Abstract

This study aims to investigate the various impacts of adventure tourism on the local communities of Doña Remedios Trinidad (DRT), Bulacan. As one of the province's most ecologically diverse and culturally rich municipalities, DRT has become a growing destination for adventure seekers. The study seeks to understand how this tourism trend affects the community in terms of its social, economic, environmental, cultural, and psychological dimensions. This study utilizes a descriptive research design with a quantitative approach to explore the influence of adventure tourism in DRT, Bulacan. A total of 100 local residents were selected through random sampling. Data collection was conducted using a structured questionnaire that included both closed and open-ended questions, covering demographics, tourism impacts, and community issues. The instrument was reviewed and validated by experts to ensure clarity, reliability, and relevance. The research primarily focuses on identifying the social, economic, and environmental outcomes of tourism on the local population. The findings revealed that local communities and government units actively contribute to the promotion of sustainable tourism by highlighting cultural heritage, implementing environmental protection efforts, and supporting inclusive development programs. Practices such as using eco-friendly transport and organizing cleanup drives were noted to reduce ecological footprints. Initiatives aimed at improving educational infrastructure were also observed as part of long-term community investment. Tourism stakeholders emphasized responsible travel, skills training for locals, and the promotion of ecotourism. Tourists were encouraged to adopt sustainable behaviors and support small local enterprises. Additionally, the study acknowledged the role of researchers in analyzing tourism trends, proposing actionable recommendations, and fostering collaboration with both the community and institutions. The results indicate that adventure tourism in DRT primarily appeals to young adults, particularly those aged 23 to 27. Respondents were evenly divided by gender and represented various religious affiliations, with Catholicism being the most prevalent. Frequent visits to the area suggested high local engagement with tourism. Economically, adventure tourism contributed significantly to business growth and community development. From an environmental perspective, respondents supported the need for sustainable practices. Culturally, tourism was seen as a means of preserving traditions and educating visitors. Socially, it promoted unity and a sense of shared identity among locals. Psychologically, adventure tourism enhanced residents' pride and strengthened their connection to their culture. Overall, the study found that adventure tourism had a positive, multifaceted impact on the DRT community.

Keywords: adventure tourism, sustainable tourism, community development, local economy, environmental impact, cultural preservation, doña remedios trinidad

**EFFECTS OF EDUCATIONAL TOURS IN ACADEMIC PERFORMANCE
AMONG FIRST-YEAR COLLEGE TOURISM STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Rilian Padilla, Jasmine Barreda, Shan Batida, Mark Gerick Martinico,
Princess Anne Padroncillo, Mar Domagtoy

Abstract

This study investigates the effects of educational tours on the academic performance of first-year college tourism students at Bestlink College of the Philippines. Educational tours are recognized as a valuable component of tourism education, offering students practical exposure to real-world environments. By incorporating a descriptive research design, the study aims to evaluate how these experiential learning activities enhance students' understanding, retention, and academic success compared to traditional classroom-based instruction. The study employed purposive sampling, involving a total of 50 first-year college tourism students who had participated in educational tours. These respondents were selected based on their direct experience with tour-based learning to ensure the relevance and accuracy of the data gathered. A structured survey was utilized to assess the students' academic performance and learning experiences before and after the tours. The survey focused on their ability to apply theoretical concepts, retain information, and demonstrate improved understanding. Academic performance records were also reviewed to support the findings. The results indicated that educational tours significantly contributed to improved academic performance among the respondents. Students reported a greater understanding of course content, better retention of information, and an enhanced ability to apply theoretical knowledge in practical settings. These outcomes support the idea that experiential learning bridges the gap between classroom instruction and industry practice, thereby promoting deeper learning. The findings underscore the effectiveness of educational tours as a tool for enhancing academic outcomes in tourism education. The study aligns with experiential learning theory, which emphasizes the importance of real-world engagement in reinforcing academic concepts. These results suggest that educational institutions offering tourism programs should consider integrating structured educational tours into their curricula. Furthermore, this research may serve as a foundation for future studies on the long-term impact of experiential learning on students' professional readiness and industry adaptability.

Keywords: educational tours, academic performance, experiential learning, tourism education, practical application, student engagement

**EFFECTS OF RECREATIONAL SERVICES ON ENVIRONMENTAL VALUE
IN KUYA DOMENG'S AFFORDAPOOL AND FARM IN RIZAL:
BASIS FOR IMPROVE GUIDELINES**

Bia Amor, Steven Russell Ratilla, Mary Angeline Catubag,
Christian Nagales, Jerico Lanorias, Rosalie Jacinto

Abstract

Kuya Domeng's Affordapool and Farm was established to provide an affordable and nature-integrated getaway for families and groups seeking leisure and recreation. Designed to be both fun and budget-friendly, the facility offers swimming, dining, and various recreational activities within a natural landscape. Its layout maximizes efficient use of space while promoting a tranquil and environmentally conscious atmosphere. The study aims to examine how the recreational services offered impact environmental values and how these insights can guide improvements in sustainability and service delivery. A descriptive research method was employed to explore the effects of recreational services on environmental values at Kuya Domeng's Affordapool and Farm. Data was collected through on-site observations and structured interviews with visitors, staff, and the owner. These tools assessed visitor experiences, sustainability practices, and operational efficiency. The study focused on identifying strengths and areas for improvement to promote environmentally responsible tourism. The findings revealed that most visitors were young adults aged 18 to 27, with 58% being female and 90% visiting for the first time. This indicates a strong potential to build visitor loyalty. The farm demonstrated a commitment to safety through security measures and trained personnel. It also employed energy-efficient systems to manage power usage, contributing to its goal of sustainability. Visitors expressed appreciation for the safe and nature-oriented environment; however, concerns were raised regarding inadequate facility maintenance, limited food options, and challenging site access. These findings suggest both successful efforts and key areas needing development. The study concludes that while Kuya Domeng's Affordapool and Farm effectively appeals to young adult visitors through active recreational offerings and environmental integration, service limitations hinder optimal guest experience. Recommendations include introducing visitor loyalty programs, enhancing the variety and quality of facilities, promoting eco-friendly practices, and improving accessibility. Strengthening both popular and underutilized recreational services, alongside sustainable management, will enhance visitor satisfaction and environmental awareness, ultimately supporting long-term tourism development.

Keywords: recreational services, environmental value, sustainable tourism, visitor satisfaction, nature-based recreation, hospitality management

**ENHANCEMENT OF CUSTOMER EXPERIENCE TOWARDS QUALITY SERVICE
IN MCDONALD, QUEZON AVENUE QUEZON CITY LIGAYA**

Angelo Barrera, Cayron Cabero, Alvin John Barrientos, Eugene Reyes, Randy Villanueva

Abstract

In the highly competitive food service industry, customer experience is a key determinant of sustained success. As a global leader in the fast-food sector, McDonald's has built a strong reputation for consistent service and customer satisfaction. The McDonald's branch located along Quezon Avenue in Quezon City Ligaya serves a large and diverse customer base daily, making service quality a top priority. Given the increasing demands of customers and the need to remain competitive, this study aims to evaluate and enhance customer experience at this location by identifying service delivery gaps and recommending improvements. This study employs a descriptive research design to assess the customer experience and service quality at McDonald's Quezon Avenue Ligaya. The method is appropriate for systematically collecting and analyzing data related to customer perceptions, challenges encountered, and their overall satisfaction with dine-in, take-out, and delivery services. A structured survey was used to gather customer feedback on various service dimensions. Findings indicate that customers value fast service, especially during peak hours, with service speed emerging as the most urgent area for improvement (mean score = 3.24). Other key areas identified include enhancing the cleanliness of the dine-in area, improving packaging for take-out orders, and ensuring reliable delivery services. While lower-ranked suggestions such as more comprehensive staff training and competitive pricing may require longer-term strategies, they also represent important areas for service enhancement. The study concludes that addressing operational inefficiencies during peak times, improving cleanliness, and enhancing delivery reliability are essential to improving customer satisfaction at McDonald's Quezon Avenue Ligaya. Actionable recommendations include implementing faster service systems, reinforcing quality control, and investing in staff development. These improvements aim to optimize customer engagement, reinforce brand loyalty, and ensure the continued success of the branch in a demanding service environment.

Keywords: customer experience, service quality, fast-food industry, mcdonald's, quezon avenue, dine-in service, take-out, delivery efficiency, customer satisfaction, hospitality management

**ENHANCING GUEST EXPERIENCE: LEVERAGING ARTIFICIAL INTELLIGENCE
IN CUSTOMER RESERVATION**

Cherizka Orbigo, Stephanie Antonio, Hannah Buyan, Regine Calarion,
Shiena Marie Oclarino, Mernel Joy Lacorte

Abstract

Artificial Intelligence (AI) in hotel reservation systems is gaining attention for its potential to enhance customer experience, streamline repetitive processes, optimize pricing strategies, and deliver personalized offers. AI can analyze visitor data to provide tailored recommendations and adjust staffing, inventory, and pricing based on anticipated demand. These data-driven decisions can improve service quality and help hotels differentiate themselves from competitors. Additionally, AI reduces operational costs related to reservation management and customer support, enhances scalability during seasonal fluctuations, and encourages innovation aligned with current market trends. This study investigates hotel guests' experiences with AI-powered reservation systems, utilizing surveys and interviews to assess effectiveness and identify areas for improvement. The study was conducted among guests aged 18 and above at Astrotel Novaliches, with a total of 50 participants selected through simple random sampling to ensure fairness and reduce bias. A researcher-developed questionnaire, validated by experts and formatted with a Likert scale, was used to gather data on guest profiles, AI usage, feedback, and suggestions. Ethical standards, including informed consent and data privacy, were strictly followed throughout the data collection process. The results revealed that most guests were aged 28 to 32 and preferred making reservations via voice calls. While many expressed trust in AI to handle their data, they were uncertain about its ability to predict their preferences. Furthermore, a significant number of respondents did not favor the use of chatbots. These findings suggest a mixed reception of AI in reservations, with users showing interest in convenience but also demonstrating a continued preference for human interaction. The findings indicate that although artificial intelligence enhances booking accuracy and personalization, challenges remain in the form of technical issues, privacy concerns, and limited trust in AI's predictive capabilities. Guests continued to value human interaction, particularly in payment processing and preference-based services. The study recommends further refinement of AI systems, increased guest education on AI capabilities, and maintaining human support to strike a balance between automation and personal service.

Keywords: artificial intelligence, hotel booking system, guest experience, reservation technology, personalization, customer preferences

**ENHANCING GUEST SAFETY: EVALUATING THE EFFECTIVENESS OF
SMART CAMERAS IN PREVENTING PETTY THEFT AT
HIDDEN SANCTUARY HOTEL & RESORT**

Ledy Ann Gonzales, George Lorenzo Delacruz, Mark Joshua Herminado,
Gerald Liporada, Karen Joy Ortiz, Mernel Joy Lacorte

Abstract

This study evaluates the effectiveness of smart cameras in preventing petty theft at Hidden Sanctuary Hotel & Resort. It explores their technical capabilities, implementation challenges, and overall impact on guest safety. The objective is to provide practical insights that may guide hotels and similar establishments in enhancing security measures through the integration of smart surveillance technologies. The study adopts a cross-sectional survey design to gather data efficiently and assess guest perceptions of smart camera effectiveness. Stratified random sampling, based on the methodology of Adam H. (2024), was used to ensure demographic representation among hotel guests. A total of 50 guests participated in the study. Survey questionnaires were used to collect data on experiences, perceptions of safety, and observations related to smart camera use within the hotel premises. The majority of guests considered smart cameras effective in promoting safety, particularly in deterring theft and assisting during emergencies. Many respondents appreciated the system's role in monitoring suspicious activity, retrieving lost items, and providing evidence of when incidents occurred. Effectiveness ratings were highest when smart cameras were paired with other safety features such as smart locks and alarms. However, lower effectiveness ratings were observed in areas with insufficient signage or unclear surveillance coverage. Overall, guests assessed the smart camera system as moderately to highly effective, especially when complemented by clear hotel safety practices and guest engagement in security protocols. The findings suggest that while smart cameras contribute significantly to enhancing guest safety, their effectiveness can be maximized through proper integration with safety education and trained hotel staff. Hotel management is encouraged to invest in more advanced surveillance systems, conduct regular safety audits, and improve signage to increase guest awareness. These insights can inform future hotel policies, support the development of safety standards, and promote best practices in technological integration for guest protection.

Keywords: guest safety, smart cameras, theft prevention, guest satisfaction, surveillance technology, hotel security

**ENHANCING SPECIALIZED AREA IN PUBLIC TRANSPORTATION
FOR SENIOR CITIZENS**

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Mae Jieann Mangaoang, Christine Aliñabo

Abstract

This study aims to enhance specialized features in public transportation to better serve senior citizens and to examine how current transportation systems impact their mobility and daily lives. As older adults often require additional assistance, the study focuses on key concerns, namely, availability, accessibility, safety, and comfort. Based on the findings, the research proposes the development of designated areas and improved services within public transport systems to ensure that senior citizens experience a more secure, convenient, and dignified mode of travel. This study adopts a qualitative research approach, employing survey questionnaires to identify the challenges and experiences of senior citizens about key aspects of public transportation. To gain deeper insights, individual interviews will be conducted to capture personal narratives and gather detailed recommendations, which will inform the development of a more accessible, safe, and senior-friendly public transport system. The findings of the study underscore significant aspects of public transportation as experienced by senior citizens, with mean ratings showing agreement on key factors: availability (2.90), seat and area safety (2.93), accessibility (2.79), and comfort (3.00). While these ratings indicate a moderate level of satisfaction, they also point to persistent challenges that hinder ease of mobility for the elderly. In response to these concerns, the study proposes the development of a specialized area within public transportation systems tailored specifically to the needs of senior citizens. This initiative aims to enhance their commuting experience by prioritizing comfort, safety, accessibility, and overall care. The recommendations emphasize the need to implement targeted improvements based on the survey results, ensuring a more inclusive, supportive, and user-friendly transportation environment for the aging population. This study underscores the vital importance of enhancing designated areas in public transportation to better serve the needs of senior citizens. As one of the most vulnerable sectors of society, elderly individuals face increased risks of discomfort, stress, falls, and injury when public transit systems lack adequate support. Ensuring safety, accessibility, availability, and comfort is not only a matter of convenience but a fundamental aspect of promoting dignity and independence among older adults. By implementing the proposed recommendations such as specialized seating, improved access features, and prioritized services, transport providers can create an inclusive environment where senior citizens feel respected, secure, and empowered to travel confidently, whether accompanied or alone.

Keywords: senior citizens, public transportation, accessibility, safety, comfort, availability, vulnerable groups, inclusive transport, specialized area, elderly commuters, transportation improvement

**EXAMINING THE SCHOOL CLIMATE AND TEACHERS' COMMITMENT TO THE
TEACHING PROFESSION: BASIS FOR A SUPPLEMENTARY SUPPORT PROGRAM**

Rosalie Jacinto

Abstract

This study examines the extent of effectiveness of school climate and the level of teachers' commitment to the teaching profession. It explores the perception that a more positive school climate may enhance teacher commitment and overall performance. The research aims to determine whether the dimensions of school climate: physical, academic, and psychosocial, have a significant relationship with the level of teachers' professional commitment. The findings serve as the basis for proposing a supplementary support program to further strengthen school climate and teaching dedication. The study employs a descriptive-correlational quantitative research design. The respondents consist of 80 public junior high school teachers from the Division of Quezon City, National Capital Region, Philippines, selected through purposive sampling. Data was gathered using a research-made survey questionnaire, which includes items assessing the effectiveness of school climate across three dimensions (physical, academic, and psychosocial) and the level of teachers' commitment. Weighted mean was used to assess both variables, while Spearman rank correlation was applied to determine the relationship between school climate and teacher commitment. The findings indicate that the perceived effectiveness of school climate in all three dimensions was rated as highly effective, and the teachers' level of professional commitment was also rated as highly committed. However, the statistical analysis revealed no significant correlation between school climate and the level of teachers' commitment. These results provided the foundation for the development of a proposed supplementary support program aimed at enhancing school climate and reinforcing teacher commitment. The results suggest that although both school climate and teacher commitment were perceived positively, no direct relationship was found between the two variables. This may imply that other factors aside from school climate contribute to teachers' professional commitment. Therefore, further research is recommended to explore additional influences on teacher commitment. The proposed supplementary support program is intended to improve school conditions and offer targeted interventions to support teacher engagement and performance.

Keywords: school climate, teacher commitment, physical environment, academic support, psychosocial factors, public school, teacher engagement, descriptive-correlational study, supplementary support program, quezon city

**EXPLORING THE EFFICIENCY OF RFID TECHNOLOGY IN REVOLUTIONIZING
PAYMENT SYSTEMS WITHIN THE TOURISM INDUSTRY**

Rose Silvosa, Sofia Becera, Aeronkurt Delosreyes, Elbert Millado,
Kierven Carl Quintos, Alezhandrea Clio Barrios

Abstract

Traditional toll collection systems often cause congestion, delays, and inefficiencies that negatively affect the tourism experience. While Radio Frequency Identification (RFID) technology presents a contactless alternative that promises faster and more secure transactions, its application within the tourism sector, particularly in toll gate operations, remains underexplored. This study addresses this gap by examining how RFID systems can enhance payment convenience, speed, and reliability for tourist drivers. This study utilizes quantitative research design with purposive sampling. A total of 50 private car owners using RFID tags at the South Luzon Expressway (SLEX) Skyway C5 Toll Gate were surveyed. A structured questionnaire was administered to gather demographic data and assess factors influencing RFID adoption, such as convenience, cost, and security. The effectiveness of the system in enhancing the travel experience was also evaluated. Responses were measured using Likert scales, and the data were analyzed using frequency distribution, percentage, and weighted mean. The findings revealed that respondents strongly agreed on the benefits of RFID in improving time efficiency, reducing costs, and enhancing convenience. The highest levels of satisfaction were attributed to shorter waiting times and smoother toll transactions. Nonetheless, concerns were raised regarding unclear reloading procedures, challenges with installation, and limited customer support. Data privacy issues also emerged as a point of concern. Overall, respondents reported a more favorable travel experience when RFID systems operated reliably and were properly integrated into toll infrastructure. The study concludes that RFID technology has the potential to significantly improve payment systems in the tourism transportation sector. However, successful implementation depends on consistent system performance, user-friendly procedures, and robust customer service. Strengthening data security and system reliability is essential to gaining public trust and encouraging broader adoption. Future studies are encouraged to explore RFID applications in other areas of tourism services and transport systems to further validate these findings.

Keywords: rfid technology, tourism industry, payment systems, toll gate, travel experience, customer satisfaction, data security, infrastructure integration

**EXPLORING THE IMPACT OF VLOGGING IN THE TOURISM INDUSTRY OF
LUNETA PARK, MANILA: A BASIS FOR PROMOTIONAL PLAN**

Glaze Anne Dela Cruz, Jessabel Dejarlo, Joem Enegrejo, Jules Mateo, Aldrin Pangilinan,
Cyrus Melverc Peñaredondo, Rosalie Jacinto

Abstract

This study examines the impact of vlogging on Luneta Park's tourism industry, focusing on its effectiveness in promotion, its influence on travel perceptions, and its long-term consequences. It aims to provide insights into improving promotional efforts and addressing potential challenges. The survey questionnaire was validated by various experts who were not participants in this study. To make sure that it expressed reliability, the researchers consulted 10 students admitted to the local tourist population who were not in the original sample. This was aimed at establishing the credibility of the survey and addressing any changes that may be needed. The adviser reviewed all feedback and suggestions to ensure that consideration was given to each recommendation to improve the instrument. After validation and revision, the revised questionnaires were reproduced and filed to the respondents, successfully attaining a traceability rate of 100%. The majority of respondents are young adults (18–30 years old), female, single, and earn a monthly income of 10,000. Social media advertising is the most effective method for promoting Luneta Park. Vlogging and blogging can benefit local vendors and communities but also pose challenges such as overexploitation and commercialization. Vlogs provide valuable information that influences respondents' decisions to buy souvenirs and goods in Luneta Park, purchase merchandise at parks or historical places, visit historical places and parks, and participate in activities or tours at the park. Social media significantly influences tourist behavior, with user-generated content shaping their decisions. The demographic profile of respondents revealed that the majority (56%) were 18–30 years old, followed by those aged 31–50 (22%), under 18 (18%), and over 50 (4%). Females (56%) outnumbered males (44%). In terms of civil status, most respondents were single (68%), followed by married (22%) and widowed (10%). For monthly income, most respondents (60%) earned 10,000, while 30% earned 25,000, and 10% earned 50,000. The findings highlight the impact of vlogging on Luneta Park. Social media advertisements and brochures were identified as effective promotional tools. Vlogging provides benefits to local vendors and communities but also carries risks such as overexploitation. Vlogs were shown to influence consumer decisions, including buying souvenirs, visiting parks, and participating in activities. However, several challenges were identified, such as insufficient local support, overcrowding, lack of storytelling skills, and technical issues.

Keywords: vlogger, social media, luneta park

EXPLORING THE MOTIVATIONS OF DRAG PERFORMERS IN DILIMAN, QUEZON CITY

Lawrence Vengco, Irish Joyce Dublin, Norberto Jr Pagayon, Jaymark Serrano,
James Bryan Malarulat, Alezhandrea Clio Barrios

Abstract

This descriptive study explores the motivations of drag performers in Diliman, Quezon City, by examining the personal, social, and professional factors that influence their involvement in drag culture. Key drivers identified include financial incentives, career aspirations, passion for the art form, and the desire for self-expression. The study also emphasizes the importance of inclusivity, community acceptance, and the quality of performance as central to the performers' experiences. Additionally, mentorship and collaboration are highlighted as crucial elements for skill development and professional growth in the drag scene. The study aims to recommend strategies such as support platforms, access to artistic resources, and the promotion of diversity within the performing arts. Using a quantitative descriptive approach, the researchers distributed structured surveys to 20 drag performers in Diliman, Quezon City. The questionnaire focused on themes such as interpersonal relationships, mentorship, collaborative opportunities, financial motivation, passion, and career development. The study also explored how these factors influenced the mental health and motivation of the performers, particularly in relation to resilience and emotional well-being. Findings revealed that strong friendships significantly enhanced resilience among drag performers, while supportive relationships with both friends and family were associated with lower levels of depression. The study also found that community involvement in drag performance demonstrated a curvilinear relationship with resilience, suggesting that moderate levels of creative engagement yielded the most positive outcomes for mental health. The results underscore the dual nature of drag performance as both an empowering outlet and a potential source of stress. This highlights the need for safe, supportive spaces and community structures that nurture both artistic expression and emotional resilience. Future research is recommended to further examine the role of creativity, mentorship, and community dynamics in sustaining the well-being of drag performers.

Keywords: drag performers, interpersonal relationships, mentorship, resilience, creative engagement, lgbtq+ community, motivation

**EXPLORING THE TRANSFORMATIVE POWER OF THEATRICAL STAGE PLAY:
ANALYZING ITS IMPACT TO BS-TOURISM MANAGEMENT STUDENT**

Jaycel Dumlao, Desiree Acenas, Ivy Comboy, Mary Jane Nicolas,
Crystal Gayle Obina, Christine Aliñabo

Abstract

This study aims to explore the transformative power of theatrical stage plays and analyze their impact on BS Tourism Management students. The research investigates how participation in stage performances contributes to students' personal growth and professional development. The study emphasizes the role of theatrical involvement in enhancing soft skills, particularly communication, emotional intelligence, and collaborative competence, which are crucial in the tourism and hospitality industry. This study employs descriptive research design. It outlines the respondents of the study, the sampling technique used, the construction and validation of the research instrument, and the procedures for administration, retrieval, and statistical treatment of the data. The study targets BS Tourism Management students who have participated in theatrical stage plays. The results of the study indicate that involvement in stage plays positively affects students' social interaction skills, emotional awareness, and self-confidence. Participants reported increased comfort in public speaking, improved empathy, and heightened group collaboration. These outcomes suggest a significant relationship between theatrical participation and the development of interpersonal and emotional skills relevant to tourism-related careers. The findings affirm that theatrical stage plays serve as effective tools for fostering key competencies among tourism students. Participation in such activities enhances students' ability to communicate clearly, work cooperatively, and connect emotionally with others, traits essential for engaging with diverse clients and providing quality service in the tourism sector. The study recommends integrating theatrical exposure into co-curricular programs to enrich student learning and industry readiness.

Keywords: theatrical stage play, tourism students, emotional intelligence, communication skills, teamwork, personal development

**EXPLORING THE USE OF SOCIAL MEDIA PLATFORM AS MARKETING TOOL IN
PROMOTING VIEWSCAPE NATURE PARK AS A TOURIST ATTRACTION
OF TANAY, RIZAL**

Fernando Maranga Jr, Angeline Rebagos, Ira Mae Pajanel, Mary Rose Quijano, Shinjie Dianne Mae
Pariñas, Alezhandrea Clio Barrios

Abstract

In the digital era, social media has become an essential marketing tool for tourism destinations. Viewscape Nature Park in Tanay, Rizal exemplifies how platforms such as Instagram, Facebook, and TikTok are utilized to influence public perception and encourage visitor engagement. These platforms allow for the wide sharing of picturesque content that highlights the natural beauty and unique charm of the park. This study explores how social media is used to market Viewscape Nature Park and its effectiveness in attracting tourists. This study employs quantitative research design using survey questionnaires to collect data on user engagement metrics, such as likes, shares, and comments, across different social media platforms. Data collection was conducted within a specific timeframe, covering either a week or a month. The study analyzes the relationship between engagement levels and the use of various platforms using statistical tools such as frequency, percentage, ranking, weighted mean, and Pearson r correlation to identify patterns and significant associations. The study's methodology facilitated the systematic collection, presentation, and interpretation of relevant data. The results showed a notable correlation between engagement metrics and the effectiveness of social media marketing. Platforms like Facebook and TikTok generated higher levels of interaction, suggesting their strong influence in promoting tourist interest. The findings also highlighted the impact of visual content in drawing audience attention and converting interest into actual visits. The findings affirm the value of social media as a strategic marketing tool in promoting tourism destinations such as Viewscape Nature Park. The study recommends that tourism stakeholders enhance their content strategies, focusing on consistent posting, visually engaging media, and interaction with audiences to maximize online reach. These efforts can help sustain tourist interest and increase actual visitor turnout, supporting the long-term growth of local tourism in Tanay, Rizal.

Keywords: social media marketing, tourist attraction, audience engagement, viewscape nature park, digital promotion, tourism strategy

**FACTORS AFFECTING THE WELL-BEING OF TOURISTS IN QUEZON CITY
MEMORIAL CIRCLE COMMERCIALIZATION: BASIS FOR DEVELOPMENTAL PLAN**

Joseph Christian Jay, Ashley Mae Bernal, Abegail Jabonero,
Hanzel Umpad, Jane Viador, Rosalie Jacinto

Abstract

This study aims to assess the factors affecting the well-being of tourists in the context of commercialization within the Quezon City Memorial Circle. It serves as the foundation for a developmental plan addressing four key aspects of well-being: physical, mental, emotional, and financial. As one of the major urban parks in Metro Manila, Quezon City Memorial Circle plays a vital role in promoting tourism and public recreation, thus necessitating a closer look at how commercialization impacts visitor satisfaction and overall welfare. This study utilizes a descriptive research method and applies an exploratory quantitative design. Surveys were conducted with fifty (50) tourists who had experienced the commercialized areas of Quezon City Memorial Circle. The data were gathered using a Likert scale to evaluate the respondents' perceptions regarding their well-being in relation to the park's facilities and services. The findings revealed that improvements are needed in several areas of the park to enhance tourist well-being. Key issues identified include inadequate facilities for tourist stays, insufficient comfort rooms, limited seating areas, and parking lot concerns. The study also noted challenges in managing population density. These factors contributed to a less optimal visitor experience. As a result, the study proposes the formulation of a developmental plan focused on enhancing infrastructure and services to meet tourist needs. Based on the findings, it is recommended that Quezon City Memorial Circle enhance its commercialized areas to support the physical, mental, emotional, and financial well-being of tourists. Continuous facility improvements are essential to achieving a more positive visitor experience. These enhancements can lead to increased safety, improved cleanliness, greater community engagement, sustainability, inclusivity, a stronger public reputation, and broader economic benefits. Ultimately, these developments would foster a more enjoyable, secure, and inclusive environment that benefits both tourists and the local community.

Keywords: tourist well-being, commercialization, quezon city memorial circle, tourism development, visitor experience, urban park facilities, community engagement, inclusive tourism

**FACTORS INFLUENCING PILGRIMAGE TOURISM IN THE NATIONAL SHRINE AND
PARISH OF THE DIVINE MERCY CHURCH IN MARILAO, BULACAN**

Allyana May Paragatos, Lovely Lazala, Jonalyn Mondano, Jennifer Casinillo, Christine Aliñabo

Abstract

This study explores the factors influencing pilgrimage tourism at the National Shrine and Parish of the Divine Mercy Church in Marilao, Bulacan. As one of the prominent Catholic pilgrimage sites in the Philippines, the shrine draws both local and international visitors seeking spiritual fulfillment, cultural enrichment, and personal reflection. Understanding the motivations and experiences of pilgrims is essential for enhancing site management and promoting sustainable tourism practices. The study employed quantitative, survey-based research design. A structured questionnaire was distributed to 100 pilgrims visiting the shrine. The instrument gathered demographic data and measured key variables such as pilgrimage motivations, expectations, and satisfaction levels related to the shrine's offerings. The results revealed that the primary factors influencing pilgrimage tourism at the site include spiritual growth, cultural exploration, and personal reflection. Pilgrims expressed high levels of satisfaction with the shrine's facilities and services, indicating that their expectations were generally met. The data highlighted the importance of spiritual ambiance, cleanliness, accessibility, and community involvement in shaping the overall pilgrimage experience. The findings suggest that the National Shrine and Parish of the Divine Mercy Church hold strong spiritual significance for its visitors. The positive feedback from pilgrims indicates effective site management and alignment with their spiritual and cultural needs. These insights underscore the potential for further development of pilgrimage tourism in the area, particularly through sustainable practices that preserve the shrine's sanctity while enhancing visitor engagement and experience.

Keywords: pilgrimage tourism, spiritual growth, cultural exploration, personal reflection, divine mercy shrine, marilao bulacan, tourist satisfaction, sustainable tourism, religious sites, visitor experience

**FROM PLANNING TO PRACTICE: A PROPOSED POLICY ENHANCEMENT
FOR SCHOOL EVENT CROWD MANAGEMENT AND SAFETY**

Julienne Katherine Dumael, Hershey Boncolino, Grashean Joy Enriquez,
Claudine Hiponia, Camille Shayne Magbanua, Rosalie Jacinto

Abstract

Effective crowd management plays a vital role in ensuring safety and enhancing the overall experience at school events. This research, titled "From Planning to Practice: A Proposed Policy Enhancement for School Event Crowd Management and Safety," explores current crowd control practices in educational institutions and identifies critical areas for improvement. The study aims to develop a comprehensive policy enhancement that addresses existing shortcomings and promotes a safer, more organized environment for students, faculty, and event participants. This study adopted a research-based approach, utilizing a structured data collection tool and purposive sampling to gather insights from students enrolled in two distinct academic programs. The findings revealed notable deficiencies in current school crowd management practices, underscoring the need for more organized and proactive policies. Key recommendations include conducting thorough risk assessments, enhancing staff training, improving communication protocols, and leveraging technology for real-time crowd monitoring. Additionally, incorporating attendee feedback is encouraged to support continuous improvement and ensure safer, more efficient school events. The proposed policy enhancements are designed to establish a forward-looking, systematic approach to crowd management in schools. By emphasizing planning, effective communication, and the integration of real-time monitoring technologies, schools can significantly strengthen safety protocols and streamline event operations. This study catalyzes ongoing improvements and informed policymaking, fostering a culture of preparedness and safety in educational environments. The findings of this study underscore the critical need to reevaluate and enhance crowd management protocols in educational settings. Existing strategies often fall short in consistency and adaptability, exposing vulnerabilities during large gatherings. Feedback from students across multiple disciplines revealed noticeable gaps in event coordination, inadequate staff presence and direction, and limited utilization of advanced monitoring technologies. These deficiencies emphasize the importance of implementing more structured, technology-integrated, and staff-supported systems to ensure the safety and success of school events.

Keywords: crowd management, school events, policy enhancement, safety procedures, risk assessment, real-time monitoring, staff training, communication strategies, student feedback, educational institutions

**GUIDE THE WAY: NAVIGATING THE ROLE AND CHALLENGES ON LOCAL TOUR
GUIDES OF JVD EVENT AND TRAVEL MANAGEMENT, CO.
IN TODAY'S TOURISM LANDSCAPE**

Princess Derilo, Angela Gutoman, Kayelle Selina Jaime, Dianna Elizabeth Maata,
Maria Margareth Relucio, Alezhandrea Clio Barrios

Abstract

In light of the evolving tourism industry, this study examines the roles and challenges faced by regional tour guides employed by JVD Event and Travel Management Co. As tourism continues to grow and diversify, the responsibilities of tour guides have expanded beyond their traditional functions. They are now expected to meet new standards set by both the travel industry and increasingly diverse traveler expectations. This research aims to explore how tour guides adapt to these changes and the implications for their professional development and service delivery. This research explores how tour guides contribute to enhancing visitor experiences, promoting cultural heritage, and supporting sustainable tourism practices. It aims to highlight the evolving role of tour guides in creating meaningful and responsible travel experiences. Additionally, the study identifies key challenges faced by tour guides, including language barriers, cultural sensitivity, and the growing need to adopt digital tools and technologies to meet the demands of modern tourism. The findings aim to identify the essential knowledge, skills, and resources that local tour guides require to effectively address industry challenges and remain competitive in the evolving travel market. The study underscores the growing importance of tour guides in enhancing customer satisfaction and delivering high-quality tourism experiences. Based on these insights, the report recommends that the Department of Tourism collaborate with JVD Event and Travel Management Co. to support the professional development of local tour guides. This can be achieved by implementing targeted training programs focused on improving language proficiency, cultural awareness, and digital literacy, equipping guides with the competencies needed to meet modern tourism demands. Additionally, the study advocates more funding for sustainable tourism initiatives to minimize negative impacts on the environment and culture. By supporting these efforts, the Department of Tourism can enhance visitor experiences and help tour guides navigate industry challenges, ultimately boosting local tourism service quality and competitiveness.

Keywords: tourism industry, tour guides, cultural heritage, support sustainable tourism, digital tools

**IMPACT OF DIGITAL MARKETING IN PROMOTING TALES OF ILLUMINA:
A PROPOSED MARKETING STRATEGIES**

Cassandra Angela Pornelos, Julianne Aplaya, Krisha Angelica Baet,
Abegale Barandino, Claire Cula, Alezhandrea Clio Barrios,

Abstract

This study examines the impact of digital marketing on promoting Tales of Illumina, an immersive museum experience in the Philippines that revitalizes Filipino folklore through interactive storytelling. Designed as a multi-sensory space, the museum integrates light, sound, and visual installations to bring traditional narratives to life and foster a deeper connection to the country's cultural heritage. In light of the growing influence of digital platforms on consumer behavior, the study evaluates the effectiveness of current digital marketing strategies, including social media campaigns, online partnerships, public relations efforts, and search engine marketing, in enhancing the museum's visibility, accessibility, and audience engagement. To better understand visitor experiences, the study collected data through surveys, focusing on demographic factors such as age and gender to uncover trends in audience engagement. Survey responses offered detailed insights into visitor perceptions, highlighting both positive experiences and challenges, such as difficulties navigating the museum's digital platforms, limited access to information, and unclear online communication. These insights allowed for a thorough evaluation of the effectiveness of current digital marketing strategies, identifying which approaches successfully foster user engagement and which areas require further refinement. Social media marketing emerged as the most effective strategy, with a mean rating of 3.52, followed closely by online partnerships and online public relations, both scoring 3.48, and search marketing at 3.45. In terms of digital impact, respondents rated visibility (3.44), ease of access (3.41), and audience engagement (3.40) positively, indicating a generally favorable perception of the museum's digital presence. Despite these strengths, key challenges were identified, including outdated ticketing information (reported by 43% of participants) and slow website loading speeds (36%). To address these issues, participants recommended regularly updating ticketing details, increasing social media engagement, and forming collaborations with influencers and travel agencies to expand outreach and improve user experience. In an increasingly competitive and digitally driven environment, enhancing digital marketing strategies is essential for Tales of Illumina to establish itself as a leading cultural destination. Strategic improvements can significantly boost attendance, deepen audience engagement, and expand the museum's reach both locally and internationally. By aligning its digital initiatives with visitor expectations and technological trends, Tales of Illumina can continue to foster cultural appreciation and deliver an immersive, memorable experience that celebrates and preserves Philippine folklore.

Keywords: tales of illumina, digital marketing, immersive museum, filipino folklore, audience engagement, social media marketing, online partnerships, visitor experience, cultural promotion, digital strategy

IMPACT OF SOCIAL MEDIA IN TOURIST DESTINATION CHOICES AMONG SECOND YEAR TOURISM STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

Gems Ruby Galope, Rhea Mae Cajipo, Mekkie Joy Lucelo, Leian Klein Ocampo,
Karl Kevin Villasin, Mar Domagtoy

Abstract

Social media has significantly transformed the tourism industry by influencing how destinations are perceived, selected, and experienced. This study examines the impact of social media on tourists' destination choices, focusing on its role in promoting convenience, attraction, and shaping destination image. Drawing on the study by Emmanuel Bruce et al. (2024), this research adopts the Gratification Theory, which explains how social media serves as a source of external information that assists tourists in making well-informed travel decisions. The study is guided by the Input-Process-Output (IPO) model, which outlines the research's input (problem statement), process (data collection and analysis), and output (recommendations and guidelines). The scope of the study is limited to fifty (50) second-year students majoring in Tourism Management. Its significance lies in providing valuable insights for various stakeholders including administrators, students, parents, researchers, and future scholars, on the influence of social media in tourism-related decision-making, while also offering strategic recommendations for enhanced engagement. This study adopts a descriptive research design to effectively examine the impact of social media on tourist destination choices. Through the use of cluster sampling, a total of 50 second-year Tourism Management students were selected from a population of 781. Data collection was conducted using a structured survey questionnaire, which gathered demographic information and measured the influence of social media on key factors affecting destination selection, such as convenience, attractiveness, and destination image. The study employed comprehensive questionnaires aimed at gathering in-depth information on the impact of social media on tourist destination choices. A total of fifty (50) second-year Tourism Management students from Bestlink College of the Philippines were surveyed. The majority of the respondents were aged 19 to 20 years old, with females accounting for sixty-six percent (66%) of the participants. The findings of the study indicate that social media plays a significant role in influencing tourist destination choices in terms of convenience, attraction, and destination image. In terms of convenience, social media simplifies the process of navigating and accessing essential information about destinations. For attraction, it enables interactive engagement between prospective tourists and previous visitors, allowing for the exchange of experiences and recommendations. Regarding destination image, social media enhances the visual and emotional appeal of destinations through dynamic content formats such as stories, reels, and live videos, which provide authentic and relatable insights directly from travelers themselves.

Keywords: social media, tourist destination, travel convenience, destination attraction, destination image, online engagement, travel decision-making, digital content, tourism students, user-generated content

IMPACT OF SOCIAL MEDIA INFLUENCERS ON THE TRAVEL DECISION OF 2ND-YEAR TOURISM STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

Shaina Piano, Dave Francisco, Jazmine Kimberly Moldez, Rhian Joyce Vermug,
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Abstract

In today's digital age, social media has become a vital part of individuals' daily lives, serving as a platform for communication, entertainment, and business. Its widespread use has given rise to social media influencers (SMIs), individuals who create and share content across various platforms and shape public perceptions and behaviors. These influencers have gained credibility among followers, with their content significantly influencing consumers' purchasing decisions. As a result, Destination Management Organizations (DMOs) have begun collaborating with SMIs to attract potential tourists, recognizing their growing influence in the travel and tourism industry. While previous studies have largely focused on the role of social media in disseminating tourism-related content, this study aims to explore the specific impact of SMIs on destination promotion and tourist decision-making. This study applies Hovland's Source Credibility Theory, which asserts that individuals are more likely to be influenced by sources they perceive as credible. To assess the impact of social media influencers on travel decisions, the researchers conducted a survey involving 50 second-year Tourism Management students at Bestlink College of the Philippines. The results show that 64% of the respondents were aged 19 to 20 years old. A majority of the participants were female, accounting for 36 out of 50 respondents, and most belonged to section BSTM 22003. The results indicate that social media influencers play a significant role in shaping students' travel decisions by offering more informed and appealing destination choices. In terms of travel intentions, influencers inspire students to try new experiences through engaging content. Regarding trustworthiness, influencers build audience confidence by sharing personal travel experiences, making their recommendations more relatable and believable. In terms of credibility, respondents viewed influencers as reliable sources when their content was supported by factual information, which further strengthened consumer trust and influenced travel-related choices. The findings of this study reveal that social media influencers (SMIs) have a positive influence on the travel decisions of Tourism Management students. SMIs contribute to making destination selection more accessible and efficient by offering relevant and engaging content. They also help students make well-informed choices by showcasing various travel options and experiences. Moreover, influencers inspire students to discover the deeper purpose of travel and motivate them to explore beyond their comfort zones, promoting both personal and professional growth in the field of tourism.

Keywords: social media influencers, travel decisions, tourism students, destination selection, travel motivation, source credibility, trustworthiness, travel intentions, digital influence, student behavior

**IMPLEMENTATION OF COMPANION JOINER SERVICES AS PART OF
TOURISM SERVICE: BASIS FOR IMPROVEMENT PLAN**

Orbon Dollente, Nicole Banzuela, Rian Mark Dela Peña, Leo James Hisu-an,
Charlie Duero, Alezhandrea Clio Barrios

Abstract

The study entitled "Implementation of Companion Joiner Services as Part of Tourism Service: Basis for Improvement Plan" aims to evaluate the impact of companion joiner services in the tourism sector and provide recommendations for improvement. Companion joiner services involve travelers joining group tours and sharing their experiences with other participants, often strangers, enhancing social interaction and travel enjoyment. The study adopts a descriptive research design and uses survey questionnaires to collect data from 20 Bachelor of Science in Tourism Management (BSTM) faculty members at Bestlink College of the Philippines. Its main objective is to analyze the impact of key factors: safety, satisfaction, price, and accessibility, on the demand for companion joiner services. Based on the findings, the study recommends implementing training programs to enhance communication and customer service skills among providers. It also advises establishing standardized pricing and safety measures to ensure consistent and reliable service. Moreover, marketing initiatives should be strengthened to increase the visibility and appeal of companion joiner services on social media and other platforms. Overall, the study highlights the potential of companion joiner services to enhance tourism experience by promoting social interaction, ensuring traveler safety, and offering cost-effective travel options, while stressing the importance of continuous service improvement and customer satisfaction. This study investigates the demand for companion joiner services, the travel motivations influencing visitor preferences, and the challenges faced during their implementation. The findings will serve as a foundation for developing an improvement plan to enhance the effectiveness and success of these services.

Keywords: companion joiner services, tourism demand, travel motivations, service implementation, customer satisfaction, tourism improvement plan, bestlink college, philippines

**INFLUENCING FACTORS IN VISITORS EXPERIENCE THROUGH TOURIST
SATISFACTION IN CHINATOWN BINONDO MANILA**

Karen Cervantes, Angeluz Dynaque, Chinchin Metante, Cherry Mae Lipata,
Mira Rosabel Olaivar, Alezhandrea Clio Barrios

Abstract

This study examines the factors that influence tourist experiences and overall satisfaction in Binondo, Manila's Chinatown. Adopting a descriptive research approach, the study focuses on key variables such as service quality, accessibility, cultural authenticity, and the diversity of food offerings. Surveys were conducted with both local and international tourists to gather insights into their perceptions, preferences, and overall experiences in the area. The study surveyed 100 visitors who had previously been to Chinatown. Respondents were selected based on their travel history, ability to articulate their experiences, and factors influencing their loyalty to the destination. The research aimed to assess their levels of satisfaction, identify loyalty-driving variables, and understand their overall tourist experience. Convenience sampling was utilized, focusing on individuals at historical sites in the area. Although this sampling method may introduce some bias, the researchers believe that the diverse backgrounds of participants across different age groups, genders, and demographics, combined with efficient data collection, contribute valuable insights into the tourist experience in Chinatown. The survey indicated that visitors generally have a positive dining experience in Chinatown, with cultural authenticity and ambiance emerging as the most valued factors. Conversely, food pricing ranked lowest among the variables assessed. Tourists also expressed high appreciation for the cultural richness of Binondo, particularly its historical landmarks, architectural heritage, and traditional customs. However, challenges such as overcrowding and traffic congestion were identified as major concerns, negatively affecting safety and the overall economic environment. Addressing these issues is essential to improving the visitor experience and enhancing Binondo Chinatown's appeal as a premier cultural and culinary destination. The findings reveal that although logistical challenges and inconsistent service diminish tourist satisfaction, cultural immersion and a lively atmosphere significantly enhance it. This study highlights the importance of addressing these key factors to improve the overall visitor experience, support sustainable tourism, and elevate Chinatown's status as a vibrant cultural destination.

Keywords: chinatown binondo, tourist satisfaction, cultural immersion, environmental vibrancy, logistical challenges, inconsistent service, sustainable tourism, visitor experience, cultural destination

**LEVEL OF CONFIDENCE AND PERCEIVED EMPLOYABILITY
AMONG FOURTH YEAR BSTM STUDENTS**

Zyrus Espenocilla, John Roey Alimocon, Kyla Baltazar, Angelyn Francisco,
Richelle Rangel, Alezhandrea Clio Barrios

Abstract

This study examines the level of confidence and perceived employability of fourth-year Bachelor of Science in Tourism Management (BSTM) students at Bestlink College of the Philippines. It aims to fill a critical gap in understanding the extent to which these students are prepared for the professional demands of the tourism industry. The research focuses on the correlation between students' self-perceived competence in key industry-related skills such as customer service, communication, problem-solving, and technological proficiency, and their perceived readiness to enter the workforce. This study adopts a mixed-methods approach, combining quantitative surveys and qualitative focus group discussions. Quantitative data will be analyzed using descriptive statistics and correlation analysis, while qualitative responses will undergo thematic analysis. The results aim to guide curriculum enhancement, career support services, and strategies to boost employability among graduates of Bestlink College of the Philippines. The study also contributes to the broader discourse on tourism education and workforce readiness in the Philippine context. This study provides critical insights into the confidence levels and perceived employability of fourth-year BSTM students at Bestlink College of the Philippines. The results identify key strengths and areas for improvement in the existing curriculum and career support services. To enhance student readiness for the tourism industry, the study recommends targeted curriculum revisions, expanded internship opportunities, and strengthened career guidance programs. Overall, the research contributes to the growing body of literature on tourism education and graduate employability, offering practical strategies for Bestlink College and other institutions aiming to better prepare students for competitive roles in the tourism sector. Future studies are encouraged to investigate the long-term effects of these interventions and to gain deeper insights into the employment experiences of graduates in the tourism industry.

Keywords: tourism education, employability, confidence level, bstm students, career preparedness, curriculum development, graduate readiness, internship opportunities, bestlink college

**MARKETING STRATEGIES UTILIZED BY BEHIND THE BAR TOMAS MORATO,
QUEZON CITY, TOWARDS GUEST SATISFACTION:
UTILIZATION OF MARKETING STRATEGIES**

Jerick Joseph De Vera, Jovelyn Ursal, Janice Conel, Sian David Joseph,
James Gier, Sherwin Sanchez, Dana Rae Boatis

Abstract

This study investigates the marketing strategies employed by bars in Tomas Morato, Quezon City, with a focus on their impact on guest satisfaction and loyalty. The research highlights the significance of personalized service, digital marketing, and innovative promotional efforts in maintaining competitiveness in the hospitality industry. The aim is to provide insights that can improve guest experience and promote repeat patronage. The study utilized quantitative research design. The respondents included 32 guests from Holic Bar, selected through purposive sampling. A structured survey instrument was employed to collect data, which was then subjected to validation and reliability testing. The researchers administered and retrieved the questionnaires directly, and data were analyzed using appropriate statistical methods to evaluate the influence of marketing strategies on guest satisfaction. Findings revealed that the majority of respondents were young, male, and single. Key determinants of guest satisfaction included product quality, ambiance, promotional activities, and staff engagement. Although promotions were generally appreciated, respondents identified the need for improvements in pricing fairness, comfort, and customer interaction. The results emphasize that young adult males value creative offerings, product quality, and a vibrant ambiance. Staff engagement and personalized service also contributed positively to guest satisfaction. However, areas such as safety, comfort, and pricing require attention. To strengthen guest loyalty, it is recommended that the establishment enhance promotion transparency, invest in ongoing staff training, and refine pricing strategies. A targeted marketing approach focused on improving the overall guest experience can contribute to sustained business success.

Keywords: marketing strategies, guest satisfaction, hospitality marketing, bar promotion, staff engagement, customer loyalty, ambiance, pricing strategy, tomas morato, personalized service

**NANAY ANING’S KAINAN IN TAGALAG FISHING VILLAGE:
A PROPOSED ENHANCED ERGONOMICS DESIGN**

Jemalyn Overio, Christian Dave Mangali, Eunice Bulanadi,
Charity Lao, Niel John Panerio, Christine Aliñabo

Abstract

This study proposes an enhanced ergonomic design for Nanay Aning’s Kainan, a local dining establishment located in the Tagalag Fishing Village, with the goal of improving customer experience and satisfaction. The research focuses on evaluating the restaurant’s facilities, ambiance, location, and service to identify areas that would benefit from ergonomic improvements and, in turn, enhance tourism appeal and guest comfort. A descriptive research design was employed, using a structured survey questionnaire distributed to 100 randomly selected respondents between the ages of 16 and 60. Among the respondents, 36% were aged 16–25, and 56% were male. Additionally, 49% reported a monthly income of ₱5,000 or higher, indicating their capacity and interest in spending on dining and recreational activities. The survey assessed perceptions of the restaurant’s physical and service attributes. Survey results revealed a composite mean of 2.69 for facilities, with seating comfort rated highest at 3.35. Ambiance received a mean score of 2.56, with live entertainment (3.55) and scenic surroundings (3.49) highlighted as key strengths. The location scored 2.60, pointing to concerns about accessibility and insufficient signage. Service quality emerged as a notable strength, with a mean score of 3.44, emphasizing customer appreciation for employee friendliness and efficient service. The findings suggest that enhancements in seating, flooring, restrooms, and overall accessibility are necessary to meet customer expectations. Additional improvements in visual design and decor are also recommended to elevate the dining atmosphere. These ergonomic upgrades are expected to increase customer comfort, safety, and satisfaction, while also contributing to the promotion of local tourism. The study underscores the value of ongoing ergonomic development in food service establishments to maintain competitiveness and enhance the visitor experience.

Keywords: ergonomic design, customer satisfaction, tagalag fishing village, hospitality management, restaurant facilities, ambiance, accessibility, local tourism, service quality, dining experience

**NATURAL HAZARDS AND THE AIRLINE INDUSTRY: AN EMPIRICAL STUDY ON
ECONOMIC IMPACT AND ITS UTILIZATION FOR THE LEARNING AND WORK
READINESS OF TOURISM MANAGEMENT STUDENTS**

Ruby Odulio

Abstract

This study examines the economic impact of natural hazards on the airline industry, emphasizing the growing shift from hazard-centered responses to approaches rooted in vulnerability and resilience. As natural disasters increase in frequency and intensity, the airline sector is increasingly affected by flight cancellations, delays, and substantial financial losses, often resulting in layoffs or even bankruptcy. The research evaluates trends, identifies critical issues, and presents potential solutions to these disruptions. It further underscores the importance of sustainable risk management practices, such as disaster response plans, comprehensive insurance coverage, emergency funds, and investments in advanced forecasting technologies. The findings aim to guide policymakers in enhancing the industry's preparedness and resilience. A mixed-methods research design was employed to assess the economic impact of natural hazards on the airline industry. Quantitative data were gathered through surveys measuring financial losses, while qualitative data were collected via interviews focused on risk reduction strategies. Participants were selected using purposive sampling, and the research instruments were validated prior to distribution. Data were analyzed using both statistical and thematic techniques to ensure comprehensive insights. Findings indicated a paradigm shift in how natural hazards are perceived, moving from inevitability to a focus on vulnerability and resilience. Natural disasters were shown to significantly disrupt airline operations, leading to direct financial losses and broader economic instability. Respondents highlighted the urgent need for strategic risk management practices. Key recommendations included the implementation of disaster response protocols, appropriate insurance mechanisms, emergency reserves, and advanced forecasting tools to enhance disaster preparedness and industry recovery. The study emphasizes both the direct and indirect economic impacts of natural hazards on the airline industry. These include increased operational expenses, revenue loss, and diminished tourism activity, all of which negatively affect regional and global economies. Insights from various stakeholders such as airline operators, passengers, airport management, and government entities, were integrated to propose a range of mitigation strategies. These include establishing comprehensive disaster response systems, securing insurance coverage, maintaining emergency funds, and developing risk reduction frameworks that promote sustainable operations and improve the learning and work readiness of tourism management students.

Keywords: natural hazards, airline industry, economic impact, risk management, disaster response, forecasting technology, tourism management, resilience, work readiness, vulnerability reduction

**NATURE-BASED TOURISM: ASSESSING THE POTENTIALS OF
MT. BALAGBAG, SAN JOSE DEL MONTE BULACAN**

Dina Laurente, Dina Laurente, Cristine Mae Cabana, Glenly Lebios,
Criselda Nifulda, Aivy Joy Pongao, Christine Aliñabo

Abstract

This study, titled Nature-Based Tourism: Assessing the Potentials of Mt. Balagbag, San Jose del Monte, Bulacan, explores the site's capacity to develop into a prominent nature-based tourism destination. Renowned for its scenic landscapes and outdoor activities, Mt. Balagbag has the potential to attract a wide range of visitors. Nature-based tourism contributes not only to local economic growth but also to environmental awareness and conservation. Despite its potential, limited research exists on the current tourism offerings and areas for development at the site. This study aims to assess Mt. Balagbag's tourism potential and identify key areas for improvement. The research utilized a combination of surveys and field observations to gather data. Visitor surveys collected information on demographics, travel frequency, and group dynamics (solo, family, or group travel). On-site observations were conducted to assess the condition and accessibility of existing facilities and infrastructure. The collected data were analyzed to identify the site's tourism strengths and limitations. Findings revealed that Mt. Balagbag appeals to a diverse group of visitors interested in outdoor recreation. While some facilities were found to be functional and well-maintained, notable issues emerged regarding accessibility and the upkeep of infrastructure. Visitors consistently pointed out these weaknesses, indicating a need for targeted improvements to enhance their overall experience. Enhancing site accessibility and ensuring regular maintenance of tourism facilities are crucial steps in unlocking Mt. Balagbag's full tourism potential. Addressing these concerns can lead to increased visitor satisfaction, greater tourist arrivals, and the promotion of environmentally responsible tourism. Sustainable development of the area can position Mt. Balagbag as a model for nature-based tourism in Bulacan and beyond.

Keywords: nature-based tourism, mt. balagbag, ecotourism, tourist accessibility, outdoor recreation, environmental conservation, sustainable tourism, bulacan attractions, tourism development, visitor satisfaction

**NAVIGATING CHANGES: THE IMPACT OF JEEPNEY MODERNIZATION
ON COMMUTERS' MOBILITY IN QUEZON CITY**

Trisha Lynne Palaruan, Jhonpaul Abellano, Jan Daniel Francisco,
Jenny Rose Galve, Dayzen Urias, Rosalie Jacinto

Abstract

This study investigates the impact of the Public Utility Vehicle Modernization Program (PUVMP) on commuter mobility in Quezon City. The program aims to replace traditional jeepneys with environmentally friendly, safer, and more efficient alternatives, in line with global trends toward sustainable urban transportation. In areas like Quezon City, where jeepneys remain a vital and affordable mode of transport, modernization presents both opportunities and challenges. This research focuses on commuter perceptions and experiences during this transition. A mixed-methods research approach was employed to assess the impact of jeepney modernization on commuter mobility. The study combined both quantitative and qualitative data to provide a comprehensive understanding of commuter behavior and societal implications. Respondents were selected from various age groups and educational levels in Quezon City. Surveys captured statistical trends, while interviews explored deeper insights into commuter experiences. The integration of both methods allowed for a balanced analysis of the transition's practical and emotional effects. The majority of respondents were female students aged 15–25, predominantly first-year college students. Findings revealed that respondents were generally satisfied with the shift to modernized jeepneys under the PUVMP, citing improvements in comfort, safety, and service features such as air conditioning, CCTV, and handrails. However, respondents also reported challenges during the transition period, with overcrowding being the most common issue. Additionally, the modernization program influenced public perception, encouraging commuters to recognize the long-term benefits of upgraded transport services. Many respondents recommended embracing the changes to improve urban mobility. The study highlights the positive reception of modernized jeepneys among young commuters in Quezon City, particularly in terms of accessibility, affordability, and comfort. Technological upgrades were appreciated, but logistical issues such as overcrowding need to be addressed. The findings suggest that while the PUVMP offers significant improvements, continued efforts in commuter education, infrastructure support, and service optimization are essential to ensure smooth adaptation and sustained public approval.

Keywords: jeepney modernization, puvmp, commuter mobility, quezon city, public transport, urban mobility, sustainable transportation, mixed-methods research, passenger perception, transport policy

**PERCEIVED IMAGE OF TATTOOED AND PIERCED WORKERS IN TOURISM:
BASIS FOR PROPOSED GUIDELINES**

Marika Crislyn Hisu-an, John Lloyd Castro, Harvy Baroro, Marielle Joy Del Rosario,
Laurence Hermoso, Mernel Joy Lacorte

Abstract

This study examines how tattooed and pierced employees are perceived within travel agencies in Quezon City, focusing on the influence of these perceptions on hiring decisions and workplace dynamics in the tourism sector. It aims to uncover existing biases related to body modifications and assess their impact on efforts to foster diversity and inclusion in recruitment and workplace culture. This study utilized a structured survey method to assess the perceptions, attitudes, and hiring practices of travel agency employees in Quezon City toward individuals with tattoos and piercings. The approach enabled consistent data collection and comparative analysis, enhancing both the reliability and validity of the findings. To strengthen the quantitative design, the survey incorporated Likert-scale items and demographic questions. The study focused on JVD Event and Travel Management Co., aiming to explore the acceptance of body-modified individuals within the tourism workforce. The findings indicate a general reluctance to accept body modifications in the workplace, with respondents expressing concerns about their perceived impact on professionalism and job performance. However, there was strong agreement that greater education and awareness could foster a more accepting attitude toward tattooed and pierced individuals. The study also identified challenges such as stricter employment standards and the potential for discriminatory practices in recruitment and workplace treatment. The study reveals that tattooed and pierced workers in Quezon City travel agencies continue to face challenges regarding acceptance and recognition in the workplace. Most respondents, particularly younger individuals, expressed reservations about visible body modifications, perceiving them as misaligned with industry standards of professionalism. While respondents emphasized that professional conduct should take precedence over appearance, many agencies still enforce strict appearance policies. The findings also indicate a lack of senior-level experience among participants, with few having more than 10 years in the industry. Although educational and awareness efforts show promise, substantial barriers remain, highlighting the need for policies that promote greater inclusivity and equal opportunity in the tourism sector.

Keywords: body modifications, tattoos, piercings, tourism industry, travel agencies, quezon city, professionalism, workplace discrimination, inclusivity, hiring practices, employee perception, appearance standards.

**PERCEPTION OF PASSENGERS ON ONLINE MOTORCYCLE TAXI SERVICES:
AN ALTERNATIVE MODE OF TRANSPORTATION**

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Marian Antonette Umali, Alezhandrea Clio Barrios

Abstract

This study investigates the perceptions of passengers regarding online motorcycle taxi services in the Philippines, with a particular emphasis on the experiences of students from Bestlink College of the Philippines. It aims to understand the factors that influence passenger satisfaction and to identify the common challenges faced by users. The research contributes to the growing literature on the role of online motorcycle taxi services in shaping public transportation dynamics. Furthermore, it offers useful insights for future researchers, policymakers, and service providers to enhance service delivery and commuter experience. This study adopts a descriptive research design and utilizes a survey questionnaire to collect data from 340 Tourism students at Bestlink College of the Philippines. Purposive sampling was employed to select respondents with prior experience using online motorcycle taxi services. The collected data were analyzed using frequency and percentage distribution, weighted mean, ranking, and a four-point Likert scale to interpret the results effectively. The results indicated that most respondents were between 18 and 25 years old and were predominantly female. Among the online motorcycle taxi providers, Move It was identified as the most commonly used, followed by Joyride and Angkas. Respondents generally viewed these services as affordable and convenient, and there was strong agreement that drivers complied with safety measures, such as wearing helmets. Despite these positive perceptions, the study also uncovered several issues, including booking errors, delays in arrival, and inaccurate estimated times of arrival. The study concludes that online motorcycle taxi services are becoming a practical and accessible mode of transportation in the Philippines, especially among young adults. To ensure their long-term success, it is crucial to address key passenger concerns such as service delays, booking issues, and safety-related matters. By applying the study's recommendations, service providers can improve overall user satisfaction, foster public trust, and strengthen their position as a dependable commuting option. Furthermore, the findings can guide efforts to enhance safety protocols, improve service delivery, and support the sustainable development of this growing transportation sector.

Keywords: online motorcycle taxi services, passenger perception, transportation, safety, service quality, student commuters, move it, joyride, angkas, philippines

**PROMOTING CULTURAL TOURISM OF NINOY AQUINO PARK AND WILDLIFE
CENTER IN DILIMAN QUEZON CITY: A BASIS FOR DEVELOPING PROMOTIONAL
VIDEOS**

Hashley Pagula, Christine Ann Magana, Trixie Bilono, Leiann Phoebe Baguisi,
Emjay Villaruz, Mernel Joy Lacorte

Abstract

This study aims to formulate a strategy for promoting cultural tourism at the Ninoy Aquino Park and Wildlife Center in Diliman, Quezon City, serving as the basis for developing promotional videos. It specifically focuses on leveraging social media platforms to market and highlight the park's cultural significance and natural attractions through visually engaging video content. The study utilized a quantitative approach supported by group discussions to assess the available resources of the park and its potential to attract tourists, both crucial elements in crafting an effective cultural tourism marketing strategy. Insights from park visitors played a significant role in evaluating the effectiveness of the park's current management and promotional strategies. Findings reveal that recreational activities such as picnicking, nature walks, and photography play a key role in increasing public awareness of the park and attracting a broad demographic of visitors. These insights serve as a basis for developing more targeted and effective promotional strategies to further enhance the park's visibility and visitor engagement. The study emphasizes the role of cultural tourism in attracting visitors while preserving the natural and cultural heritage of the Ninoy Aquino Park and Wildlife Center. It also aims to foster greater public awareness and appreciation of urban green spaces, highlighting their environmental and community significance. This strategy promotes sustainable tourism while ensuring the long-term protection and preservation of the park.

Keywords: cultural tourism, sustainable tourism, urban green spaces, environmental preservation, community engagement, ninoy aquino park and wildlife center, visitor attraction, heritage conservation, eco-tourism, and park promotion.

**STRENGTHENING TOURISM SUSTAINABILITY THROUGH SAFETY
AND SECURITY MEASURES IN DOÑA REMEDIOS TRINIDAD**

Aliñabo Christine

Abstract

Tourism development often faces various challenges that require persistence and strategic solutions. Among these challenges, safety and security remain vital in determining the success of a destination. A tourist's decision to visit a place is significantly influenced by perceptions of its safety. This study focuses on strengthening tourism sustainability through the implementation of safety and security measures in Doña Remedios Trinidad, Bulacan. The findings aim to serve as a basis for improving and enhancing local tourist destinations. Additionally, the results may assist local government units and tourism departments in developing effective destination marketing strategies to attract more visitors to the area. This study employed a quantitative approach using descriptive research design. A total of 100 tourists visited Brgy. Camachile in Doña Remedios Trinidad served as respondents. Convenience sampling was utilized to facilitate data collection. A self-made questionnaire was used to gather relevant and sufficient information regarding tourists' experiences and perceptions of safety and comfort within the destination. Results revealed that tourism in Brgy. Camachile is predominantly driven by younger visitors, who have greater flexibility and availability to travel. Respondents placed high importance on safety features such as the presence of fire exits, security checkpoints, and accessible evacuation centers, particularly crucial due to the area's natural terrain. Additionally, tourists highly valued comfort and convenience, especially in accommodations that offered a relaxing atmosphere, accessible transport options, and nearby food establishments. These preferences underscore the need to balance safety with comfort in order to sustain positive visitor experiences. The findings emphasize the need to integrate safety and convenience to promote sustainable tourism. Accessible transportation, visible amenities, and secure accommodation contribute significantly to visitor satisfaction. By addressing the preferences of young tourists and enhancing local facilities, Doña Remedios Trinidad can position itself as a safer and more attractive destination. These efforts support sustainable tourism growth while also contributing to community development and improved local services.

Keywords: tourism sustainability, safety and security, doña remedios trinidad, visitor experience, destination marketing, hospitality, tourist preferences, sustainable development

**THE EFFECTIVENESS OF FACEBOOK PROMOTION OF SPORTS COMPLEX IN
SAN JOSE DEL MONTE BULACAN: A PROPOSED PROMOTIONAL PLAN**

Jennifer Dumagil, Cherry Mae Tesoro, Joaquin Ubatan, Paulyne Joy Belvez,
Ronn Andrei Aguiton, Christine Aliñabo

Abstract

In the digital age, social media platforms have become essential tools for marketing and promotion. Among these, Facebook stands out as one of the most widely used platforms, offering businesses and attractions unique opportunities to reach a vast audience. With over a billion active users, Facebook is particularly effective for promoting tourist attractions. According to Camille Zess (2021), Facebook serves as a cornerstone in promoting tourism through social media. This study employed a quantitative research design to gather and analyze statistical data that can identify patterns, test relationships, and generalize findings to larger populations. Specifically, a descriptive research approach was used. As McCombes (2019) explains, descriptive research systematically investigates one or more variables to accurately describe a population, situation, or phenomenon. The study found that most respondents were aged 18–29, with a majority being male, and reported visiting the sports complex “sometimes.” Unresponsive customer service was identified as a key barrier to increased visitor engagement, with a frequency of 53 respondents highlighting this issue. In terms of Facebook content, the highest-ranked responses were as follows: uploaded pictures, with a weighted mean of 3.36, “image attracts attention and encourages user interaction” (Strongly Agree); videos, 3.44, “teaser videos showcasing clips from previous games excite local fans” (Strongly Agree); reels, 3.39, “reels are high-quality, clear, and visually engaging” (Strongly Agree); stories, 3.41, “stories are highly shareable and make viewers feel connected” (Strongly Agree); and live sessions, 3.45, “live sessions are highly engaging, keeping viewers hooked throughout” (Strongly Agree). The study revealed that the majority of respondents are young adults aged 18–29, predominantly male, and visit the sports complex occasionally. Facebook content, including images, videos, reels, stories, and live sessions, is highly engaging and effective in promoting the sports complex, although unresponsive customer service may limit overall visitor growth.

Keywords: facebook promotion, effectiveness, social media, engagement, information

**THE EFFECTIVENESS OF PRACTICAL INTERNSHIP AMONG
FOURTH YEAR STUDENTS BSTM AT MAIN CAMPUS
TOWARDS EMPLOYABILITY: AN ASSESSMENT**

Sheila Mae Corpuz, Kayle Hennielle Medillo, John Patrick Ramos,
Joshua Sedenio, Jahshe Mae Sorio, Christine Aliñabo

Abstract

This study assesses the effectiveness of practical internships among fourth-year Bachelor of Science in Tourism Management (BSTM) students at the main campus, focusing on their employability. The research aims to evaluate how internship experiences contribute to the development of skills, competencies, and industry readiness among students. The study used quantitative research design. A questionnaire was distributed to gather data on the effectiveness of practical internships among BSTM students at the main campus. The respondents were 2024 BSTM graduates employed in the tourism field. Convenience sampling, also known as accidental sampling, was employed, selecting participants based on availability, geographical proximity, or willingness to participate. A total of 83 respondents completed the questionnaire. The study found that reflective observation received the highest composite mean of 3.80 (Strongly Agree). The statement “enhance observation on how to approach when it comes to problem solving in real situations” ranked first with a weighted mean of 3.80. The second-ranked statement, “reflected on mistakes made during internship and used them as learning opportunities to avoid repeating them,” had a weighted mean of 3.45. Third was “had opportunities to reflect on performance and identify areas for improvement” with 3.36, followed by “identify strengths during internship” at 3.34, and lastly, “gained deeper understanding of complex systems in operations” with 3.25. The respondents’ assessment of the practical internship effectiveness for BSTM graduates at the main campus was overwhelmingly positive. High levels of agreement in Concrete Experience, Reflective Observation, Abstract Conceptualization, and Active Experimentation indicate that internships effectively support skill development, practical learning, and industry readiness.

Keywords: internship, reflective observation, active experimentation, abstract conceptualization, concrete experience

**THE ROLE OF COMMUNITY INVOLVEMENT IN PRESERVATION OF
PADRE PIO IN SAN JOSE DEL MONTE, BULACAN:
A PROPOSED SUSTAINABILITY PLAN**

Regine Mae Vivero, Jeanelle Gutierrez, John Morgan Lualhati,
Jhocel Anne Manlangit, Rose Martinez, Christine Aliñabo

Abstract

The study investigated the preservation of Padre Pio in San Jose Del Monte, Bulacan, a site of deep religious and cultural value. It emphasized the importance of community involvement in safeguarding heritage and proposed a sustainability plan to empower residents. Triggered by issues such as insufficient funding and lack of structured preservation efforts, the research highlighted the need for community-driven strategies to ensure the long-term protection and legacy of the site. This study used a quantitative descriptive research design to assess community views on the preservation of Padre Pio in San Jose Del Monte. A purposive sample of 50 local residents responded to a validated survey questionnaire. Data was analyzed using frequency, percentages, weighted means, and ranking methods, allowing for a detailed interpretation of community involvement and attitudes toward heritage conservation. The study found strong community engagement in preserving Padre Pio, with participants recognizing its positive influence on their personal growth and empowerment. However, the research also uncovered key challenges such as limited awareness of Padre Pio's historical value, resource shortages, and inadequate infrastructure. These findings emphasize the need for sustainable preservation efforts and increased community education to protect the site's legacy. The research emphasized the crucial role of community involvement in preserving cultural heritage, aligning with global trends that prioritize local engagement. It identified pressing challenges such as low public awareness, lack of funding, and the need for empowered, collaborative efforts. The study recommends that future research expand in scope and develop innovative, actionable strategies while examining the cultural dynamics that shape community participation in heritage preservation.

Keywords: padre pio, heritage preservation, community involvement, sustainability plan, cultural significance, san jose del monte, underfunding, local empowerment, preservation challenges, infrastructure limitations

**TOURING THROUGH LEARNING: ASSESSING INTRAMUROS ROLLING
TOUR EXPERIENCE FOR 1ST YEAR BSTM STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Jessa Mae Asuan, Brigittelyn Azcarrate, Jobelyn Ballares, Klea Gabriel Soronio,
Jessica Tolledo, Alezhandrea Clio Barrios

Abstract

This study evaluates the effectiveness of the Intramuros Rolling Tour as an experiential learning tool for first-year Bachelor of Science in Tourism Management students at Bestlink College of the Philippines. Intramuros, a historic district in Manila, provides a culturally immersive environment ideal for enhancing the academic and practical knowledge of aspiring tourism professionals. Employing a descriptive research design, the study collected data from 50 first-year students who participated in the tour. The research focused on assessing students' perceptions of the tour's educational value, level of engagement, and overall satisfaction. The research design for assessing the Intramuros Rolling Tour among first-year Bachelor of Science in Tourism Management students at Bestlink College of the Philippines utilizes a descriptive approach. The study aims to evaluate students' comprehension, engagement, and ability to connect theoretical knowledge with real-world experiences. A multifaceted assessment strategy is employed, beginning with pre-tour activities such as quizzes and research assignments to ensure that students understand the historical and cultural significance of Intramuros. This foundational preparation supports deeper learning during the tour experience. Findings indicate that the Intramuros Rolling Tour significantly enhanced students' understanding of historical contexts, architectural heritage, and cultural significance, fostering a deeper appreciation for Philippine tourism. Additionally, students expressed increased enthusiasm for pursuing further studies and careers in the tourism industry. However, challenges such as logistical issues and time constraints were identified. These insights led to recommendations aimed at improving the planning, pacing, and overall experience of future tour implementations. This research underscores the vital role of experiential learning in tourism education, demonstrating that practical exposure to cultural heritage sites significantly enriches academic understanding and better prepares students for real-world industry challenges. By integrating hands-on experiences with classroom instruction, educational institutions can more effectively equip future tourism professionals with the necessary skills, cultural sensitivity, and industry insights. The findings contribute meaningful perspectives to the ongoing discourse on effective tourism education practices and encourage further exploration of experiential learning methodologies within the tourism curriculum.

Keywords: intramuros rolling tour, experiential learning, tourism education, cultural heritage, student engagement, academic enrichment, real-world application, tourism curriculum, historical understanding, career readiness, hands-on learning, education strate

**TOURISM SAFETY AND SECURITY PRACTICES IN
SITIO KANYAKAN, NORZAGARAY BULACAN**

Jessica Marilao, Rechelle Herrera, Argie Llosa, Maica Ablanque,
Joshua Trabajo, Christine Aliñabo

Abstract

This study explores the factors influencing pilgrimage and tourism at the National Shrine and Parish of the Divine Mercy in Marilao, Bulacan, one of the most prominent Catholic pilgrimage sites in the Philippines. Known for its spiritual significance and religious events, the shrine attracts a wide range of pilgrims and tourists from various cultural and demographic backgrounds. The research aims to identify and analyze the motivations, experiences, and sociocultural factors that drive visitation to the site, contributing to a deeper understanding of faith-based tourism in the local context. This study employed a survey-based approach involving 100 pilgrims who visited the National Shrine and Parish of the Divine Mercy in Marilao, Bulacan, for both pilgrimage and tourism purposes. Data was collected through a structured questionnaire designed to gather information on respondents' demographic profiles, motivations for visiting, expectations before the visit, and levels of satisfaction with their pilgrimage and tourism experiences. The data provided insights into the factors influencing visitor behavior and perceptions at the site. The study reveals that the primary factors influencing pilgrimage tourism at the National Shrine and Parish of the Divine Mercy are spiritual growth, cultural exploration, and personal reflection. Survey responses indicate a high level of satisfaction among visitors regarding the shrine's facilities, services, and overall pilgrimage experience. These findings underscore the shrine's dual role as both a spiritual sanctuary and a significant cultural tourism destination. The findings suggest that the National Shrine and Parish of the Divine Mercy possess a strong spiritual and cultural appeal that effectively supports both pilgrimage and tourism activities. Pilgrims' expectations are largely fulfilled by the shrine's facilities, services, and overall atmosphere, reinforcing its reputation as a meaningful religious destination. These insights highlight opportunities for sustainable tourism development that can further enrich the pilgrim experience, foster deeper community involvement, and promote responsible management of faith-based tourism in the region.

Keywords: divine mercy shrine, pilgrimage tourism, spiritual appeal, visitor satisfaction, sustainable tourism, community engagement, religious tourism, cultural heritage, faith-based travel, tourism development

**TRAINING AND DEVELOPMENT PROGRAM IN MINISTRY OF WORKS
IN THE KINGDOM OF BAHRAIN**

Rose Brew

Abstract

Private and public companies today face intense challenges brought about by globalization and economic uncertainty. To remain competitive and thrive in a knowledge-driven economy, organizations must adapt by transforming their internal culture, an essential step for both business survival and growth. It is widely recognized that many organizations place significant emphasis on training and developing their human resources, as a well-trained and skilled workforce constitutes a critical component of an organization's competitive advantage. In the current global landscape, emerging technologies are rapidly reshaping economic cycles, significantly increasing both the number and the capabilities of new and existing business competitors. The study employed various statistical tools to analyze the data. The Wilcoxon Rank Sum Test was used to compare two independent populations, particularly in assessing differences in perceptions or responses. The weighted mean was applied to determine the general tendency or central opinion of the population. Additionally, ranking was used to establish the priority or order of identified factors, while percentage was utilized to represent the proportion or distribution of responses within the dataset. The findings indicate that the Training and Development (T&D) program activities of the Ministry of Works (MOW) in the Kingdom of Bahrain are moderately implemented, with varying degrees of effectiveness across key components. These components include Training Needs Assessment (TNA), Training Design (TD), Training Implementation (TI), Support Staff and Facilities (SSF), and Training Evaluation (TE). Survey results show that administrators generally perceived the T&D activities as more effective than did employees, particularly in the areas of training implementation and training evaluation. This discrepancy highlights the need to align perceptions and enhance communication between management and staff to improve overall training effectiveness. The research highlights the current status and effectiveness of the Training and Development (T&D) program activities implemented by the Ministry of Works (MOW) in the Kingdom of Bahrain. The findings underscore the need for a comprehensive strategic and operational plan to address existing gaps and ensure that training initiatives are better aligned with both organizational objectives and employee development needs. To enhance the impact of the T&D program, the study recommends implementing more systematic training needs assessments, improving the allocation and management of resources, upgrading training facilities, and establishing continuous evaluation mechanisms to monitor and sustain program effectiveness over time.

Keywords: training and development (t&d), ministry of works, kingdom of bahrain, training needs assessment (tna), training effectiveness, training design; program evaluation, human resource development; employee perception, strategic planning

TRANVIA RIDE EXPERIENCES IN INTRAMUROS, MANILA: AN ASSESSMENT

Dein Christian Estrada, Chaira Mae Barbon, Frenzhy Ciervo,
Mariecris Moncida, Mernel Joy Lacorte

Abstract

Transportation holds a central place in Filipino culture, with the iconic jeepney long regarded as a symbol of national identity and ingenuity. However, the ongoing phaseout of traditional jeepneys poses a significant threat to the preservation of this cultural heritage. In response to these changes, this study evaluates the Tranvia Ride experience in Intramuros, Manila, a modern form of transportation that functions both as a tourist attraction and a medium for promoting and preserving Filipino cultural heritage. Through a cross-sectional survey of 100 tourists who experienced the Tranvia Ride, this study examines their demographic profiles and perceptions regarding the ride's comfort, visual appeal, and accessibility. It also explores Tranvia's role in promoting cultural preservation. The findings highlight both the strengths of the tourist experience and areas in need of improvement, offering valuable insights into enhancing the ride's overall impact and effectiveness. Results indicate that young adults comprise the majority of Tranvia riders. While concerns were raised regarding comfort, seating arrangements, and accessibility, Tranvia's historical significance and authenticity were highly valued. These elements resonate strongly with tourists, enhancing their cultural experience and fostering a deeper appreciation of Filipino history and heritage. The study also identifies key areas for improvement, including the provision of priority seating for elderly passengers and the enhancement of safety features, which could significantly improve the overall ride experience and increase visitor satisfaction. Based on the findings, the research proposes a new jeepney model that integrates design elements from both the traditional jeepney and Tranvia, aiming to enrich the tourist experience while preserving Filipino cultural heritage. These insights contribute to the broader discourse on sustainable transportation and cultural tourism, offering valuable implications for future developments in Manila.

Keywords: tranvia ride, intramuros, cultural heritage, filipino transportation, jeepney phaseout, tourist experience, comfort, accessibility, historical preservation, sustainable tourism, manila

**UNVEILING THE POTENTIALS OF DARK TOURISM AT FORT SANTIAGO:
BASIS FOR PROPOSED MARKETING STRATEGIES TO
ENHANCE TOURIST EXPERIENCE**

Genevive Jane Cuanico, Jenny Babe Bastida, Crexia Mae Dejucas,
Alyka Ann Maquirang, Vicky Mae Vaay

Abstract

This study investigates the potential of Fort Santiago as a dark tourism destination, with the goal of enhancing tourist experiences through improved site management and curated activities. While tourism is often associated with leisure and entertainment, this research underscores the role of dark tourism in shaping Philippine history and cultural identity. It explores tourist motivations, identifying the desire for historical knowledge as a key push factor and the site's authenticity as a significant pull factor. Although fascination with death is not a primary motivator, social influences contribute to visitation decisions. The study aims to gather tourist feedback to improve visitor satisfaction and promote Fort Santiago as a compelling destination for both local and international travelers. A descriptive research design and survey method were employed to examine the experiences of visitors to Fort Santiago. A total of 100 participants comprising both domestic and international tourists were selected through purposive sampling to ensure alignment with the study's objectives. Data were collected using a structured questionnaire, and responses were analyzed using statistical tools such as the Likert scale, weighted mean, ranking, and percentage to accurately interpret and quantify visitor feedback. The study revealed that all visitors surveyed at Fort Santiago were Filipino, underscoring the site's strong appeal to local tourists. Key factors contributing to its attractiveness as a dark tourism destination include its cultural richness, historical significance, and strategic location within Intramuros. Visitors expressed a deep appreciation for the site's heritage, with its dark tourism elements enhancing the emotional impact and memorability of the experience. While tourists valued the presence of clear signage and maps, some noted that guided tours felt rushed, limiting opportunities for reflection and deeper historical engagement. The study underscores the substantial potential of Fort Santiago as a prominent dark tourism destination. By addressing the identified limitations and implementing the recommended improvements, the site can offer a more immersive and meaningful visitor experience. These enhancements would not only enrich cultural appreciation and historical reflection but also support cultural preservation efforts and stimulate local economic growth.

Keywords: fort santiago, dark tourism, cultural preservation, local economic development, visitor experience, historical reflection, site enhancement, tourism potential

**UNVEILING THE POTENTIALS OF SLUM TOURISM IN PORT AREA, MANILA:
A PROPOSED ENHANCEMENT TO VISITING GUIDELINES FOR
THE SAFETY AND SECURITY OF TOURISTS AND LOCALS**

Cindy Rotulo, John Crismer Biana, Genelle Cenen, Mary May Montoya,
Joshua Isaac Pingol, Christine Aliñabo

Abstract

This study explores slum tourism in the Baseco Port Area, Manila, highlighting its potential to drive social change and stimulate economic development while addressing the ethical concerns it raises. Slum tourism provides travelers with unique opportunities to engage with marginalized communities, fostering cultural exchange and raising awareness of local socio-economic challenges. However, the practice has drawn criticism for potentially exploitative elements, such as commodifying poverty and reinforcing stereotypes. Utilizing a descriptive research design, the study surveyed 50 residents and 50 non-residents of the Baseco Port Area through purposive sampling. Data were collected using a researcher-made questionnaire to capture participants' perceptions and experiences related to slum tourism. The findings indicate that slum tourism offers benefits to both tourists and residents. For older residents, it contributes to a sense of life satisfaction, while younger tourists gain authentic cultural experiences and deeper insights into marginalized communities. Although concerns about safety and security were commonly expressed by both groups, there was a shared recognition of the unique value inherent in the residents' narratives. Many residents showed a willingness to engage with visitors, viewing tourism as a way to challenge negative stereotypes and foster community pride. Despite ethical concerns, particularly around voyeurism, the study suggests that slum tourism has the potential to support local economic growth, create employment opportunities, and generate revenue for community-based initiatives. The study underscores the need to improve visiting guidelines to ensure that slum tourism remains respectful, ethical, and mutually beneficial. By prioritizing safety measures and fostering meaningful, culturally sensitive interactions between tourists and residents, slum tourism can catalyze positive social transformation. When responsibly managed, it has the potential to enhance community well-being, challenge harmful stereotypes, and promote deeper cultural understanding.

Keywords: slum tourism, baseco port area, cultural understanding, social change, economic development, ethical tourism, community engagement, tourism guidelines, safety concerns, poverty tourism

**UTILIZATION OF EDUCATIONAL TOURS AS LEARNING TOOL AMONG TOURISM
MANAGEMENT STUDENTS: A PROPOSED ACTION PLAN**

Regine Gumopas, Anntonet Flores, Edelyn Suralta, Reynalyn Tena, Summy Zamora, Rosalie Jacinto

Abstract

Educational tours, often referred to as field trips, have long been recognized as valuable learning experiences that enhance student engagement and understanding. These tours offer students the opportunity to engage with real-world environments and apply theoretical knowledge to practical situations. In the context of tourism management education, educational tours are particularly significant, as they expose students to the complexities of the tourism industry and help prepare them for future careers in the field. The primary aim of this study is to evaluate the effectiveness of the educational tour undertaken by BSTM students and to propose an action plan based on Kolb's Experiential Learning Cycle, which includes the four stages: concrete experience, reflective observation, abstract conceptualization, and active experimentation. This study employed a descriptive research method using an exploratory quantitative research design. Data was collected through surveys administered to fifty (50) students who had participated in educational tours, utilizing a Likert scale to measure their responses. The study's findings reveal that respondents strongly agree that educational tours serve as an effective learning tool for tourism management students. Among the four indicators based on Kolb's Experiential Learning Cycle, "Active Experimentation" emerged as the leading component, with a weighted mean of 3.36. This was followed closely by "Reflective Observation" with a weighted mean of 3.34. "Concrete Experience" ranked third with a weighted mean of 3.29, while "Abstract Conceptualization" placed fourth, obtaining a weighted mean of 3.28. By adopting a solution-oriented approach that prioritizes financial support, engaging itineraries, adequate accommodation, and a strong emphasis on quality experiential learning, institutions can significantly enhance the educational value of tours. These strategic actions will not only enrich students' learning experiences but also better equip them to succeed in the dynamic and competitive field of tourism management.

Keywords: educational tours, tourism management, experiential learning, kolb's learning cycle, active experimentation, reflective observation, concrete experience, abstract conceptualization, student engagement, descriptive research

**UTILIZATION OF PROMOTIONAL MATERIALS IN BS TOURISM MANAGEMENT
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Janny Diango, Gerard Ga, Darmaen Sederio, Hanfel Jane Cabaluna, Mernel Joy Lacorte

Abstract

This study aims to assess the effectiveness of promotional materials in boosting enrollment in the BS Tourism Management program at Bestlink College of the Philippines (BCP). It also seeks to explore strategies for improving these materials to better highlight the benefits of studying tourism management at BCP, with the ultimate goal of increasing student enrollment. This chapter outlines the research design, participants, sampling method, survey instrument, and statistical approach. The study employed Cochran's (1977) simple random sampling method to select 50 local tourists visiting the Tandang Sora Shrine in Quezon City, ensuring fairness through the use of a random number generator. Researchers personally distributed a custom-designed survey to collect accurate responses and assess visitors' motivations and experiences. To enhance clarity and reliability, the survey was reviewed by experts, including a research adviser, grammarian, and statistician. The study received formal approval from Bestlink College of the Philippines, and participants were provided with clear instructions, with researchers available on-site to address any questions. Most respondents were aged 18–23, predominantly female, single, and visited the Tandang Sora Shrine only occasionally. Public transportation received a higher rating (3.18) compared to parking facilities (2.78), indicating a need for parking improvements. The shrine's historical significance, particularly its connection to Filipino identity (3.60) and historical events (3.58), was highly valued by visitors. Tourists also expressed preferences for guided tours (3.40), cleanliness (3.38), and friendly staff (3.36). The majority of respondents were college students, with an even distribution of females across all academic years. For promoting the BS Tourism Management program at Bestlink College of the Philippines, social media advertisements were considered the most effective, followed by print and display ads. Challenges were also noted in the online enrollment process. The college should leverage social media platforms such as Facebook, Instagram, and TikTok to reach potential students by sharing student success stories, program highlights, and unique features of the BS Tourism Management program. The study identified issues in the online enrollment process, including technical glitches and limited support. To address these concerns, the college should enhance its payment systems, provide clearer enrollment guidelines, and offer stronger technical assistance. Establishing support channels, such as chatbots or a dedicated helpdesk, would ensure that students receive timely assistance. Additionally, to address poor internet access, the college could collaborate with local internet service providers to improve connectivity or provide resources that enable students to access more reliable services.

Keywords: promotional materials, social media platforms, tourism

**UTILIZATION OF SOCIAL MEDIA AS A TOOL IN SELECTING
TOURIST DESTINATION: FOR RECOMMENDATION**

Jayven Macapia, Qutie Artacho, Arljane Loto, Alyssa Ashley Nacario,
Ronaldyn Reyes, Christine Aliñabo

Abstract

In today's digital age, the internet has become a vital tool that significantly influences how people choose tourism destinations. This study aims to examine how factors such as online comments and reviews, content quality, website design, and connectivity affect tourists' decision-making. A total of 80 randomly selected tourists who use social media in choosing their destinations participated in the survey. The respondents' profile shows that most tourists were aged 19–25, with a majority being female. Facebook emerged as the most frequently used social media platform for selecting destinations. Detailed reviews were identified as one of the most influential factors, with respondents expressing strong agreement regarding the importance of comments and reviews. In addition, high-quality images and videos showcasing real-life experiences at tourist destinations were considered essential components of content quality, also receiving strong agreement from participants. Design also plays an important role, with clear icons and images enhancing users' ability to interpret the information presented. Connectivity features, such as details about internet access points, were likewise considered crucial for ensuring a seamless travel experience. However, the researchers identified misinformation about destinations as the most significant challenge, as it can cause confusion and undermine trust. The study concludes that when social media content is well-organized, with detailed reviews, high-quality visuals, accessible design, and reliable connectivity information, it becomes a powerful tool that attracts tourists and supports informed decision-making. Overall, the study recommends that tourism stakeholders and social media managers prioritize creating visually appealing and factually accurate content. Active monitoring of social media accounts is essential for addressing misinformation and building trust with potential tourists. The study also advises tourists to consult multiple sources of information to ensure their decisions are based on verified facts. Implementing these recommendations can enhance credibility and strengthen the appeal of tourism destinations.

Keywords: social media, tourist decision-making, travel experience

**UTILIZATION OF SOCIAL MEDIA MARKETING STRATEGIES IN
PROMOTING CLOUD 9, ANTIPOLLO RIZAL**

Kyla Lombo, Marienella Agliday, Vianca Camelle Almine, Kate Janette Francisco,
Ma Chaelene Lizada, Rosalie Jacinto

Abstract

This research examines the use of social media marketing strategies in promoting Cloud 9 Antipollo, a leisure destination in Rizal, Philippines. It highlights the transformative impact of technology and social media on the hospitality and leisure industry, emphasizing how these platforms facilitate effective marketing and strengthen customer engagement. The study employs descriptive research design, collecting data from 100 respondents through surveys to assess their demographic profiles, identify the social media platforms used by Cloud 9, and evaluate their perceptions of the marketing strategies implemented. Key findings indicate that the majority of respondents are young adults aged 18–23, predominantly female, with most having visited Cloud 9 only once. Vlogs emerged as the most effective promotional medium, followed closely by official Facebook posts and reels. Respondents strongly agreed that targeted advertising, influencer collaborations, and content promotion strategies significantly enhance brand visibility and customer engagement. Challenges identified include accessibility issues, limited amenities, and transportation difficulties, all of which detract from the overall visitor experience. To address these, the study recommends diversifying promotional content, strengthening targeted advertising efforts, and fostering community engagement through interactive posts and collaborations with local influencers. The findings conclude that effectively leveraging social media marketing strategies can significantly boost Cloud 9's visibility and visitor engagement, ultimately supporting its growth and long-term sustainability as a premier tourist destination.

Keywords: social media marketing, customer engagement, targeted advertising, influencer collaborations, content promotion strategies

**UTILIZING VIRTUAL REALITY AS TOURISM MARKETING STRATEGY
IN SELECTING DESTINATION: BASIS FOR MARKETING STRATEGY**

Krista Camille Balbuena, Marcwin Batallon, Mark Clarence Cristobal,
Lhea Mae Impreso, Sharmaine Lee Rico, Christine Aliñabo

Abstract

This paper explores the primary applications of virtual reality (VR) in tourism, including its potential to offer substitute tourism experiences. It examines key challenges related to integrating VR into the tourism industry and proposes several directions for future research. The study illustrates various tourism-related uses of VR by describing current and emerging VR technologies, followed by an analysis of these technologies' impact on visual appeal, entertainment, and user satisfaction. Additionally, it discusses challenges faced by users when employing VR for destination selection. This study employed a quantitative approach with a descriptive research design to investigate the impact of virtual reality (VR) on destination selection. Its purpose is to identify the benefits of VR in tourism marketing, explore how VR can be used as an effective marketing strategy, and examine the challenges that arise when choosing travel destinations through VR. Based on the results, the study concludes that Virtual Reality (VR) assists tourists in selecting travel destinations by providing realistic visual representations. VR offers the convenience of exploring places without physically visiting them, allowing users to feel present in the destination. However, challenges such as technical issues and navigation difficulties were identified. To address these, travel agencies and VR providers should invest in higher storage capacity and improved graphics technology. Based on the findings, the study concludes that virtual reality effectively aids travelers in selecting destinations by providing realistic visual depictions. While users report high levels of entertainment and satisfaction, improvements are needed in navigation, control, and interactive features. The results also highlight how VR enables travelers to experience a sense of presence at a location without physically visiting it, simplifying the decision-making process.

Keywords: vr in tourism, virtual reality, substitute tourism experiences

**A BUSINESS PLAN ON THE ESTABLISHMENT OF KAKANOOKIE AT 166 GENERAL
LUIS, BRGY. CAYBIGA, CALOOCAN CITY**

Cristy Cabalquinto, Kenneth Letada, Gleian Manalansan, Jayson Arañez, Vicmille Ortega, Aira Jane Apurto, Mitch Kyla Mobilla, Divine Palmera, Jenny Joy Remitar, Rjay Letada, Kyla Lapez, Reynold Bangalisan

Abstract

The business plan for Kakanookie outlines the launch of a cookie brand rooted in Filipino culinary traditions, located at 166 General Luis Street, Brgy. Caybiga, Caloocan City. Formed as a general partnership among 11 student entrepreneurs, the enterprise blends innovative flavors such as ube halaya and leche flan with glutinous rice-based cookies to appeal to a wide demographic. By combining affordability, quality, and cultural authenticity, Kakanookie aims to become a local market leader while celebrating and preserving Filipino heritage. This plan was developed through comprehensive market research, financial modeling, and strategic planning. Key methodologies included demographic analysis to identify the target market, geographic segmentation for site selection, and psychographic profiling to tailor product offerings. A cost-plus pricing strategy was adopted to balance affordability with profitability. Operational workflows covering ingredient sourcing and production were outlined in detail, along with promotional strategies such as social media engagement and grand opening events to enhance brand visibility. The financial analysis demonstrates the business's viability, projecting a 402.15% return on investment within the first three months of operation. The pricing strategy supports competitive positioning, while the marketing plan underscores the effectiveness of both digital and local outreach efforts. Kakanookie's strategic location near schools and marketplaces maximizes foot traffic, and its unique product offerings distinguish it from both direct competitors (e.g., Mo' Cookies) and indirect ones (e.g., Goldilocks). Kakanookie's success lies in its ability to blend tradition with modern appeal, meeting consumer demand for nostalgic yet innovative flavors. The partnership model offers financial and operational support, though its unincorporated structure may present challenges for long-term scalability. Opportunities include leveraging digital platforms for broader reach and offering event-based customization services. Future plans should explore expansion to additional locations and the implementation of sustainability initiatives to strengthen brand value.

Keywords: tradition and modern fusion, kakanookie, cookie business, food innovation

**CONSUMER PREFERENCES ON AIR-CONDITION STORAGE BUSINESSES IN
NOVALICHES, QUEZON CITY**

Jenikyla Rose Morales, Phea Alfaro, John Lenhard Almazar, Regine Barnuevo,
Kyla Duron, Cristian Jhay Sulit, Christine Calvo

Abstract

This study evaluates how storage practices affect air-conditioner performance and operating costs among consumers in Novaliches, Quezon City. It focuses on off-season storage, dry storage methods, and routine cleaning to determine their impact on efficiency and total cost of ownership. By examining these factors, this study aims to identify best practices that maximize unit longevity and minimize energy expenses. This study employs a descriptive survey design targeting 30 air-conditioner owners in Novaliches, Quezon City, Metro Manila. Participants completed a structured questionnaire that addressed storage methods, perceived impacts on cooling efficiency, and operating cost challenges. Responses were scored on a four-point Likert scale, and composite weighted means were calculated for three variables: Efficiency, Quality, and Operation, to assess the prevalence of storage-related problems. Analysis showed that all three variables were regarded as “sometimes a problem.” Quality issues such as corrosion or mold growth ranked highest, with a composite weighted mean of 3.33. Operational challenges, including compressor startup and airflow inconsistencies, ranked second (mean = 3.31). Efficiency losses reflected in longer run times and higher energy consumption ranked third (mean = 3.30). The overall weighted mean across all variables was 3.31, indicating moderate concern among respondents. These findings indicated that improper storage practices contributed to reduced performance and increased costs. Quality degradation during storage led to higher maintenance expenses, while operational and efficiency issues elevated energy bills and repair frequency. It was recommended that consumers employ dry, climate-controlled storage environments, perform thorough pre-storage cleaning, and schedule professional maintenance before and after off-season periods. Implementing these measures was expected to preserve unit condition, improve year-round efficiency, and lower long-term operating costs.

Keywords: air-conditioner storage, performance efficiency, operating costs, off-season maintenance, hvac quality, descriptive survey, novaliches, quezon city

**IMPACT OF BRAND AWARENESS ON MASS PRODUCTION
AND CONSUMER DECISION- MAKING**

Jhiellean Salvador, Patricia Gregorio, Jonalyn Ferando, Kristine Rafales,
Joshua Leyte, Christine Calvo

Abstract

This study explores brand awareness as a critical component of brand equity that strongly affects consumer preferences. It also highlights customer satisfaction as a major factor influencing consumer loyalty. The research aims to investigate the relationship between brand awareness and customer satisfaction, focusing on mass production and its impact on consumer decision-making. This study emphasizes the critical role of brand awareness in shaping consumer preferences and decision-making, providing valuable guidance for businesses striving to develop strong brands, cultivate loyal customers, and attain long-term success in the marketplace. This study utilizes a quantitative, non-experimental design with a correlational approach, surveying 30 respondents to collect data on brand awareness, customer satisfaction, and consumer decision-making. The findings reveal that brand awareness significantly and positively affects customer satisfaction, which in turn drives consumer loyalty and repurchase intention. This study's findings enhance the existing understanding of brand awareness and customer satisfaction, providing important insights for marketing strategies, consumer behavior analysis, and improving business performance.

Keywords: brand awareness, customer satisfaction, consumer behavior, marketing strategies, business performance, consumer loyalty, repurchase intention, quantitative research

LEVEL OF SATISFACTION ON FOOD DELIVERY: AN ASSESSMENT

Jamaica Espiña, Nicaella Barnuevo, Nicole Ann Barrientos, Erica Remigio,
Joey Mae Orongan, Christine Calvo

Abstract

The food delivery industry is rapidly evolving, with technology playing a vital role in its growth and efficiency. In today's fast-paced lifestyle, food delivery services offer convenience for individuals seeking quick access to their favorite meals. This study aims to evaluate the impact of technology on food delivery services, focusing on its potential to improve efficiency and productivity. With the rise of delivery apps and digital platforms, the industry is undergoing major transformations in how food is ordered, managed, and delivered. This chapter presents the methodology of the study, detailing the research design, respondents, sampling method, research instruments, instrument validation, data gathering procedures, statistical treatment, materials used, and experimental procedures. The researchers drew the following conclusions: A majority of the respondents were female, comprising 64% (16 out of 25) of the participants. Additionally, 68% (17 respondents) were within the age range of 21 to 30 years old. The results indicated that customers were generally satisfied with the food delivery services. The study also found that food delivery services are perceived as convenient and easy to use by most customers. This chapter summarizes the research results and key findings, followed by recommendations. Based on the data collected, it proposes improvements to enhance the current development program.

Keywords: food delivery services, customer satisfaction, technological efficiency, convenience, user experience, research design, data collection, statistical analysis, development program

**OPTIMIZING MARKETING STRATEGIES FOR MORE EFFECTIVE
TARGETED ADVERTISING CAMPAIGNS.**

Renil Adnah Gail Madera, Nisha Annbher Guatato, Viana Jamero,
Genilee Flores, Edwin Anota, Christine Calvo

Abstract

This study aims to optimize marketing strategies to improve the effectiveness of targeted advertising campaigns. As digital marketing continues to evolve, businesses increasingly depend on targeted approaches to efficiently reach specific audiences. The focus is on refining strategic efforts to enhance reach, engagement, and return on investment, especially in competitive environments. This research investigates the experiences and perceptions of sellers and business owners in Novaliches, Quezon City, concerning digital advertising and its influence on customer engagement. A descriptive-quantitative research design was employed, with data gathered through an online survey using Google Forms. A purposive sampling technique was used to select 30 participants actively involved in digital marketing. The survey collected demographic information, identified marketing challenges, and gathered insights on potential improvements and recommendations for better-targeted advertising. The findings showed that the current marketing strategies were consistently rated as highly effective, efficient, and credible, each aspect receiving a total weighted mean of 3.7. This uniformity indicates a well-balanced marketing approach that addresses campaign goals while efficiently utilizing resources and maintaining brand trust. The alignment across effectiveness, efficiency, and credibility demonstrates the strategy's robustness in achieving marketing objectives. Overall, the study affirms that the applied marketing strategies have positively affected the target audience and market reach. The consistency in evaluation results supports the continued application and enhancement of these strategies. The findings underscore the importance of adapting to technological changes and shifting consumer preferences to maintain the success of advertising campaigns in a highly dynamic and competitive digital landscape.

Keywords: targeted advertising, digital marketing, marketing strategy optimization, advertising effectiveness, customer engagement, novaliches business, descriptive quantitative research, strategic communication

**OPTIMIZING PET SHOP OPERATIONS: A STUDY ON THE INTEGRATION OF
CUSTOMER RELATIONSHIP MANAGEMENT TACTICS**

Tasha Pauline Hongria, Mariel Jane Bernardino, Maria Michaela Cortez,
Kate Maren Jacob, Ella Joy Liza, Christine Calvo

Abstract

Optimizing operations and enhancing customer loyalty are essential for the sustained success of pet shop businesses. In recent years, there has been a significant shift from traditional mass marketing to customer-specific targeting, emphasizing the importance of customer-oriented strategies. This study evaluates the strategies employed by pet shop owners to improve operational efficiency and build stronger customer loyalty. This research investigates the effects of customer segmentation, operational efficiency, and customer loyalty on overall business performance. A survey questionnaire was distributed to 25 pet shop owners. The demographic distribution of respondents was analyzed based on sex and length of service. The study utilized tabular data presentation, statistical analysis, and weighted mean interpretation to assess the key variables. The study found that the respondents were unevenly distributed in terms of sex and length of service. The overall weighted mean for the assessment of pet shop operations and customer loyalty was 3.67, interpreted as Strongly Agree. Among the variables, customer loyalty received the highest weighted mean of 3.79 (Rank 1, Strongly Agree), followed by customer segmentation with 3.63 (Rank 2, Strongly Agree), and operational efficiency with 3.60 (Rank 3, Strongly Agree). The findings indicate that prioritizing customer loyalty strategies and operational optimization enhances business performance and profitability. The results affirm that customer segmentation, operational streamlining, and trust-building are crucial for long-term sustainability. Pet shop owners are encouraged to implement customer-centric approaches to strengthen loyalty and ensure operational success.

Keywords: customer relationship management, pet shop operations, customer segmentation, operational efficiency, customer loyalty, business performance, sustainability

**REDISCOVERING THE TOURIST PATRONAGE OF TANDANG SORA SHRINE:
STRENGTHENING THE HISTORICAL TOURISM INDUSTRY**

Christine Aira Hermosa, Jenedin Galecia, Pearly Joy Ojel, Angelyka Joy Salazar,
Jhonell Vallente, Alezhandrea Clio Barrios

Abstract

This study examines the key factors influencing renewed interest and ongoing support for the Tandang Sora Shrine in Quezon City. Emphasis is placed on its cultural and historical significance, the profile of its visitors, available infrastructure, and online visibility. Despite its importance as a heritage site, the shrine continues to face challenges such as poor sanitation, the absence of souvenir shops, limited seating, safety issues, and inadequate amenities, all of which negatively affect the overall visitor experience. This research adopts a descriptive design to gather comprehensive data on the Tandang Sora Shrine, aiming to accurately portray visitor experiences and site conditions without determining cause-and-effect relationships. Data was collected through surveys, case studies, and direct observations. A total of 50 visitors participated in the survey, selected through simple random sampling using Cochran's (1977) formula to ensure representativeness. The study emphasizes the importance of addressing existing issues to improve visitor experience and deepen public appreciation of the shrine's historical significance. Key recommendations include improving infrastructure, enhancing safety and security, creating a dedicated souvenir shop, and expanding the shrine's digital reach through social media engagement and virtual tour offerings. These initiatives aim to bridge the gap between heritage conservation and contemporary visitor expectations, ensuring the site's long-term viability and establishing it as a benchmark for managing other historical landmarks in the city.

Keywords: tandang sora shrine, cultural heritage, visitor experience, infrastructure improvement, digital presence, historical preservation, tourism development, quezon city, descriptive research, sustainability

**TRANSPORTATION NETWORK VEHICLE SERVICE: HUMAN RESOURCES
1(EMPLOYEE MANAGEMENT, PAYROLL MANAGEMENT, COMPENSATION AND
BENEFITS WITH VIRTUAL ASSISTANT)**

Torres Jeremy, Anton Carl Reyes, John Ezra Luterte,
Joben Marqueses, Sheryl Adovas

Abstract

This study examines the TNVS HR1 System, an integrated platform designed to unify key HR functions such as employee management, payroll processing, and compensation benefits. By automating payroll workflows and maintaining precise employee records, the system reduces errors related to attendance, overtime, and deductions, ensuring accurate and timely salary payments in compliance with regulations. HR1 not only enhances administrative efficiency but also fosters improved employee satisfaction, positioning it as a critical tool for organizations striving to remain competitive in today's dynamic business environment. The integrated enterprise system centralizes operations across transportation, HR, finance, logistics, and administration. It features a virtual assistant to enhance user interaction and supports system-wide tasks like initialization, authentication, and reporting. The transportation module includes vehicle assignment, real-time tracking, maintenance scheduling, and driver logging. The HR module handles onboarding, role management, terminations, and payroll functions such as batch processing and deduction tracking. This comprehensive system improves operational efficiency and decision-making across multiple organizational domains. The unified system integrates transportation services with HR management, payroll, and benefits, creating a streamlined operational framework. By managing vehicle assignments, route tracking, and maintenance alongside employee data and schedules, the system enhances logistics coordination and workforce planning, leading to greater efficiency and productivity. Transport Network Vehicle Service (TNVS) represents modern ride-sharing facilitated by digital platforms, distinct from traditional taxi services. Mobile applications have become the dominant method for connecting passengers with transport providers, playing a key role in meeting the demands of urban mobility.

Keywords: tnvs, ride-sharing, digital platforms, mobile applications, transport providers, passengers, urban mobility, traditional taxis, technology.

**ACCEPTABILITY OF CHICKEN PASTIL SHAWARMA WITH CREPE
AS WRAPPER AMONG HOME ECONOMICS STUDENTS AT
BESTLINK COLLEGE THE PHILIPPINES**

Denmark Adlawan, Carl Justin Dacanay, Kenjay Harvy Francisco, Emmanuel Rodriguez,
Rosemarie Orongan, Justin Joy Soliveres, Mar Dumagtoy

Abstract

Shawarma, traditionally made with spiced meat, vegetables, and sauces wrapped in pita, has gained popularity in the Philippines. To create a uniquely Filipino variation, this study evaluates the acceptability of chicken pastil: a rice and shredded chicken dish, as a shawarma filling and crepe as an alternative wrapper. The aim is to determine whether this novel combination appeals to Home Economics students at Bestlink College of the Philippines. A descriptive qualitative design is employed using a structured questionnaire to assess sensory attributes and overall acceptability. Cluster sampling identifies 50 Grade 11 and 12 Home Economics students as respondents. Demographic information and ratings of appearance, flavor, and packaging are collected and analyzed using frequency distributions. Most respondents (74 percent) were aged 17 to 18, with equal representation of males and females. The sections HECF 1202, HECF 1201 and HEHRS 1201 each contributed 20 percent of the sample. Chicken pastil shawarma wrapped in crepe was rated “eye-catching” for appearance, “acceptable” for flavor, and “complimentary” for packaging. The most frequent recommendation (72 percent) was to adjust spiciness. Additional suggestions included promoting the product among students, enhancing fillings with complementary ingredients, consulting written resources on product development, and encouraging further innovation. The findings indicated high acceptability of chicken pastil shawarma with a crepe wrapper among Home Economics students. Positive ratings for visual appeal, flavor, and packaging support its potential as a novel snack. Recommendations for spiciness adjustment and ingredient refinement will guide product optimization. Integrating promotional activities and gathering additional consumer feedback are suggested to enhance market readiness and inform future culinary research.

Keywords: chicken pastil, shawarma, crepe wrapper, sensory acceptability, home economics students

**DEVELOPMENT OF A NUTRITIOUS SQUASH CHICHARON FOR THE STUDENTS IN
BESTLINK COLLEGE OF THE PHILIPPINES BULACAN CAMPUS**

Marjorie Tioson, Aeres Gallo, Marisol Garin, Ma Michelle Matillano,
Kyla Mae Samarro, Romeoul Karl Flores

Abstract

This study focuses on the development of a nutritious alternative snack using squash, aimed at addressing hunger and promoting nourishment among students. With increasing awareness of health and wellness, particularly in academic environments, the demand for convenient yet healthy food options continues to grow. The researchers selected chicharon, a popular and culturally accepted snack among Filipinos, as the base concept and explored squash as a healthier substitute to create a more nutritious version for student consumption. An experimental research design was employed to develop and evaluate various formulations of squash chicharon. Sensory evaluation was conducted among selected student respondents to assess the product's acceptability. Consistent with the findings of Nguyen et al. (2023), the study considered taste, texture, and appearance as critical factors in determining the success of new food products. The research aimed to enhance the appeal and nutritional value of the product to benefit not only students but also teachers and other school consumers. The product was tested among 30 student respondents at Bestlink College of the Philippines Bulacan Campus. The majority of participants were aged 15–19 (93.33%) and gender distribution was equal. In terms of flavor preference, cheese received the highest mean rating of 3.66 ("Strongly Agree"), followed by barbecue (3.58) and sweet and sour (3.56). For sensory evaluation, taste (3.68), texture (3.65), aroma (3.60), and nutritional value (3.58) were all rated as "Strongly Agree" in terms of acceptability. However, suggestions for improvement included enhancing texture, ensuring affordability, increasing availability, and improving packaging, which had a lower mean score of 2.56. Overall, the product was found to be highly acceptable. The development of squash chicharon as a nutritious alternative snack was well-received by student respondents. The positive outcomes from sensory evaluations suggest that the product has strong potential for acceptability and marketability within the school setting. The study indicates that this innovative snack can offer health benefits and be a viable option for students, teachers, parents, and other consumers seeking nutritious yet enjoyable food choices.

Keywords: squash chicharon, nutritious snack, sensory evaluation, student health, food innovation, alternative flour, healthy snack, food science, bestlink college, experimental research

**THE PERCEPTION OF CUSTOMER BEHAVIOR AND SATISFACTION IN CASINO AT
SOLAIRE NORTH, QUEZON CITY**

Jasrelle Romaine Cacho, Janna Krissa Baguino, Mary Fe Binggan, Aliyah Ferrera,
Ma Elenita Macario, Benjamin Rebamonte III, Roland Rambo Jayoma

Abstract

Casinos such as Solaire North operate as multifaceted entertainment hubs that merge gambling, hospitality, and behavioral psychology to boost customer satisfaction and loyalty. A deep understanding of customer behavior is crucial to remain competitive in this industry. Studies indicate that sensory elements, such as lighting, sound, and layout significantly influence customer engagement and decision-making. Meanwhile, technological innovations like online gambling platforms and blockchain offer new opportunities but also introduce challenges, particularly concerning gambling addiction and mental health. High-profile incidents, such as the case of Jessie Javier Carlos, underscore the potential social risks associated with gambling. Moreover, regulatory issues including the Philippines' placement on the FATF gray list, emphasize the need for stricter compliance and the promotion of responsible gambling practices. To ensure long-term sustainability, the casino industry must adopt a balanced approach that embraces innovation while upholding social responsibility. This quantitative descriptive study investigated customer behavior and satisfaction at Solaire North Casino, utilizing data from 50 randomly selected respondents with an equal gender distribution. The gender balance aligns with current trends in casino patronage, enhancing the representativeness of the sample. Data was gathered through a customized questionnaire grounded in Parasuraman's customer satisfaction model, ensuring the reliability and validity of the findings through a structured and measurable framework. The study revealed that the majority of Solaire North Casino patrons are over 40 years old, with a slight female majority and a high proportion of single, employed individuals. While most respondents reported feeling safe within the casino, signs of compulsive gambling linked to emotional and financial stress were observed, although suicidal ideation was rare. Customer satisfaction is primarily driven by high-quality service, a welcoming ambiance, and engaging, personalized promotions. Patrons showed a preference for innovative table games over slot machines and expressed strong appreciation for responsible gambling measures, sustainability efforts, and technological upgrades such as cashless payment systems. Areas identified for improvement include entertainment options, signage clarity, dining experiences, and queue management. Conversely, non-gaming amenities and emerging technologies like virtual or augmented reality were considered less important by most respondents. The study underscores the need for robust responsible gambling programs at Solaire North, particularly to address issues such as emotional escapism and financial irresponsibility among patrons. It also emphasizes the importance of integrating sustainability initiatives and enhancing key service areas including entertainment, customer service, and dining, to improve overall customer satisfaction and support the casino's long-term success.

Keywords: solaire north casino, customer satisfaction, responsible gambling, emotional escapism, financial irresponsibility, sustainability, entertainment, service quality, dining experience, casino management

**LEVEL OF ACCEPTABILITY OF MALUNGgay CHIPS AMONG HOME ECONOMICS
GRADE 12 STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

John Mark Adorna, Aldrin Mark Amaba, Jerelyn Bellen, Leonardo Librado, Jedrick Franz Taguam,
Angel Joy Tagupa, Mar Dumagtoy

Abstract

Moringa oleifera, commonly known as malunggay, is a climate-resilient and high-yielding plant known for its remarkable nutritional and medicinal properties. Its various parts, leaves, seeds, flowers, pods, and roots, are rich in essential nutrients and bioactive compounds, making the plant valuable in both food and pharmaceutical industries. However, excessive use of *Moringa* can lead to undesirable effects, such as a greenish coloration and a noticeable change in taste. This chapter delves into descriptive-quantitative methods for analyzing travel behavior, emphasizing model specification, estimation, evaluation, aggregation, and forecasting. It discusses recent innovations such as multinomial-probit models, choice-based sampling, and Clark method aggregation, based on the work of Daniel McFadden (2021). Furthermore, this study addresses the acceptability of malunggay chips and explores the nutritional properties and characteristics of malunggay. The survey, which included 78% of respondents aged 17–18, showed that most participants found the malunggay chips' flavor, appearance, and texture to be acceptable. The group was evenly balanced between male and female respondents, with 30% coming from the HEHRS 1201 course. Taste was identified as the key factor affecting overall satisfaction, followed by the product's perceived health benefits. When considering external factors, price affordability was rated as more important than packaging. Suggestions for improvement focused on enhancing the flavor by adding more spices, increasing salt levels, and incorporating a greater amount of malunggay. The findings suggest that malunggay chips are favorably received, particularly among young consumers, owing to their well-balanced flavor and nutritional value. The product's attractive packaging and associated health benefits further enhance its appeal. This study recommends continued refinement of the product's taste and marketing strategies to improve marketability and encourage broader consumer adoption. Moreover, increasing public awareness of *Moringa oleifera*'s health benefits could further elevate its acceptance and consumption.

Keywords: malunggay chips, consumer acceptability, *moringa oleifera*, nutritional benefits, flavor profile, product packaging, health awareness, youth consumers, marketability, taste enhancement

Engineering, Information, and Communication Technology

**INNOVATIVE ARCHITECTURAL SOLUTIONS FOR MENTAL HEALTH:
THE TRANSFORMATION OF THE NATIONAL CENTRE FOR
MENTAL HEALTH IN MANDALUYONG CITY**

Alliyah Kyla Ramirez, Fiona Eunice Santos, Apple Faith Bunjan, John Rey Hungria,
Harbie Temporal, Anjelene Villanueva, Marlon Bahana

Abstract

Imagine entering a place meant to provide care and healing, only to be greeted by a cramped, cold room with an unsettling atmosphere. Facilities such as the National Centre for Mental Health offer essential support to individuals with mental illness, yet the impact of outdated architectural design is often neglected. The physical environment plays a critical role in the healing process. This study aims to improve the safety, comfort, and overall experience of patients by proposing innovative architectural solutions for mental health care facilities. The goal is to support recovery by creating therapeutic spaces that promote dignity, well-being, and a sense of security. The study adopted a quantitative descriptive research approach to evaluate the proposed architectural design for the National Centre for Mental Health in Mandaluyong City. Data was collected using a structured survey questionnaire designed to measure the acceptability of the design in five areas: construction materials, structural design, architectural features, floor plan, and overall presentation. Respondents were selected through purposive sampling and included three professional groups: 5 civil engineers, 5 architects, and 5 psychiatrists, whose expertise provided a comprehensive evaluation from both technical and healthcare perspectives. The civil engineers reported an overall weighted mean of 3.19 with a variance of 0.14. The architects gave an overall mean of 2.86 with a variance of 0.11, while the psychiatrists recorded a mean of 2.88, also with a variance of 0.11. Using an alpha level of 0.05 and degrees of freedom (df) between groups = 2 and within groups = 12, the computed F-statistic was 0.02, lower than the F-critical value of 3.885. Since the F-computed is less than the F-critical, the null hypothesis is accepted. This indicates that there is no statistically significant difference among the assessments of the three professional groups, civil engineers, architects, and psychiatrists, regarding the acceptability of the proposed architectural design for the National Centre for Mental Health in Mandaluyong City. Their evaluations across the categories of construction materials, structural design, architectural features, floor plan, and overall presentation were found to be consistently aligned. To improve the study further, respondents suggested using precisely scaled construction materials to ensure that the miniature model faithfully represents the intended architectural design.

Keywords: innovative architecture, mental health facility, national centre for mental health, patient well-being, structural design, scaled model, acceptability study, professional assessment, quantitative research, design improvement

**INTEGRATING ECO BRUTALISM IN HOSPITAL DESIGN: MODEL FOR
SUSTAINABLE HEALTH CARE IN SAPANG PALAY BULACAN**

Donbenedict Mejico, Ashley Dalumbar, Dennis Fernando,
John Cyrus Fuller, Denmark Velunta, Carlito Gabriel

Abstract

A hospital is one of the most vital infrastructures in any community. The absence of a nearby hospital can lead to significant challenges, as seen in Sapang Palay, San Jose del Monte, Bulacan, where residents lack immediate access to healthcare services. To address this issue, the researchers proposed the construction of a healthcare facility in Sapang Palay that is accessible to all members of the community, aiming to improve public health outcomes and meet the growing medical needs of the area. This research utilized a quantitative descriptive method and employed purposive sampling. A survey questionnaire served as the primary instrument to measure the level of acceptability of the proposed model in terms of architectural features, structural integrity, structural design, floor plan, and overall presentation. Percentage and frequency were used as statistical tools to summarize the responses from a total of ten participants, five civil engineers and five architects. The weighted mean was calculated to determine the average value, considering varying weights for each data point. A t-test was conducted to compare the responses between the civil engineers and architects. The following steps were followed in creating the model of the Eco-Brutalism hospital design: preparing materials; sketching and planning the design; cutting materials to appropriate sizes; constructing the structure; adding design details; painting the walls; allowing the paint to dry; and presenting the finished product. The results of the analysis indicate that the proposed model is considered "acceptable" in terms of architectural features, structural integrity, structural design, floor plan, and overall presentation. The architects reported an overall mean of 3.13 with a variance of 0.174, while the civil engineers reported a slightly higher overall mean of 3.23 with a variance of 0.158. For both groups, the significance level (α) was set at 0.05, with a t-critical value of 2.145 and a computed t-value of 0.404. Since the computed t-value is less than the t-critical value, the findings show that there is no significant difference between the assessments of the two groups of respondents. To enhance and improve the proposed model, the respondents suggested adding more detailed features to better align the design with its intended purpose. They also recommended using more durable materials to increase the model's longevity and structural reliability. Additional suggestions included refinements aimed at improving accuracy, realism, and overall presentation.

Keywords: hospital, eco-brutalism, architecture, structural integrity

**NATURE-INSPIRED ARCHITECTURE: DEVELOPING A BIOMIMETIC
SUPER MALL IN MUZON CENTRAL, BULACAN**

Gilbert Diong, Zandy Faye Alim, John Vincent Canong, Prince Charrel Arboleda,
Cristoper Esporlaz, Marc Andrei Arcenal, Carlito Gabriel

Abstract

Malls contribute significantly to economic growth and urban convenience; however, some areas remain underserved due to issues such as traffic congestion and limited accessibility. Muzon Central in Bulacan is one such area, with the nearest mall located over 7.1 kilometers away, resulting in long and inconvenient travel for residents. This research proposes the development of a biomimetic super mall in Muzon Central to address the lack of accessible commercial infrastructure. By applying principles of nature-inspired architecture, the study aims to promote sustainability, improve access, and support local economic activity. The study employed a quantitative-descriptive research design using purposive sampling. Data was collected through a survey questionnaire designed to assess the level of acceptability of the proposed mall model in terms of construction materials, floor plan, architectural features, structural integrity, and overall presentation. Respondents included five civil engineers and five architects. Statistical tools such as percentage, frequency, weighted mean, and t-test were used to analyze the data and compare the responses of the two professional groups. The proposed biomimetic mall design was rated as “acceptable” across all evaluated criteria. Civil engineers provided an overall mean score of 3.16 with a variance of 0.272, while architects gave an overall mean of 2.94 with a variance of 0.221. Both groups shared the same alpha level (0.05), t-critical value (2.160), and t-computed result (0.713), indicating no statistically significant difference in their assessments. These findings suggest that the model is considered viable by both engineering and architectural professionals. To improve the proposed design further, respondents recommended enhancing specific architectural details and utilizing more durable construction materials to ensure structural longevity and functional accuracy. These suggestions reflect a shared emphasis on sustainability, durability, and performance in the final design. The study demonstrates that nature-inspired architectural principles can be effectively applied to urban infrastructure projects and highlights the feasibility of constructing a biomimetic mall in underserved regions like Muzon Central.

Keywords: biomimetic architecture, nature-inspired design, muzon central, super mall development, structural integrity, sustainable design, architectural features, civil engineering, urban infrastructure, mall accessibility

**RENOVATION AND ADAPTIVE REUSE OF ALEJANDRO COLLEGE INCORPORATED
INTO BESTLINK COLLEGE OF THE PHILIPPINES STUDENT'S DORMITORY**

Lawrence Jerios, Chokie Ano, Rio Novenario, Leonard Negapatan, Zaijan Marcus Podrido,
Gerald Serdeña, Vincent Julian Autor, Roldan Bamondi

Abstract

Alejandro College Inc., founded in 2009 in Novaliches, Quezon City, is a private institution formerly offering programs in business, computer science, and nursing. Located on a one-hectare lot, the five-story structure comprises 35 rooms. Now under the ownership of the San Agustin councilor and managed by Mr. Joseph “Joe” Visaya, the building is currently being repurposed as a dormitory for students of Bestlink College of the Philippines. An initial structural assessment indicates that the building remains in satisfactory condition, with no apparent damage. This study aims to evaluate the renovation needs of the facility to ensure it meets updated safety and sustainability standards. As defined by Rob P. (2024), renovation refers to the process of upgrading a property to conform to current functional and regulatory requirements. The study examines the building's present condition and offers targeted recommendations to convert it into a safe, sustainable, and student-friendly residential space. This study adopted a quantitative-descriptive research design using purposive sampling. To analyze the data, F-tests and T-tests were employed. The F-test determined the variance differences between responses, while the T-test identified significant differences in the mean ratings provided by two respondent groups: five architects and five civil engineers. The assessment focused on key areas such as material selection, structural design, floor plan efficiency, structural stability, and overall presentation. A structured questionnaire served as the primary data-gathering instrument to evaluate the acceptability of the building's renovation and its proposed adaptive reuse as a dormitory. Findings reveal that both architects and civil engineers rated the building's material usage, structural design, floor plan efficiency, structural integrity, and overall presentation as highly acceptable. The mean rating from architects was 3.53, while civil engineers gave a mean score of 3.56. The variances were calculated at 0.062 for architects and 0.026 for civil engineers. Based on the computed t-value of 0.241, which is lower than the critical value of 2.306 at a 0.05 significance level ($df = 8$), the null hypothesis is retained. This indicates that there is no significant difference between the evaluations of the two respondent groups. To improve the project, respondents recommended providing greater access to materials such as cardboard and templates to enhance model accuracy. They also proposed organizing training workshops to develop participants' skills in model construction. Additional suggestions included the installation of solar panels for improved energy efficiency, an external fire exit to enhance building safety, and a rooftop water tank to ensure a better water supply to upper levels.

Keywords: alejandro college inc., building renovation, adaptive reuse, dormitory conversion, structural assessment, sustainability, civil engineers, architects, solar panels, fire safety, water tank, material access, model-building training

**STRUCTURAL ENHANCEMENT ARCHITECTURE: IMPROVING MACAIBAN BRIDGE
TO WITHSTAND SEVERE FLASH FLOOD FOR ROAD CONVENIENCE**

Hanna Beatrice Termulo, Rein Alyson Alcover, Arsielle Rio Bernardo, Carmela Casimero,
Nasty Iverson Dela Corta, Kurt Rowie Layso, Marlon Bahana

Abstract

Bridges play a vital role in connecting communities by providing safe passage over natural obstacles. Macaiban Bridge, located in Sta. Maria, Bulacan, is one such structure that becomes impassable during flash floods, compromising both accessibility and structural integrity. This study aims to propose structural enhancements to elevate, reinforce, and improve the durability of the Macaiban Bridge to ensure its resilience against severe flooding and improve road convenience and safety for the community. The study employed quantitative-descriptive research design and utilized purposive sampling. Data was collected through a survey questionnaire distributed via Google Forms to five civil engineers and five structural engineers. The assessment focused on five key criteria: materials, procedural methodology, durability, structural integrity, and presentation. A t-test was applied to determine if there were significant differences in the evaluations between the two respondent groups. The results indicated that the proposed enhancements to the Macaiban Bridge were rated as “Highly Acceptable” in all five assessment criteria. The civil engineers reported an overall mean of 3.30 with a variance of 0.174, while the structural engineers gave a mean of 3.25 with a variance of 0.158. Both groups shared the same t-computed value of 0.217, which was lower than the t-critical value of 2.145 at a 0.05 significance level ($df = 326$). Therefore, there was no significant difference between the assessments of the two groups, and the hypothesis was accepted. Based on the results, the proposed structural improvements to Macaiban Bridge were well-received by both civil and structural engineers. Respondents recommended enhancements such as incorporating reinforcement materials to ensure durability, inserting a column pier at the mid-span for added stability, and involving a registered architect for model development and visualization of structural stress points. A current physical or digital model of the bridge is also advised to showcase the proposed upgrades effectively. These enhancements aim to strengthen the bridge’s capacity to withstand flash floods while ensuring the safety and convenience of commuters.

Keywords: bridge enhancement, structural integrity, flood resilience, civil engineering, structural design, road safety, macaiban bridge, sta. maria bulacan

**THE PROPOSED MODEL OF EVACUATION CENTER LOCATED IN
MAPANIQUE SAN PASCUAL MASBATE, BURIAS ISLAND**

Clarish Jane Ellarte, Erica Aguandan, Rexiehana Amoyo, Michaela Eve Bacudo,
Maria Carmela Caunca, Marlon Bahana

Abstract

The project aims to provide temporary living spaces for displaced individuals during emergencies. It details the selection of materials, structural design, and stability considerations, offering a comprehensive overview of the center's development. The model serves as a visual and conceptual representation to enhance understanding of the proposed evacuation facility. This study proposes and presents a model for an evacuation center located in Mapanique, San Pascual, Masbate, Burias Island. This study employed a descriptive research method to highlight and articulate the importance of establishing a dedicated evacuation center. A non-random, purposive sampling technique was used to select respondents who possess relevant expertise. The sample consisted of two groups: five (5) architects and five (5) civil engineers, whose insights were essential in evaluating the proposed design in terms of functionality, structural integrity, and suitability for the intended location. The study utilized a Likert scale and a checklist to gather survey responses. From the civil engineers, the overall weighted mean was 2.99, with a variance of 0.255. The computed t-value (t-computed) was 0.2658, with a degree of freedom (df) of 5 and a t-critical value of 2.571. Since the t-computed is less than the t-critical value, the remarks provided by the civil engineers are considered statistically acceptable. Similarly, the architects yielded an overall weighted mean of 3.15, with a variance of 0.041. The t-computed was 0.658, also with a degree of freedom of 5 and a t-critical value of 2.571. As the t-computed is less than the t-critical value, the remarks from the architects are likewise considered statistically acceptable. To enhance the study, the respondents recommended refining design details, strengthening the supporting structure, ensuring accurate scaling, and utilizing high-quality materials to improve the overall quality and integrity of the proposed evacuation center.

Keywords: evacuation center, structural design, civil engineers, architects, descriptive research, purposive sampling, likert scale, t-test, structural stability, material quality, scaling accuracy

**ASSESSMENT OF ADVANTAGES AND DISADVANTAGES OF NON-VERBAL
COMMUNICATION AS PERCEIVED BY SELECTED GRADE 12 HUMANITIES AND
SOCIAL SCIENCES AT BESTLINK COLLEGE OF THE PHILIPPINES**

Shaene Segarra, Raquel Banila, Glaizan Crisostomo, John David Hernandez,
Chris Vincent Vidal, Christopher Azares

Abstract

This study investigates the perceived advantages and disadvantages of non-verbal communication, encompassing body language, facial expressions, gestures, and eye contact, among Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. Drawing on Dual Coding Theory, which posits that human information processing involves both verbal and non-verbal systems, this assessment focuses on three forms of non-verbal communication: physical touch, eye contact, and sign language. The study evaluates how these modes contribute to emotional expression, clarity of message, and relationship building, while also considering potential drawbacks such as misinterpretation and cultural variability. A comparative-quantitative research design is employed to measure students' perceptions of non-verbal communication. The sample comprises 200 Grade 12 Humanities and Social Sciences students selected through cluster sampling to ensure representation across class sections. Data is gathered using a structured survey questionnaire, which asks respondents to rate the benefits and limitations of physical touch, eye contact, and sign language in facilitating communication and social interaction. Results showed that students rated non-verbal communication highly for emotional expression, improved clarity, and enhanced interpersonal relationships. Eye contact received the highest scores for conveying sincerity, while physical touch and sign language were valued for reinforcing empathy and inclusion. Conversely, participants identified misinterpretation of gestures and facial expressions as significant disadvantages, with many noting that cultural differences sometimes led to confusion. A sizeable minority expressed concern that reliance on non-verbal cues could obscure the intended meaning when used without verbal support. Findings highlighted a balanced view: non-verbal communication was recognized as a powerful tool for enriching interactions, yet its effectiveness was tempered by the risk of misunderstanding and cultural misalignment. As a result, it was recommended that educational programs incorporate awareness training on non-verbal cues and promote cultural sensitivity to mitigate potential misinterpretations. Emphasizing combined use of verbal and non-verbal strategies was proposed to strengthen overall communication competence among students.

Keywords: non-verbal communication, emotional expression, relationship building, communication clarity, misinterpretation

**ENHANCING ACCESSIBILITY OF COMPUTER LABORATORY SERVICES
FOR STUDENTS OF GENERAL ACADEMIC STRAND AT
BESTLINK COLLEGE OF THE PHILIPPINES**

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Abstract

Computer laboratories provide students with essential access to up-to-date hardware and software, fostering creativity, critical thinking, and hands-on learning. These spaces support academic development, particularly in research and digital literacy. This study is grounded in Jan A.G.M. van Dijk's Digital Divide Theory (2013), which highlights disparities in computer and internet access as well as differences in digital skills among individuals. The study aims to evaluate the accessibility of computer laboratory services for General Academic Strand (GAS) students at Bestlink College of the Philippines and identify issues that hinder effective use of these facilities in supporting research and learning in a digital environment. A descriptive-exploratory research design is used, with quota sampling employed to ensure representative data. A total of 77 Grade 12 GAS students participated in the study by responding to a researcher-made survey questionnaire. The instrument measured students' perceptions of computer accessibility and the laboratory's role in enhancing their academic experience and digital skills. The findings reveal that students generally agree on the importance of accessibility factors such as computer availability, functionality, and user-friendliness. Respondents also strongly agree that computer laboratories support their adaptability, cognitive development, and technological literacy. However, a significant concern is the limited number of available computers, with 70.13% of students reporting inadequate access due to insufficient equipment. The study concludes that while computer laboratories are valuable in promoting digital skills and academic growth, limited access due to equipment shortages hinders their full effectiveness. Recommendations include increasing the number of computers and implementing a time-slot system to ensure equitable usage among students. An action plan is proposed to enhance the accessibility and efficiency of computer laboratory services, ultimately supporting a more inclusive and technology-enabled learning environment for GAS students.

Keywords: computer laboratory, accessibility, digital divide, technological literacy, general academic strand, bestlink college, digital skills, computer availability, educational technology, built environment

**DEVELOPMENT OF ALTERNATIVE WHITEBOARD MARKER INK
USING CHARCOAL AND USED ENGINE OIL**

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Abstract

This study evaluates the potential of producing an alternative whiteboard marker ink using used engine oil and charcoal, two materials that are both sustainable and readily available. The research explores whether this combination can provide a viable substitute for commercial marker inks. Specifically, the study focuses on the ink's writing performance, erasability, and durability on whiteboard surfaces. The primary objective is to assess the acceptability of the developed ink in terms of its color, quality, and usefulness, while also identifying its unique features. An experimental research design was employed, with six participants serving as respondents and evaluators. Charcoal powder and used engine oil were mixed to achieve the desired ink viscosity and a smooth writing texture. The developed ink was evaluated using a structured survey questionnaire rated on a 4-point Likert scale. The responses were analyzed using weighted mean to assess the ink's unique features and to determine its acceptability in terms of color, quality, and usefulness. The findings indicated that the developed ink exhibited favorable characteristics in terms of writing performance and functionality. The average rating for the unique features was 3.78, suggesting that the materials contributed to the ink's distinctive qualities. The ink's color received an average rating of 3.77, while quality and usefulness each received 3.78 and 3.77 respectively. All values were interpreted as "Strongly Agree," confirming the high acceptability of the ink among respondents. The study concludes that charcoal and used engine oil are acceptable components for developing alternative whiteboard marker ink. However, the environmental impact of charcoal, particularly with excessive use, raises concerns. As a result, future research is encouraged to focus primarily on using used engine oil as the main component to improve sustainability and minimize ecological impact. The study demonstrates the potential for creating cost-effective and functional ink alternatives through innovative material repurposing.

Keywords: alternative ink, whiteboard marker, used engine oil, charcoal ink, sustainable materials, experimental research, ink acceptability, chemical engineering, waste repurposing, eco-friendly innovation

**CURVED ARCHITECTURE IN GARDEN CAFE SETTING AT
BLOCK 1 LOT 1 SARANAY ROAD, CALOOCAN**

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Abstract

In today's era, loud noises, pollution, and thermal discomfort are prevalent concerns in urban environments. Incorporating curved architecture within a garden café offers potential environmental benefits, including ecosystem support and improved acoustic conditions. The proposed curved architectural design at Block 1 Lot 1, Saranay Road, Caloocan City, is intended to diffuse sound waves, reduce echoes, and enhance overall ambiance and comfort within the space. This study employs a quantitative-descriptive research design, using purposive sampling to assess the acceptability of a curved architecture concept for a garden café at the specified location. A structured survey questionnaire was used to evaluate the design in terms of materials used, floor plan and layout, architectural features and design, aesthetic appeal, and presentation. A t-test was conducted to compare the responses between two groups of professionals: civil engineers and landscape architects. The findings indicated that the curved architecture concept was rated as "Acceptable" by both respondent groups across all evaluated categories. Civil engineers gave an overall mean rating of 3.12 with a variance of 0.006, while landscape architects rated it 2.86 with a variance of 0.035. Both groups had a significance level (alpha) of 0.05, a t-critical value of 1.971, and a t-computed value of 2.845. Since the t-computed exceeded the t-critical, the hypothesis was rejected. Therefore, there was no significant difference between the assessments of the two groups. To further improve the proposed design, respondents recommended careful selection of materials, ensuring they are suitable for curved structures while remaining cost-effective and practical. Additionally, emphasis was placed on finalizing the floor plan prior to implementation, with particular attention to accurate measurements and the proper placement of sections and units. These suggestions aim to enhance both the functionality and aesthetic value of the proposed architectural concept.

Keywords: curved architecture, garden café, acoustic design, sustainable materials, architectural acceptability, floor plan layout, civil engineering, landscape architecture

**RECONSTRUCTED MODEL OF UNELEVATED AND UNPASSABLE BRIDGE FOR
VEHICLES IN PHASE 3B, BAGONG SILANG, CALOOCAN CITY**

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Abstract

The newly reconstructed bridge in Phase 3B, Bagong Silang is designed with improved functionality, accessibility, and purpose. Unlike the previous structure, the new bridge accommodates light vehicles such as motorcycles and e-jeeps. It also prioritizes inclusivity by removing the staircase, allowing persons with disabilities and senior citizens to cross safely and comfortably without physical strain, thus providing a more efficient and user-friendly passage for all. The study adopted a quantitative-descriptive research design and used purposive sampling. A survey questionnaire served as the primary instrument to evaluate the acceptability of the proposed bridge reconstruction based on materials used, durability, structural integrity, bridge design and foundation, and overall presentation. Statistical tools, including frequency, percentage, weighted mean, rating scale, F-test, and T-test, were employed to analyze the data and identify significant differences in responses between the two groups of participants. The results showed that the proposed bridge model was rated “Highly Acceptable” across categories, including materials, durability, structural integrity, design, foundation, and presentation. Civil Engineers assigned an overall weighted mean of 3.36 (variance = 0.029), while Structural Engineers gave a mean of 3.34 (variance = 0.174). The calculated t-value of 0.079 with 198 degrees of freedom was below the critical value of 1.972 at the 0.05 significance level, indicating no significant difference between the two groups’ assessments and supporting the model’s acceptability. To enhance the success of the proposed project, the researchers recommend seeking guidance from professionals with relevant experience. Additionally, respondents suggested practical improvements, such as placing a sign on the bridge stating, “For light vehicles and pedestrians only,” installing streetlights to improve nighttime visibility, and reevaluating the thickness of the support columns to ensure greater structural stability and safety.

Keywords: unelevated bridge, unpassable bridge, phase 3b, bagong silang, caloocan city, infrastructure issue, vehicular access, community safety, reconstruction model, transportation barrier, public recommendation

**AUTOMATED RETRACTABLE BLEACHER IN GYMNASIUM OF
BESTLINK COLLEGE OF THE PHILLIPINES**

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Azalea Krisa Porras, Rainelyn Obligar, Carlito Gabriel

Abstract

This study investigates the implementation of an Automated Retractable Bleacher System within the gymnasium of Bestlink College of the Philippines, focusing on addressing existing issues related to limited seating capacity and inefficient spatial utilization. The research aims to provide a comprehensive evaluation of the system by examining its functional benefits, economic feasibility, and the potential challenges associated with its installation and long-term use. By integrating automation into the seating infrastructure, the study seeks to determine the effectiveness of the system in enhancing operational efficiency, flexibility, and overall user experience within the gymnasium environment. The findings of this research are intended to support informed decision-making regarding infrastructure improvements that promote space optimization and modernized facility management. The study utilized a quantitative-descriptive research approach, employing purposive sampling to select appropriate respondents. To gather data, the researchers used a structured survey questionnaire designed to assess the acceptability of the Automated Retractable Bleacher in the gymnasium of Bestlink College of the Philippines. The evaluation focused on several key aspects: materials used, mechanical design, functionality, durability, and overall presentation. To analyze differences in perception between the two groups of respondents, a t-test for independent samples was applied, providing insight into potential variations in their assessments. The findings of the study indicate that the Automated Retractable Bleacher installed in the gymnasium of Bestlink College of the Philippines was rated as “Acceptable” across all evaluated criteria: materials used, mechanism, functionality, durability, and presentation. The Computer Engineering respondents gave an overall weighted mean of 2.75 with a variance of 0.675, while the Civil Engineering respondents recorded an overall weighted mean of 2.60 and a variance of 0.075. To determine whether there was a significant difference between the two groups’ assessments, a t-test for independent samples was conducted. Using a significance level of $\alpha = 0.05$ and degrees of freedom ($df = 326$), the t-critical value was found to be 2.306, while the t-computed value was 0.346. Since the t-computed value is less than the t-critical value, the null hypothesis is accepted. This result confirms that there is no statistically significant difference between the evaluations of Computer Engineering and Civil Engineering respondents. Therefore, both groups share a consistent perception of the system's acceptability, supporting the conclusion that the Automated Retractable Bleacher is functionally and structurally suitable for implementation. The study demonstrated the feasibility and acceptability of the Automated Retractable Bleacher prototype developed for the gymnasium of Bestlink College of the Philippines. Based on the analysis of respondent feedback, several important recommendations were identified to further enhance the system’s design, safety, and overall presentation. First, it is recommended to use lightweight and durable materials, such as aluminum composite panels, to improve both structural efficiency and visual appeal. This would contribute to a sleeker, more modern design while also enhancing functionality. Additionally, the overall presentation of the prototype should be refined to achieve a more organized and professional appearance, including designated compartments or enclosures for wiring and control systems to reduce clutter and improve user access. Respondents also suggested integrating a comprehensive safety mechanism, such as proximity or occupancy sensors, to prevent accidental activation or retraction of the bleachers while they are in use. This feature would ensure user safety and minimize potential operational hazards. Furthermore, it was recommended that the mechanical operation and system functionality be more clearly explained, possibly through visual

labels, diagrams, or a user manual, to enhance user comprehension, especially for non-technical audiences. These suggestions highlight areas for further development and refinement, ensuring the system is not only technically sound but also safe, user-friendly, and visually presentable for practical deployment in institutional settings.

Keywords: automated retractable bleacher, mechatronics system, raspberry pi, arduino uno, safety sensors, gymnasium seating, prototype development, space optimization, user acceptability, engineering design, smart infrastructure, material selection, functional

**AUTOMATED SOLAR-BASED GREENHOUSE VEGETABLE FARMING AND
AQUAPONIC DEVICE USING ARDUINO R4 WITH MONITORING INTERFACE**

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Abstract

The researchers designed and implemented a solar-powered automated greenhouse system integrated with aquaponics to optimize the growth of vegetables and support fish farming. The system utilized various sensors, such as temperature, humidity, soil moisture, non-contact capacitive liquid level, and pH sensors, to monitor and maintain optimal environmental conditions. Powered by an Arduino R4 Wi-Fi module, the system efficiently collected and processed real-time data while distributing energy harvested from solar panels. This innovation significantly improved crop yields, minimized manual labor, and enhanced overall resource efficiency. Compared to traditional farming methods, the system demonstrated superior performance in sustainability, productivity, and automation. The researchers adopted an experimental prototyping methodology, integrating 2D and 3D design simulations through Tinkercad and system programming using the Arduino IDE. To assess the prototype's performance and user acceptance, a descriptive survey was conducted employing purposive sampling. Fifty residents of Barangay San Agustin, Quezon City, Philippines, served as respondents. Data were collected using a structured Likert scale questionnaire, designed to measure the prototype's functionality, efficiency, usability, and overall acceptability based on end-user feedback. The system delivered notable improvements in regulating environmental conditions, optimizing resource use, and enhancing productivity in both vegetable farming and aquaculture. It performed effectively, meeting all established design goals. Based on the evaluation, the automated setup featuring a monitoring interface proved to be highly efficient for greenhouse and aquaponics operations. Feedback from respondents indicated that the system maintained consistent functionality, incorporated durable and high-quality components, operated safely across varying conditions, included a reliable backup power system, and complied with engineering and safety standards. The incorporation of a solar-powered system provided a sustainable and eco-friendly energy source for greenhouse operations, effectively reducing carbon emissions across the entire farming cycle. The system featured an intuitive user interface that enabled farmers to access real-time environmental data, facilitating informed and timely interventions. This proactive management approach ensured optimal growth conditions and minimized the risk of crop loss due to environmental fluctuations. With its proven efficiency and low reliance on manual labor, the system presents a scalable solution for larger farm applications, offering reliable, automated support powered by renewable energy.

Keywords: solar energy, automated greenhouse, aquaponics, arduino r4 wi-fi, environmental monitoring, renewable energy, sustainable farming, sensor-based system, real-time data, smart agriculture, eco-friendly technology, precision farming

DESIGN OF A MULTI-SENSOR LORA-CONNECTED ROBOT FOR HUMAN DETECTION AND NAVIGATION USING ARDUINO AND ESP32-CAM

John Brando Manangan

Abstract

The growing demand for smart home technologies has increased interest in multifunctional robotic systems that support health monitoring, navigation, and cleaning. This study presents the design and development of a semi-autonomous, LoRa-connected robot capable of human detection, environmental monitoring, and vacuum-assisted cleaning. By integrating multiple sensors and enabling wireless control, the system offers a practical solution for home assistance and remote health tracking. The robot was developed using the Experimental Prototyping Methodology. Key components include the YDLIDAR X3 for 360-degree obstacle detection, the MLX90614 infrared sensor for non-contact temperature measurement, the MAX30102 for heart rate and pulse monitoring, and the BME280 for sensing ambient temperature, humidity, and pressure. Real-time video streaming and facial recognition are provided by the ESP32-CAM module. A mini vacuum motor enables cleaning, while two gear motors control movement via a DBH-12 H-Bridge. The system is managed by an Arduino Mega 2560 integrated with an ESP8266 Wi-Fi module. User control is facilitated through a Nextion 3.5-inch touchscreen and the Blynk mobile application. LoRa technology enhances data transmission range and reliability. Testing demonstrated that all sensors performed reliably and produced accurate readings. The LiDAR enabled smooth and effective obstacle avoidance, while the ESP32-CAM delivered stable video streams and successful human detection. Health monitoring sensors recorded consistent pulse and temperature data. The cleaning system functioned as intended, collecting light debris during operation. LoRa connectivity ensured the successful transmission of sensor data over long distances, and user inputs through the touchscreen and Blynk app were responsive and accurate. The robot successfully integrates core functions: navigation, health monitoring, and cleaning, into a cohesive, semi-autonomous platform. The environmental and physiological data collected support practical applications in smart homes, particularly for elderly care, safety, and comfort optimization. With its modular structure and wireless capabilities, the prototype lays the groundwork for the development of more advanced domestic robotics systems in future implementations.

Keywords: lora communication, smart home robotics, human detection, health monitoring, environmental sensing, arduino mega, esp32-cam, obstacle avoidance, vacuum cleaning robot, wireless control

**DEVELOPMENT OF AIR QUALITY CONTROL SYSTEM FOR MODERN
LIVESTOCK FARMING USING ESP32 WITH KOTLIN
ANDROID FIREBASE INTERCONNECTIVITY**

Leonardo Ubana, Keny Brian Amigable, Marjorie Valdez, Ma Teresa Torrechiva,
Mark Ronald Baluyot, Reynante Ponay

Abstract

This study addresses the urgent need for a reliable and cost-effective air quality control system in modern livestock farming. Existing monitoring devices often face issues with calibration and validation, leading to compromised accuracy and limited effectiveness. To address this gap, a prototype system was developed to continuously monitor environmental parameters such as temperature, humidity, and harmful gases using an ESP32 microcontroller. The system is integrated with a Kotlin-based Android application and Firebase for real-time data synchronization, providing a user-friendly interface that allows for immediate responses to fluctuating air quality conditions. The goal is to improve livestock health and productivity through enhanced environmental control and timely interventions. The study used an Experimental Prototyping Method to design, build, and refine the system. Iterative testing cycles were conducted to evaluate usability, reliability, and performance. Feedback was collected through purposive sampling using online surveys from 50 targeted respondents involved in livestock or agricultural technology. This allowed for systematic evaluation of user satisfaction, functional performance, and design practicality. The system received strong positive feedback from users, with General Weighted Mean scores ranging from 3.4 to 3.72 on a 4-point Likert scale. Respondents “Strongly Agreed” that the system effectively monitored air quality, maintained consistent data synchronization with Firebase, and demonstrated high levels of system maintainability and modernity. Additionally, the system performed well in terms of sustainability, safety, cost-efficiency, and compliance with engineering standards, affirming its feasibility and value in livestock applications. The developed air quality control system meets the operational needs of modern livestock farming while offering improvements over traditional systems. Its design includes essential safety components such as voltage regulators, fuses, and insulation to ensure secure and long-term operation. The results support the potential for broader adoption of the system across livestock farms, contributing to enhanced animal welfare, increased productivity, and better environmental management. This research highlights the role of integrated technology in advancing smart agriculture practices.

Keywords: air quality monitoring, esp32, kotlin android, firebase integration, livestock farming, smart agriculture, environmental control, sensor system, agricultural engineering, iot-based farming

**DEVELOPMENT OF AIR QUALITY MONITORING SYSTEM WITH
TOUCHSCREEN INTERFACE USING RASPBERRY PI 4B**

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John Carlo Virtudazo, Reynante Ponay

Abstract

This study aims to enhance air quality monitoring through the integration of modern technologies using a Raspberry Pi 4B. The proposed system features a camera-based graphical user interface (GUI), an LCD touchscreen for real-time interaction, and an automatic transfer switch (ATS) backup mechanism to ensure continuous operation. Additionally, the system is powered by solar energy, promoting sustainability and enabling uninterrupted monitoring. The objective is to develop a robust and eco-friendly air quality monitoring system that offers accurate data collection, user-friendly visualization, and consistent functionality even during power outages. The system utilizes a Raspberry Pi 4B as the central processing unit, interfacing with various air quality sensors, a touchscreen display, and a camera module. The Raspberry Pi processes sensor data and facilitates interaction through a GUI displayed on the LCD touchscreen. The camera provides visual support for assessing air quality conditions. Users can view real-time readings, analyze historical data trends, and monitor live environmental visuals. An ATS backup mechanism ensures that the system remains operational during power interruptions, while the use of solar energy supports long-term deployment in remote or energy-constrained environments. The Raspberry Pi 4B proved to be a powerful and flexible platform for building an air quality monitoring system with a touchscreen interface. Its ability to manage multiple processes simultaneously makes it suitable for Internet of Things (IoT)-based applications. However, for low-power, real-time applications, a standard microcontroller may still be preferable depending on the project's scale and requirements. Overall, the system met the intended objectives for responsiveness, user interaction, and uninterrupted monitoring. The study concludes that the Raspberry Pi 4B is an effective choice for developing an air quality monitoring system with a touchscreen interface. Its processing power, versatility, and ability to integrate with multiple sensors and user interfaces make it ideal for modern monitoring needs. The incorporation of solar power and ATS backup enhances system reliability, while the intuitive interface supports user engagement. This system offers a viable solution for improving environmental monitoring efforts in both urban and rural settings.

Keywords: air quality monitoring, raspberry pi 4b, touchscreen interface, graphical user interface, environmental monitoring, iot, solar power, ats backup, sensor integration, data visualization

DEVELOPMENT OF ALEXA BASED SMART LIBRARY WITH RFID DOOR LOCK AND BOOK FINDER SYSTEM USING ESP 32 AND ARDUINO UNO

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Lian Danise Gendrano, Justine Rio Nidoy, Marlon Bahana

Abstract

This study focuses on the development of an Alexa-based smart library system designed to enhance library operations through automation and artificial intelligence. The system integrates smart technologies such as voice command capabilities for book-finding assistance and an RFID door lock mechanism for improved security. By incorporating AI-driven features and IoT components, the study aims to modernize traditional library services, ensuring a more efficient and secure environment for both users and staff. A mixed-method research design was employed to evaluate the system's acceptability across multiple dimensions. Structured survey questionnaires were distributed to two expert groups, five librarians and five computer engineers, selected through purposive sampling. The study compared their assessments on various factors, including accuracy and reliability, user interface, search functionality, security features, and cost-effectiveness. Quantitative analysis, including t-tests, was used to determine if there were significant differences between the two groups' evaluations. The results showed an overall mean score of 3.54 from librarians and 3.42 from computer engineers. The computed t-value of 0.615 was lower than the t-critical value of 2.110, indicating no significant difference in the assessments of both groups. Therefore, the hypothesis was accepted, suggesting that both librarians and computer engineers found the system equally acceptable in terms of accuracy, reliability, user interface, search functionality, security, and cost-effectiveness. The findings indicate a high level of acceptability of the Alexa-based smart library system among experts. Despite this, some limitations were noted, including unreliable internet connectivity, command misinterpretation, delayed responses, system malfunctions, and challenges in managing voice commands. Respondents recommended improvements in voice recognition accuracy, accessibility, search functionality, and security. Suggestions included the use of refurbished components for cost-efficiency and enhancements such as RFID reset functions and biometric verification to strengthen security. The study demonstrates the system's potential to improve library services and highlights areas for further development.

Keywords: smart library, alexa integration, rfid door lock, book finder system, esp32, arduino uno, voice recognition, library automation, user interface, library security

**DEVELOPMENT OF ALEXA BASED SMART MIRROR MONITORING INTERFACE
SYSTEM USING RASPBERRY PI WITH CLOUD LINKAGE TECHNOLOGY**

Yvonne Erika Sevilla, Bernadeth Tan, Justine Santiago,
Nica Decerez, Kenneth Ramacula, Reynante Ponay

Abstract

The Alexa-based smart mirror is a hybrid of traditional mirrors and digital display technology, designed to provide real-time information such as time, weather forecasts, news updates, calendar events, music playback, alarms, and reminders. Additional features include a global clock, word of the day, breathing exercises, hydration reminders, a selfie application, and an interactive weather map. The device offers multiple navigation options, including touch interface, remote control, and Alexa voice commands. Engineered for convenience and durability, the waterproof design ensures safe operation in humid environments, particularly in bathrooms. The researchers employed the Experimental Prototyping Method to design and develop the smart mirror system. This method involves iterative development and refinement of a functional prototype. Data was collected using purposive sampling through interviews and structured survey questionnaires utilizing a five-point Likert scale. The Raspberry Pi served as the system's processing unit, enabling cloud integration and seamless user interaction. The developed smart mirror system successfully integrated voice-controlled interaction, cloud synchronization, and real-time information display through the Raspberry Pi platform. Essential features such as weather updates, calendar reminders, and smart home control were fully functional. The system demonstrated accurate voice command recognition and rapid data syncing with minimal latency. User evaluations reflected high levels of satisfaction in terms of functionality, usability, and practicality, confirming the system's efficiency and user-friendliness. The study demonstrates the potential of integrating smart technology into conventional household items. The smart mirror combines a reflective surface with a digital interface to deliver a multifunctional personal assistant experience. Voice control via Alexa, combined with touch and remote navigation, offers accessibility to a broad range of users. Features such as daily reminders, wellness prompts, and interactive tools contribute to improved lifestyle and user engagement. Its waterproof design supports use in high-moisture areas, extending its application to bathrooms and similar environments. Overall, the system reflects a significant advancement in smart home technology, providing convenience, interactivity, and functional design in a single device.

Keywords: smart mirror, alexa integration, raspberry pi, cloud linkage, voice control, iot, smart home technology, digital display, wellness technology, touchscreen interface

**DEVELOPMENT OF AN INTEGRATED ROBOTIC VACUUM CLEANER
AND AIR PURIFIER WITH WIFI CONNECTIVITY AND
MULTI-MODE CONTROL USING ARDUINO UNO**

Jean Lester Cachola

Abstract

This study focuses on the development of an autonomous Internet of Things (IoT)-based robotic vacuum cleaner that integrates an air purifier and features Wi-Fi connectivity with multi-mode control. The system is designed to navigate autonomously, avoid obstacles, and optimize its cleaning path. To enhance power efficiency, an optical dust sensor was incorporated, enabling the vacuum to operate only when dust is detected. This project addresses the growing demand for affordable and automated cleaning solutions that reduce human labor while maintaining high cleaning efficiency, positioning itself as a practical alternative to commercially available robotic cleaning systems. The study utilized Experimental Prototyping Methodology, emphasizing design thinking and iterative development. The prototype was conceptualized using 2D and 3D designs in Blender and electrical schematics were created in Proteus. The software source code was implemented using Arduino IDE in C++, while a dedicated control application was developed via MIT App Inventor. Data collection was conducted through purposive sampling involving 50 homeowners in Barangay Poblacion, San Jose del Monte, Bulacan. A 4-point Likert scale survey was used, and the data were analyzed using descriptive statistics. The functional testing of sensors and components confirmed the effectiveness of the integrated design. The robotic system successfully performed autonomous cleaning tasks, demonstrated reliable obstacle detection, and executed air purification functions. Test results and survey responses indicated that the system was efficient in dust collection and operational performance. Respondents rated the system positively in terms of functionality, efficiency, and ease of use. The study concludes that the integrated robotic vacuum cleaner and air purifier met its objectives, with the optical dust sensor contributing to enhanced power efficiency. The successful use of Arduino Uno and ESP32 microcontrollers validated their effectiveness in powering a multifunctional cleaning system. The findings suggest that the prototype offers a promising and innovative solution for dust and waste management, particularly in residential environments. Future improvements may focus on scaling features, refining sensor accuracy, and enhancing application interfaces for broader usability.

Keywords: robotic vacuum cleaner, air purifier, iot, arduino uno, esp32, optical dust sensor, smart home device, autonomous cleaning, wi-fi control, mit app inventor

**DEVELOPMENT OF AUTOMATED HOME MANAGEMENT SYSTEM
USING ARDUINO UNO WITH MOTION TRACKER CAMERA**

Mar John Buquel, Nicole Alanis, Mark Jayson Barbadillo, Wendel Rodly Banzuelo,
John James Monares, Jayson Dave Nucos, Reynante Ponay

Abstract

The rapid advancement of technology continues to transform daily life, accelerating the shift toward smart home environments that combine artificial intelligence (AI) and the Internet of Things (IoT). This study focuses on developing an innovative smart home management system that prioritizes security, automation, and energy efficiency. The system integrates advanced components including Amazon Alexa for natural language processing, RFID technology for secure access, motion-tracking cameras, smoke sensors, and regulated exhaust fans. These devices are interconnected through microcontrollers and relay modules to ensure seamless operation and intelligent control of home automation features. The research utilizes a functionality-driven design approach focused on optimizing home security, automation, and energy management. Core components include Amazon Alexa, RFID access, motion and smoke detectors, and Arduino Uno microcontrollers. The system underwent rigorous testing for operational performance, security reliability, and energy efficiency. Additionally, a user evaluation survey was conducted to assess satisfaction, ease of use, and system responsiveness in real-world scenarios. The developed prototype successfully integrated all targeted components, demonstrating high performance across key metrics. RFID access achieved 98% accuracy, while Alexa voice command recognition reached 95%. Smoke detection proved to be 100% reliable. The motion sensor responded within 1.3 seconds, and system uptime over 48 hours averaged 99.1%. User feedback indicated strong approval, with 92% expressing satisfaction, 94% noting ease of use, and 90% reporting improved home security. The smart home system effectively met its goals of improving security, automation, and energy management. The integration of voice control, RFID access, and responsive sensors contributed to a reliable and user-friendly experience. However, minor latency issues were observed due to the system's dependence on Wi-Fi connectivity. The study was also limited by its sample size and testing environment. Future development should include broader testing with diverse user groups and explore added features such as biometric authentication and mobile app integration to enhance scalability and usability. Overall, the findings underscore the system's potential as a viable solution for modern home automation.

Keywords: smart home, home automation, arduino uno, rfid access, alexa integration, motion detection, smoke sensors, energy efficiency, iot, home security

**DEVELOPMENT OF AUTOMATED MOUSE TRAP WITH REAL-TIME VIDEO
SURVEILLANCE USING ARDUINO UNO R4 AND ESP32**

Mark Jhun Francisco, Tomnel Viñas, Jannoel Jamili, Caizer III Laya,
Al-huzaifa Biro, Reynante Ponay

Abstract

This study focuses on the development of an automated mouse trap system integrated with real-time video surveillance, using Arduino Uno R4 and ESP32 microcontrollers. The system aims to provide an innovative approach to pest control by combining traditional trapping mechanisms with modern sensor and surveillance technologies. The trap incorporates proximity sensors, a servo motor, and an SMS module to ensure real-time response and remote monitoring. This solution seeks to enhance property protection and pest management efficiency in both residential and commercial environments. The research explores the design, implementation, and evaluation of the system, assessing its potential as a viable tool for rodent control. The study employs an experimental prototype development approach to assess the effectiveness and reliability of the proposed mouse trap. The process involves identifying material requirements, assembling the initial prototype, conducting evaluations, and implementing necessary adjustments based on testing feedback. The prototype features core components such as the Arduino Uno R4, ESP32 for video surveillance, a GSM900 module for SMS notifications, and a PWM-controlled servo motor. Trial-and-error iterations were conducted to enhance system performance and ensure all modules operated as intended. The researchers successfully developed the mouse trap prototype using designated sensors, microcontrollers, power supply components, and an SMS module. Proper wiring and configuration were ensured based on a detailed schematic diagram. Functional testing confirmed that each component performed according to design specifications. The system effectively detected rodent presence, activated the trapping mechanism, and sent real-time SMS alerts. The integration with ESP32 enabled real-time video monitoring, which added an additional layer of functionality to the system. The study demonstrated that the combination of traditional pest control methods with modern automation and surveillance technology offers a reliable and efficient rodent management solution. The prototype's core mechanisms, including its real-time video monitoring, automated trapping, and SMS alert system, functioned effectively based on testing results. Although the system showed high potential, minor constraints related to connectivity and power supply were observed. Future improvements may focus on enhancing wireless stability and energy efficiency and expanding the trap's coverage area to further improve usability and scalability.

Keywords: automated mouse trap, arduino uno r4, esp32, real-time surveillance, pest control, gsm module, proximity sensor, servo motor, iot-based solution, sms notification system

**DEVELOPMENT OF AUTOMATED TOUCHSCREEN MONITOR INTERFACE
FOR BEVERAGE DISPENSERS USING RASPBERRY PI 4**

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Ulysis Vicedor, Angela Cabrereros, Reynante Ponay

Abstract

Traditional beverage dispensing systems often depend on manual operations, resulting in inefficiencies and long queues for consumers. To address these issues, modern innovations demand beverage dispensers with user-friendly interfaces and efficient mechanisms powered by environmentally sustainable technologies. This study centers on developing an automated touchscreen interface for a beverage dispenser utilizing Raspberry Pi 4. Furthermore, in light of current environmental concerns, the integration of green energy and mechatronics technology aims to enhance energy efficiency, enable precise control, and promote an eco-friendlier dispensing process. The researchers will utilize the Experimental Prototyping Method, enabling them to develop, test, and refine the prototype to ensure its quality and functionality. Various hardware and software components will be integrated in building the prototype. It will undergo continuous and rigorous testing to assess its efficiency, reliability, and sustainability. Furthermore, surveys will be conducted among buffet and unlimited restaurants in Quezon City to gather relevant data. The responses will be evaluated using weighted mean analysis and a 4-point Likert scale. Through the Experimental Prototyping Method, the researchers successfully developed an Automated Touchscreen Monitor Interface for Beverage Dispensers using Raspberry Pi 4. Survey feedback from buffet and unlimited restaurants in Quezon City shows that most respondents strongly agree on the prototype's effectiveness in terms of functionality, efficiency, sustainability, reliability, and safety. The researchers assert that the development of an Automated Touchscreen Monitor Interface using Raspberry Pi 4, integrated with a mechatronics system and solar power backup, offers an innovative and efficient solution for beverage dispensing systems.

Keywords: automated touchscreen interface, raspberry pi 4, beverage dispensing system, mechatronics integration, solar power backup, energy efficiency, prototype development, user-friendly technology, sustainable innovation

**DEVELOPMENT OF GREEN TECH OFF-GRID COOLING AND HEATING PORTABLE
TABLE USING ARDUINO UNO WITH SOLAR BACK-UP POWER SOURCE**

Osmeña Marc Lous, Marvin Alba, Jim Samuel Quimque,
James Vincent De Vera, Ivan Lopido, Reynante Ponay

Abstract

Addressing environmental issues and promoting energy conservation requires the development of sustainable technological solutions. This study focuses on a portable table that uses an Arduino Uno with a solar backup power source to provide off-grid heating and cooling. By combining these technologies, the system offers a versatile and environmentally friendly method of controlling temperature in various environments. The process includes system design, prototyping, and testing to determine effectiveness. The prototype integrates Peltier modules, resistive heating components, and Arduino Uno-based automated control. Performance tests verified its ability to reach the target temperature, ensuring both operation and energy efficiency under different conditions. The successful application of this portable table demonstrates its potential as an environmentally friendly heating and cooling option. To perform this study, the researchers used the Experimental Prototyping Method. Building the concept and prototype as an experiment that can be approved or rejected is known as experimental prototyping. According to Smith (2021), when building a new product, someone builds a prototype to provide answers to specific questions. Prototype experiments ensure that the questions are precise and testable with the prototype and that the prototype is tested consistently across all users. The system was connected to a relay and composed of an Arduino Uno microcontroller. The Arduino Uno microcontroller was powered by a 12-volt supply, with an adapter used to connect it to the solar charge controller. The prototype's power supply, with an input of 220V AC, was rectified into an output of 48V DC, which then passed through the buck-boost converter to step down to 12V. The power supply was connected to the buck-boost converter, which was connected to the battery. The battery, in turn, was connected to both the solar charge controller and the solar panel. The system underwent extensive testing to determine its efficiency, reliability, and functionality. Results from the survey and performance assessments were also analyzed to validate the effectiveness of the prototype.

Keywords: portable, green tech, table

**DEVELOPMENT OF GREEN TECH SMART BUILDING USING ARDUINO
MICROCONTROLLERS AND ESP 8266 WITH ESCALATOR MECHATRONICS SYSTEM**

John Kenneth Lazaro, Paolo Balesa, Kenneth Dela Cruz, John Vilmer Reymundo,
John Chirstian Saranza, Reynante Ponay

Abstract

This study presents the development of a Green Tech Smart Building designed to promote secure, sustainable, and automated infrastructure. The system integrates Arduino microcontrollers and ESP8266 modules to operate various Internet of Things (IoT)-based features, including an automated lighting system, biometric door lock, escalator with infrared (IR) sensor logic for persons with disabilities (PWD) access, revolving door, and a roofing mechatronics system. These components aim to enhance safety, energy efficiency, accessibility, and environmental adaptability across four designated floors: the lower ground (biometric door), lower to upper ground (escalator), rooftop (roofing system), and main entrance (revolving door). The researchers employed the Experimental Prototyping Method to construct a working miniature of the proposed smart building. The roofing system incorporates a rain sensor and two touch panel sensors for automatic and manual operation. The escalator features true and false IR sensors, with the false sensor triggering a servo motor to block unauthorized upward access, ensuring one-way safety for PWDs. The biometric door system requires both RFID and fingerprint verification, with a touch panel override for internal exit. The revolving door operates based on RFID activation, enabling the passive infrared (PIR) sensor to detect presence. IoT lighting is managed through the Cadio app and relay modules, while a humidity sensor activates a cooling mechanism in response to thermal stress. The prototype successfully demonstrated its intended functions. The roofing system closed automatically in response to rainfall and accepted manual input via touch sensors. The escalator enabled safe one-way movement, with servo motors effectively blocking access from restricted directions. The biometric door ensured dual authentication with minimal delay. The revolving door was operational only when RFID activation enabled the PIR sensor. The IoT lighting system responded promptly to app controls, and the humidity sensor reliably activated the cooling system during high-temperature conditions. All microcontroller-based subsystems performed stably and provided real-time responses. The findings validated the functionality, reliability, and efficiency of the Green Tech Smart Building system. Sensor-based automation enhanced both user safety and environmental responsiveness. The escalator's closed-loop logic and rain-responsive roofing system provided proactive mechanical control. IoT integration contributed to improved user convenience and energy conservation. Although minor sensor response delays occurred during extended operation, the prototype offers a promising model for scalable and eco-friendly smart building solutions.

Keywords: smart building, arduino, esp8266, mechatronics, biometric access, iot lighting, escalator logic, rain sensor, automation, green technology

DEVELOPMENT OF GREEN TECHNOLOGY SMART BUILDING USING ESP32 AND ARDUINO MCU WITH AUTOMATED MECHATRONICS PARKING

Rhinehart Dejucos, Nesel John Almeniana, Aira Cruz, Rafaela Enriquez,
Jamie Anne Faye Portillo, Reynante Ponay

Abstract

The rapid advancement of technology presents significant opportunities for transforming traditional buildings into sustainable, efficient structures. While smart building technologies are already in use, many systems lack seamless integration and user-friendly automation. This study explores the development of a green technology smart building using accessible microcontrollers, specifically ESP32 and Arduino, integrated with an automated mechatronics parking system. The aim is to enhance building efficiency, energy sustainability, and technological responsiveness by combining renewable energy sources with modern automation. This project employs the Experimental Prototyping Methodology. The system architecture was designed using 2D and 3D modeling in SketchUp. Microcontrollers, including ESP32 and Arduino Mega, were programmed using Arduino IDE with C++ to manage sensors and actuators such as DC motors, stepper motors, and IR sensors. Automation features were integrated with a MySQL database using HTTP protocols via Wi-Fi. A solar power system was incorporated for energy sustainability, with automatic switching to the main grid during solar power outages. User feedback was collected using purposive sampling and analyzed through a 4-point Likert scale. The ESP32 microcontroller effectively established communication between the actuators and the database. Functional modules such as room security, QR-based attendance and access, and the automated mechatronics parking system successfully operated with real-time database integration. The Arduino Mega managed the elevator system with high precision, utilizing IR sensors and limit switches. A web server interface enabled QR code generation and system control. The solar power setup successfully powered the system, with seamless transition to the main grid during power loss. The results confirmed the feasibility of implementing a smart building using ESP32 and Arduino microcontrollers. The system demonstrated reliable performance in automation, energy efficiency, and database communication. The integration of a solar power system enhanced environmental sustainability. For future development, enhancements in graphical user interfaces, AI integration, predictive maintenance, improved QR code management, and broader real-world deployment are recommended. This study offers a promising model for future green and intelligent infrastructure.

Keywords: smart building, green technology, esp32, arduino mega, iot automation, mechatronics parking, solar power, qr code system, building efficiency, renewable energy

DEVELOPMENT OF INTEGRATED INDUSTRIAL GREENHOUSE PLANT PRODUCTION USING ESP32 MCU WITH MULTIPLE SENSOR MONITORING

Cherry Joy Pagios, Vincell Daban, Mark Justin Madara, Rochelle Ruth Marcelo,
Shirotani Sandoval, Reynante Ponay

Abstract

Agriculture is a critical sector for global economic stability and food security, making technological innovations vital for sustainable development. This study focuses on the development of an Integrated Industrial Greenhouse Plant Production system using the ESP32 microcontroller with multiple sensor monitoring. The system is designed for reliability, automation, and energy efficiency, incorporating solar panels as a renewable energy source to ensure continuous operation. Additional features include a HuskyLens AI camera for plant health monitoring, Blynk IoT for cloud interfacing, and an uninterrupted power supply for consistent performance in diverse conditions. The researchers adopted the Experimental Prototyping Method to design, build, and refine the functional prototype. This iterative process allowed for continuous feedback and modification to meet user needs. A purposive sampling technique was used to select 50 respondents from Quezon City for system evaluation. Data were collected through a structured survey rated on a 4-point Likert scale to assess the prototype's usability, functionality, and performance. The developed prototype was fully operational and successfully met the study's objectives. The system functioned as intended in terms of automation, remote control, and multi-sensor monitoring. Respondent feedback indicated that the system performed efficiently and provided substantial improvements compared to traditional greenhouse setups. The integration of smart technologies enhanced overall productivity and environmental control. The implementation of the Experimental Prototyping Method enabled the successful development of a miniature industrial greenhouse, including a designated plant production zone and a control room. Key components included the Main Control System, multiple environmental sensors (e.g., CO₂ and soil moisture), a mist distribution mechanism, and a drip irrigation system. A 100-watt solar panel provided sustainable energy, ensuring uninterrupted operation. The HuskyLens AI camera enabled real-time plant health classification, distinguishing between healthy and unhealthy specimens. Findings confirmed that the system achieved reduced energy consumption and environmental impact while maintaining optimal growing conditions. This study demonstrates a viable model for integrating smart, energy-efficient technologies into greenhouse plant production.

Keywords: greenhouse automation, esp32, sensor monitoring, renewable energy, smart agriculture, ai camera, iot, drip irrigation, environmental sensors, plant health detection

**DEVELOPMENT OF IOT BASED SMART COUNTRY HOME USING ARDUINO UNO
AND ESP32 WITH DBMS INTERFACE MONITORING**

Mark John Romo, Racyl John Asombrado, Veenz Star Ray Dela Rama,
Ramel Lomoloy, Rachie Buiza, Reynante Ponay

Abstract

The project titled Development of IoT-Based Smart Country Home Using Arduino Uno and ESP32 with DBMS Interface Monitoring was conceptualized in response to increasing concerns about indoor air pollution and the need for smart, sustainable technologies in rural environments. This study utilizes the Internet of Things (IoT) to implement real-time air quality monitoring and home automation. The primary goal is to track and manage environmental parameters, particularly air quality, through sensors such as MQ2, MQ5, and MQ135 (for gas detection), PMS7003 (for particulate matter), and SHT30 (for temperature and humidity). These components are integrated with Arduino Uno and ESP32 microcontrollers, with the ESP32's built-in Wi-Fi and Bluetooth features enabling remote access and data transmission via any internet-connected device. This study employed the Experimental Prototyping Method to assess the feasibility of the proposed system. The method facilitated continuous refinement of both hardware and software components, ensuring system integration and operational reliability prior to full deployment. A 3D model of the smart home was created using Blender to visually represent the layout of key components such as sensors, solar panels, and microcontrollers. A corresponding schematic diagram illustrated how each sensor interacted with the microcontrollers and external modules. Individual sensors were tested for accuracy and real-time responsiveness. Hardware testing verified component functionality, while software testing focused on data communication reliability between the ESP32 and Firebase. The IoT-based smart country home system effectively demonstrates how low-cost microcontrollers and sensors can be utilized for air quality monitoring and automation in rural households. Integration of multiple air quality sensors with ESP32 and Arduino Uno enabled accurate and real-time environmental monitoring. The use of Firebase and MIT App Inventor improved accessibility, and the inclusion of an Automatic Transfer Switch (ATS) ensured an uninterrupted power supply. Real-time data readings supported immediate user intervention when gas levels exceeded safety thresholds. Additionally, the integration of the SIM900 module allowed SMS notifications for alerts, increasing the system's utility in areas with limited internet connectivity.

Keywords: *iot, arduino uno, esp32, smart home, air quality monitoring, rural automation, real-time sensors, firebase, sim900, dbms interface, environmental sustainability*

DEVELOPMENT OF MECHATRONICS INVENTORY SYSTEM USING ARDUINO MCU, ESP32 AND GOOGLE SHEET APPLICATION WITH SMS MODULE

Mary Grace Alapide, Rhealyn Abao, Mary Rose Catulay, Oliver Gorion,
Angelicka Mahinay, Reynante Ponay

Abstract

This study presents the development of a Mechatronics Inventory System designed to offer an innovative solution for real-time inventory tracking in canned item production. The system categorizes canned items based on their weights (100g, 150g, and 210g) and displays real-time item status through an LCD interface. Pilot lamps indicate whether a bin is full or ready, while an ultrasonic sensor monitors bin levels. An SMS module alerts operators when bins reach capacity, and Google Sheets integration allows centralized inventory management. Additionally, an RFID module resets the bin status, authorizing users to clear the "full" indicator and mark the bin as "ready" for the next cycle. Powered by Arduino MCU and ESP32 microcontrollers and supplemented by solar energy, this system addresses issues such as manual sorting errors, inventory mismanagement, and inefficient communication in the canned goods industry. The researchers applied Experimental Prototyping Methodology to develop the system. Hardware designs were created using 2D and 3D modeling in SketchUp. Software implementation was carried out using Arduino IDE and C++ for microcontroller functionality, while Google Script was utilized for integrating inventory data with Google Sheets. The GSM module was programmed to send SMS notifications when bins reached full capacity. A Purposive Sampling Technique was used to collect feedback from 50 respondents, and responses were analyzed using a descriptive-type questionnaire based on a 4-point Likert scale. Functional testing demonstrated a high level of accuracy in sorting canned items by weight. The SMS module and Google Sheets integration worked seamlessly, providing real-time updates and reliable communication. The LCD display and pilot lamp indicators effectively conveyed bin status, offering immediate feedback when a bin was full. The entire system operated as intended, showcasing dependable performance in both item classification and inventory tracking. The prototype successfully achieved its objectives by automating canned item classification, enabling real-time monitoring, and improving inventory accuracy. The integration of Arduino MCU, ESP32, and Google Sheets, along with SMS notification and RFID-based control, contributed to enhanced efficiency and operational convenience. This system demonstrates strong potential as a scalable and sustainable inventory solution for the canned production industry, particularly through its use of renewable energy and streamlined automation features.

Keywords: mechatronics, inventory system, arduino mcu, esp32, google sheets, sms module, rfid, real-time monitoring, canned item classification, ultrasonic sensor, smart automation

DEVELOPMENT OF MULTI-FUNCTIONAL COMPUTER TABLE USING ESP-32 AND ARDUINO MCU WITH LINEAR ACTUATOR AND VOICE COMMAND

Ronald Saraga, Princess Venus Tanuan, Jessa Bueno, John Mark Merabueno,
Audrey Rose Vitalicio, Reynante Ponay

Abstract

The increasing demand for adaptable, efficient, and sustainable workspaces has generated interest in the development of smart furniture. Traditional computer tables often lack automation, integrated control systems, and energy-saving features, creating a gap between user needs and available designs. This study addresses that gap through the development of a Multi-Functional Computer Table using ESP-32 and Arduino microcontrollers. The prototype incorporates linear actuators and voice command systems to automate routine functions and enhance user convenience. Key features include a voice-controlled lifting mechanism, RFID and keypad-secured storage compartments, RGB lighting, and a solar-powered Automatic Transfer Switch (ATS) to maintain operation during power outages. The goal is to improve productivity, accessibility, and energy efficiency while ensuring safety and security. This study utilizes Experimental Prototype Methodology, which involves system visualization through 2D/3D CAD modeling and schematic diagrams. Hardware and software integration was performed using the Arduino IDE and MIT App Inventor. Components underwent extensive testing to verify performance and reliability. A survey involving 50 respondents was conducted to evaluate the system's usefulness, sustainability, reliability, economy, and safety, using a 4-point Likert scale for analysis. Findings revealed a high level of user acceptance and satisfaction. Respondents agreed that the prototype was user-friendly, innovative, secure, and well-suited for modern work environments. The system met both local and international engineering standards while remaining cost-effective and portable. The integration of IoT, automation, and renewable energy into furniture design significantly enhanced the functionality and sustainability of the prototype. The results indicate that the developed Multi-Functional Computer Table offers a scalable solution for improving workspace efficiency in various settings such as homes, offices, and educational institutions. This research contributes to the advancement of smart furniture technologies by offering a practical and energy-efficient model for future applications.

Keywords: smart, sustainable, automated, reliable, ergonomic, innovative, energy-efficient, user-friendly, secure, voice-controlled, modular, technologically-integrated, space-saving

**DEVELOPMENT OF OFF-GRID SMART CABIN WITH SINRIC PRO BASED AND
IOT MECHATRONICS CONTROLLER USING ARDUINO AND ESP32**

Jhemmuel Entredicho, Raven Edelyn Landicho, Lienel Lacaba,
Carlo James Bernaldez, Aaron Angel Granali, Reynante Ponay

Abstract

Smart home devices have transformed modern living by offering convenience through automation. However, these technologies often depend on consistent electricity and internet access, making them less effective in rural or disaster-prone areas. To address this gap, this study presents the development of an Off-Grid Smart Cabin designed for sustainability, reliability, and security. The system integrates smart automation with renewable energy sources, functioning entirely on solar power supported by a Multi-Battery Storage Switching System to ensure operation during power interruptions or periods of low sunlight. Smart automation is managed through Google Home Assistant for controlling devices such as blinds, lighting, and ventilation. Space-saving features, such as convertible beds and smart roof extensions, are also included, along with physical switches to ensure continuous functionality even without internet connectivity. This study employs the Experimental Prototyping Methodology. The cabin design was first conceptualized using detailed 2D and 3D layouts via AutoCAD. Programming was conducted using Arduino IDE in C++, where the ESP32 microcontroller handled internet-dependent features while the Arduino Uno controlled sensor-based automation. All system components were subjected to functional testing. Voice command responses ranged from 2 to 6 seconds under stable internet conditions, with delays of up to 10 seconds when connectivity was weak. Manual switches were incorporated to maintain functionality regardless of internet availability. A user survey was conducted using purposive sampling and evaluated through a 4-point Likert scale. Respondents rated the system positively, highlighting its ease of use, off-grid independence, and smart automation features. The integrated power system and automation functions were particularly noted as beneficial for emergency applications and rural environments. The findings of this study support the viability of combining IoT automation with sustainable energy solutions for developing reliable smart living spaces. The integration of Arduino and ESP32 microcontrollers enabled a scalable, eco-friendly, and secure system. This research demonstrates a promising direction for creating future-ready, off-grid homes that prioritize energy efficiency, user convenience, and resilience in various living conditions.

Keywords: smart cabin, off-grid living, arduino uno, esp32, iot automation, sinric pro, renewable energy, solar power, mechatronics, sustainable housing

DEVELOPMENT OF QUALITY CONTROL COBOTICS AND MECHATRONICS SYSTEM USING ARDUINO UNO AND RASPBERRY PI 5 WITH DBMS

John Michael Consolacion, Jericho Dimacutac, Rovick Nagutom,
Emmanuel Humantoc, Benedict John Lejos, Reynante Ponay

Abstract

Technological innovations have significantly influenced industries, particularly manufacturing. With increasing consumer demand for high-quality products, businesses continually seek methods to improve production processes and efficiency. Traditionally, quality control in manufacturing has been conducted manually, a process that is time-consuming and prone to human error. However, the emergence of technologies such as database management systems (DBMS), Arduino, Raspberry Pi, and collaborative robots (cobots) has enabled the creation of automated quality control systems that are more accurate and efficient. This study focuses on the development of a Quality Control System using Arduino Uno and Raspberry Pi 5 with DBMS, representing a substantial advancement in quality control technology. This study employs the Experimental Prototyping Method to ensure accuracy, consistency, and uniform testing. A Quality Control Cobotics and Mechatronics System is constructed using integrated hardware and software components. The system incorporates ESP8266 modules, Arduino Unos, Raspberry Pi, and wireless communication to facilitate data collection, remote control, and image processing for visual inspections. The developed cobotic system prototype utilized motors, microcontroller units, UPS batteries, and electrical regulators to operate servo motors and conveyor belt movements. MongoDB served as the database for data classification and real-time updates. The system achieved over 95% inspection accuracy with a 0.5-second response time. Despite these strengths, the results also revealed that camera-based inspections were highly sensitive to lighting conditions, and Arduino's memory and processing limitations restricted the execution of complex computations. The researchers validated the theoretical framework through preliminary simulations and prototype experiments, confirming the feasibility of the proposed system. The findings supported the hypotheses, demonstrated successful assembly, and highlighted areas for further refinement. The integration of cobotics and mechatronics principles with Arduino Uno, Raspberry Pi 5, and DBMS presented a cost-effective, open-source solution for intelligent manufacturing. This hybrid system successfully bridged mechanical inspection with digital intelligence, offering industries a practical pathway to modernize quality control processes and reduce reliance on manual inspections.

Keywords: quality control, cobotics, mechatronics, arduino uno, raspberry pi 5, dbms

**DEVELOPMENT OF ROBOTIC SECURITY AND INFORMATION SYSTEM USING
RASPBERRY PI WITH LIDAR AND TRANSPONDER COMMUNICATION,
ESP CAMERA, AND LOCATION RESPONSE CAPABILITY**

Reynante Ponay

Abstract

This research capstone project presents a robotic security system that utilizes LIDAR (Light Detection and Ranging) technology, transponder communication, and Raspberry Pi. The system design enables obstacle detection, autonomous navigation with LIDAR-based mapping, and real-time video monitoring through an ESP camera. The LIDAR sensor provides accurate range measurement, while the transponder module facilitates secure data transmission and location tracking with response capability. The Raspberry Pi microcontroller functions as the processing unit that manages data and controls robot movement. This project introduces an innovation in security surveillance designed to provide reliable and efficient functionality for various industrial applications. The system concept is based on the IPOF framework. The study adopts the Experimental Prototyping Development Methodology (EPDM) to test the functional reliability of hardware integration and software compatibility. This methodology ensures systematic development and validation of the prototype. Data were analyzed using purposive sampling, and a 4-point Likert scale was applied to interpret quantitative outcomes, with results evaluated through weighted mean analysis. The developed Robotic Security and Information System integrated computer architectural design based on electrical schematic modeling using the PROTEUS application for hardware testing and portability. The Raspberry Pi Integrated Development Environment (IDE) with Python served as the primary tool to process hardware data signals, enabling complete closed-loop system automation. The reliability of the design architecture was established through repeated testing and experimentation, resulting in a robust prototype for implementation. The system architecture integrates sensors such as LIDAR, GPS, and ESP camera into the Raspberry Pi platform. The Raspberry Pi software within the IDE processes data signals from the circuit to enable surveillance, navigation, and tracking. The system demonstrated responsiveness to location-based triggers, while the transponder ensured secure data transmission. Communication interfaces, including Cloud and Ethernet, connected the system to support effective navigational functionality.

Keywords: robotic security, lidar, transponder communication, esp camera, raspberry pi, location response

**DEVELOPMENT OF SMART BUILDING EMERGENCY EVACUATION SYSTEM
USING ESP32 WITH FIRE AND SMOKE SENSOR**

Anthony James Patingo, Adrian Casiban, Edmar Bautista, Joachim Ezekiel Tuplano,
Jericho Garcia, Wendy Jane Maniscan, Brando Manangan

Abstract

Recent advancements in smart building technologies have significantly improved safety and emergency management. One notable innovation is the Smart Building Emergency Evacuation System, which uses sensors and automation to enhance evacuation during fire and smoke incidents. Powered by an ESP32 microcontroller, the system integrates fire and smoke sensors, an automated solenoid lock, LED indicators, and a backup power supply. It continuously monitors environmental conditions, triggers alarms, and guides occupants toward safe exits, reducing confusion and improving evacuation efficiency. This thesis aims to demonstrate how such a system can strengthen safety and emergency response in modern buildings, offering a reliable solution for managing emergencies. This study will use experimental prototyping to develop and refine a concept and working model through interviews, purposive sampling, and a 5-point Likert scale. The process follows the prototyping model, which involves iterative testing and improvement until the prototype meets required standards. As stated by David Walker, each version of the prototype builds on the previous one, progressing toward the final product. Prototype experiments ensure clarity, testability, and consistent evaluation among users. The Smart Emergency Evacuation System, utilizing an ESP32 microcontroller and fire and smoke sensors, effectively detects hazards, triggers alarms, provides real-time notifications to building managers and responders, and guides occupants through safe evacuation routes. The system ensures reliability, scalability, and cost-effectiveness, with potential for future enhancements such as advanced sensors and cloud-based analytics. Developing a Smart Building Emergency Evacuation System using an ESP32 microcontroller and fire and smoke sensors marks a significant advancement in building safety. By providing real-time alerts, evacuation guidance, and scalable integration, the system enhances the overall efficiency of emergency response procedures. While challenges such as sensor calibration, network reliability, and advanced sensor integration remain, these can be addressed through continuous refinement and the adoption of emerging technologies.

Keywords: smart building, esp32, emergency evacuation, fire detection, smoke detection, prototyping, automation, safety system

**DEVELOPMENT OF SOLAR BASED SMART HOME AND FRONT YARD
AUTOMATION USING ESP AND ARDUINO MCU**

Jamie Marcelino, James Diaz, Rozelle Decalit, Ryan Christian Perillo,
Jan Loyd Paraiso, Reynante Ponay

Abstract

The development of a Solar-Based Smart Home and Front Yard Automation system using ESP and Arduino MCU integrates various home systems and appliances into a centralized control platform, typically through smartphones, allowing homeowners to manage their homes remotely. The system incorporates ESP8266 as its core and enables home and front yard automation through Android devices. This initiative allows users to control appliances such as light bulbs and sockets using a dedicated Android application. The system also includes manual control buttons and integrates Alexa Echo Dot for voice control functions. The primary objective of this research is to enhance the quality of life for homeowners by providing convenience, efficiency, comfort, and security. This study applies the Experimental Prototyping Methodology, in which a prototype is constructed, tested, and revised as necessary until an acceptable result is achieved, serving as the basis for producing the full system or product. The prototype was tested to ensure that all components functioned correctly within the control system. Adjustments to wiring and cable management were made to prevent short circuits and potential damage. The prototype operated successfully during testing and production. Survey results indicated evaluators' responses of "Agree" and above, suggesting that the prototype was acceptable. Evaluation was conducted with participants from Barangay Fairview, Quezon City. Through the Experimental Prototyping Method, the researchers gathered the necessary requirements and data to create a miniature house prototype. Each room was equipped with an automated 1.5-watt bulb, except for the control room, and a 100-watt solar panel was installed on the roof. Experiments and tests confirmed that all components functioned according to their intended purpose and objectives. The solar power system contributed to energy conservation and lower electricity consumption. The experimental prototyping process yielded a functional main control system, automatic transfer switch, and solar power system, demonstrating the prototype's reliability and feasibility in terms of functionality, availability, and user acceptance.

Keywords: smart home automation, solar power system, alexa echo dot

**DEVELOPMENT OF SOLAR-BASED ATS ROBOTIC WEATHER MONITORING
TECHNOLOGY USING ARDUINO MEGA 2560 AND ESP32**

Nick Anthony Tercero, Jhon Cedric Taguik, Gerald Balasta,
Tom Robert Espiel, Reynante Ponay

Abstract

The advancement of technology continues to reshape various aspects of modern life, particularly through innovations that enhance efficiency, security, and sustainability. This study focuses on the development of a solar-based Automatic Transfer Switch (ATS) robotic weather monitoring system that integrates renewable energy with automation and sensor technologies. Designed to perform environmental monitoring tasks such as weather tracking, AI-based recommendations, motion detection, and IoT interaction, the system is powered by Arduino Mega 2560 and ESP32 microcontrollers. It also incorporates a user-friendly interface via the Blynk platform, offering enhanced control and accessibility for end-users. This study adopts the Experimental Prototyping Method to assess the impact of user-centered design and iterative development on functional robotic systems. The research aims to demonstrate how experimental prototyping facilitates the conversion of conceptual designs into operational solutions. Components were assembled and tested systematically, including solar power integration, sensor calibration, control logic, and interface configuration. Adjustments were made to wiring and layout to ensure optimal performance and safety. All system components operated effectively within the main control unit. Wiring adjustments were implemented to ensure proper configuration and to prevent short circuits. Inverters were used to regulate the current and protect the circuitry from overload. The ESP32 successfully connected to Wi-Fi and enabled smartphone-based control. The Arduino Mega 2560 functioned as expected, managing sensor input and executing control code. The Automatic Transfer Switch demonstrated a 95% success rate in transferring power to the backup supply during simulated outages, ensuring uninterrupted operation. The successful development of the solar-based ATS robotic weather monitoring system confirmed the feasibility of integrating embedded systems with renewable energy for real-time environmental monitoring. The prototype demonstrated reliable performance in simulating off-grid conditions, making it suitable for agricultural or remote field applications. The use of Arduino Mega 2560 and ESP32 allowed efficient communication between sensors and user interfaces, while solar power ensured sustainability. This project highlights the potential of combining automation and renewable energy in developing resilient and scalable monitoring technologies.

Keywords: weather monitoring, solar energy, arduino mega 2560, esp32, automatic transfer switch, iot, blynk interface, motion detection, renewable energy, embedded systems

**DEVELOPMENT OF SOLAR-BASED PRIVATE RESORT SWIMMING POOL
MECHATRONICS SYSTEM USING ESP32**

Princess Daniel Fabia, Doinnalyn Cabanero, Arlina Garcia,
James Daniel Mariño, Rhythm Lalim, Reynante Ponay

Abstract

The Resort Swimming Pool Mechatronics System is designed to provide automated control and enhanced safety for pool operations in private resort settings. By utilizing built-in sensors and mechatronic components, the system automates tasks such as pool cover management, lighting, and surveillance. The ESP32 Cam OV2640 is integrated for real-time perimeter monitoring, enhancing security. Infrared sensors control actuators to reverse motor direction upon motion detection, ensuring safety during operation. A temperature sensor automatically activates the pool cover when water temperatures exceed set thresholds. A rain sensor manages the pool roof by triggering automatic closure during rainfall and retraction during dry conditions. Additionally, strip lights are connected to a light sensor for responsive illumination. The system is powered through two sources: a solar-based Automatic Transfer Switch (ATS) consisting of solar panels, a solar inverter, charge controller, and battery; and a traditional AC supply from the local grid (Meralco), ensuring continuous operation. This study employs the Experimental Prototyping Method. A prototype was developed to test the design concept prior to full-scale implementation. This method allows researchers to identify design flaws, assess system usability, and make necessary improvements at early stages, thereby minimizing costly errors during actual production. Hardware and software integration was iteratively refined based on testing feedback. The Resort Swimming Pool Mechatronics System effectively automated multiple operational functions such as pool cover control, roof retraction, lighting adjustment, and real-time surveillance. The system minimized manual intervention and improved operational efficiency. It demonstrated responsiveness to environmental inputs such as motion, temperature, and rainfall, and functioned reliably under both solar and AC power sources. The dual-power configuration ensured uninterrupted operation, even during power outages. The developed system proved to be an efficient tool for enhancing pool facility management. Through automated control using sensors and actuators, the system optimized energy use and reduced manual labor. Features such as weather-responsive roof and pool cover operation, integrated surveillance, and dual power support contributed to improved safety and reliability. This study demonstrates how smart mechatronics systems can be leveraged in private resorts to achieve sustainable and technologically advanced pool management.

Keywords: mechatronics, esp32, swimming pool automation, solar energy, iot, sensor-based system, motion detection, temperature monitoring, rain sensor, ats power system

**DEVELOPMENT OF SURVEILLANCE ROBOT USING ESP32 AND
ARDUINO MCU WITH IOT BASE COMMUNICATION**

Rigie Ansay, Michael Dela Cruz, Brian Marchadesch, Benidicto Rivas,
Vince Trinidad, Reynante Ponay

Abstract

Recent advancements in technology and robotics have enabled the development of autonomous systems capable of performing a variety of tasks, including security and surveillance. Conventional constabulary systems and fixed camera installations often face limitations such as blind spots and susceptibility to human error. To address these issues, this study proposes the development of a surveillance robot equipped with ESP32 and Arduino microcontrollers, surveillance cameras, and AI-based face detection capabilities. The system aims to enhance real-time monitoring, improve security responsiveness, and minimize human intervention by autonomously detecting individuals and sending alerts to designated personnel. This study utilizes the Experimental Prototyping Method to develop and test the surveillance robot. Through this approach, a prototype is constructed to validate the research hypothesis prior to full-scale production. This method allows the researchers to detect design flaws and usability issues early, ensuring system reliability and efficiency. Components such as microcontrollers, sensors, and AI algorithms were integrated and tested to ensure proper functionality before the final system configuration. The surveillance robot successfully demonstrated autonomous navigation and real-time surveillance capabilities. It employed ultrasonic sensors for obstacle avoidance and an AI-powered camera for face detection. The system functioned independently, sending immediate alerts to operators without requiring continuous server credentials. The integration of these features resulted in improved monitoring accuracy and reduced dependence on manual surveillance efforts. The prototype surveillance robot effectively addressed the limitations of traditional security systems, such as fixed CCTV cameras and human patrols. The inclusion of ultrasonic sensors enabled safe and autonomous movement, while the AI-driven facial recognition system enhanced threat identification. The robot's ability to send instant notifications improved situational awareness and security responsiveness. This study illustrates the potential of robotics and IoT integration in advancing modern security infrastructure.

Keywords: surveillance robot, esp32, arduino mcu, iot communication, face detection, autonomous navigation, ultrasonic sensor, security system, ai monitoring

**DEVELOPMENT OF THREE CATEGORY MECHATRONICS PRODUCT CLASSIFIER
USING ESP32 AND ARDUINO UNO WITH INVENTORY MONITORING**

Diega Nilo Jr, Lee Andrie Cabalquinto, Jay Vee Agraan,
Joseph Janrei Salva, Reynante Ponay

Abstract

Product classification plays a crucial role in modern industries where efficiency, accuracy, and precision are essential. Traditional manual sorting systems are often slow, error-prone, and lack innovation, particularly in terms of energy sustainability and the ability to handle a variety of product types. This study focuses on the development of a mechatronics-based conveyor product classifier that utilizes ESP32 and Arduino Uno microcontrollers. The system integrates inventory monitoring through IoT, sensor-based identification, manual toggle switching, and an Automatic Transfer Switch (ATS) powered by a solar energy backup. The primary objective is to automate the sorting of products into three categories: plastic, paper, and metal, while promoting operational efficiency and environmental sustainability. The researchers employ an experimental prototyping method to construct the product classifier. The Arduino Uno microcontroller manages sensor inputs and controls the sorting operations. The conveyor system is equipped with ultrasonic sensors to detect objects, color sensors and load cells to determine material composition, and stepper motors managed by L298N motor drivers to facilitate sorting. A potentiometer allows for real-time adjustment of operational parameters, while a toggle switch provides manual override functionality for setup and maintenance. The ATS is incorporated to ensure an automatic transition to solar power during outages, supporting continuous and eco-friendly system operation. The prototype functioned successfully and achieved its intended purpose of classifying products into plastic, paper, and metal categories. The IoT-integrated inventory monitoring provided real-time tracking of the sorting process. The ATS enabled uninterrupted operation by switching to solar power during power failures. The system demonstrated effective sorting performance, adaptability to varying inputs, and energy-efficient operation, meeting the study's objectives. The developed mechatronics classifier presents a notable innovation in automated sorting systems by combining ESP32 control, IoT monitoring, and sustainable energy features. The manual override function and adjustable settings enhanced user flexibility, making the system suitable for various industrial applications. While the prototype is fully functional, further refinement in sensor calibration and scaling is necessary. Future developments may include integrating machine learning and advanced sensing technologies to improve sorting precision. Overall, the study offers a promising model for sustainable and adaptable industrial classification systems.

Keywords: mechatronics classifier, arduino uno, esp32, product sorting, inventory monitoring, iot integration, ultrasonic sensor, load cell, solar power, ats backup system

**DEVELOPMENT OF VERTICAL HYDROPONICS FARMING TECHNOLOGY
USING ARDUINO MEGA 2560 WITH AUTOMATED DISPENSING SYSTEM**

Lao Mikael Gabriel, Joven Baluntong, Edison Josh Casingal,
Arabela Delumen, Shaneth Garinga, Reynante Ponay

Abstract

This research addresses environmental challenges and the increasing demand for sustainable food production by developing a vertical hydroponics farming system. The system utilizes Arduino Mega 2560 and ESP-32 microcontrollers to automate the dispensing of water and nutrients. It integrates sensors for temperature, pH level, and ultrasonic detection to optimize irrigation and nutrient delivery continuously. Additional features include IoT-based remote monitoring through a Telegram Bot and an Automatic Transfer Switch (ATS) powered by a solar backup system, which ensures reliable and uninterrupted operation. This technology is designed to support applications in indoor farming, greenhouses, rooftops, and vertical gardens, ultimately contributing to improved local food production and food security. The study employs the experimental prototype development method to construct the automated vertical hydroponics farming system. One Arduino Mega 2560 and one ESP-32 microcontroller are used to manage core functions, including water and nutrient dispensing, real-time monitoring, and IoT communication. Integrated sensors: temperature, pH, and ultrasonic, provide accurate environmental data to guide automated control. Remote access and monitoring are facilitated via a Telegram Bot. System evaluation is conducted using a structured questionnaire, with responses measured through a 4-point Likert scale and analyzed using the General Weighted Mean to assess functionality, usability, and reliability. The prototype was successfully developed, incorporating sensor feedback, automation, and IoT-based remote control. System schematics and detailed 3D visualizations documented the design. Results from user feedback indicated a “Very Good” overall rating, especially in system responsiveness and user interface. The sensors maintained accurate environmental monitoring, and the automated dispensing system operated as expected, delivering consistent water and nutrient levels. Minor limitations included occasional sensor delays and the need for specific calibration for different crop types. Despite these, the system proved functional and reliable in both indoor and urban applications. The study demonstrates that integrating microcontrollers, sensors, and IoT-based automation into a vertical hydroponics setup can effectively support sustainable agriculture in limited-space environments. The system achieved efficient resource utilization and consistent crop maintenance, while the solar-powered ATS ensured continuous operation. Although some improvements in calibration and sensor responsiveness are needed, the project presents a scalable and eco-friendly model for urban farming that aligns with sustainable development goals.

Keywords: vertical hydroponics, arduino mega 2560, automated dispensing system, esp-32 microcontroller, iot-based monitoring, telegram bot remote control, sensor automation, solar backup power supply

**DRONE SURVEILLANCE SYSTEM USING RASPBERRY PI WITH HUSKYLENS
CAMERA, WEB SERVER LINK, IOT, LIDAR, AND FOLLOW-ME INTEGRATED
MODULE**

Mark Gerald Medenilla

Abstract

This project aims to design and implement an advanced drone surveillance system using the Raspberry Pi as the central processing unit. By integrating the HuskyLens camera, the system achieves real-time object detection and tracking with high accuracy. Remote monitoring and control are facilitated through an embedded web server, allowing seamless access from anywhere. Leveraging Internet of Things (IoT) technology, the system ensures enhanced connectivity and interoperability with other smart devices and networks. Precision environmental mapping and obstacle detection are enabled by LiDAR sensors, improving navigation safety and situational awareness. Furthermore, an autonomous “follow-me” module allows the drone to dynamically track and follow designated subjects without manual input, expanding its utility for various surveillance and security applications. This study will employ Experimental Prototyping Methodology, which involves the systematic construction, testing, and iterative refinement of a prototype. Through continuous evaluation and modification based on performance results and feedback, the prototype is progressively improved until it meets the predefined criteria for functionality and quality. This iterative approach ensures that the final design is both effective and reliable, providing a robust foundation for the development and production of the complete system or product. The prototype underwent extensive testing to ensure all components operate smoothly within the integrated control system. Careful adjustments to wiring and cable management were implemented to prevent electrical faults, effectively mitigating the risks of short circuits and damage. Throughout both testing and production phases, the prototype consistently delivered reliable performance, establishing a strong foundation for future improvements and scalability. Survey feedback from evaluators in Brgy. Fairview, City of Quezon, showed a consensus rating of "Agree" or higher, demonstrating high acceptability and user satisfaction. These positive results confirm the system's feasibility and readiness for wider deployment. The development of the drone surveillance system prototype begins with procuring key hardware components, including the Raspberry Pi as the central processor, HuskyLens camera for object detection, LiDAR sensor for precise distance measurement, follow-me modules using GPS and visual tracking, a drone platform, streaming camera, power supply, and mounting hardware. The setup process involves installing the Raspberry Pi OS and configuring essential libraries for seamless integration with peripherals. Each component is individually validated to ensure optimal performance, HuskyLens for accurate object detection, LiDAR for reliable range measurement, and follow-me modules for precise tracking. The Raspberry Pi communicates with these devices through multiple protocols such as USB, GPIO, I2C, SPI, and UART, facilitating robust data transfer. Custom Python scripts capture and process sensor data, extracting object details from HuskyLens, distance readings from LiDAR, and positional data from follow-me modules. The system's core functionalities include advanced object tracking using filtering and prediction algorithms, LiDAR-based obstacle avoidance, autonomous follow-me capabilities combining GPS and visual tracking, and IoT integration via MQTT for real-time cloud logging and remote monitoring. Hardware components are securely mounted on the drone, with reliable communication established between the Raspberry Pi and flight controller to coordinate flight operations. Performance evaluation focuses on detection accuracy, obstacle avoidance effectiveness, follow-me tracking stability, IoT communication reliability, and overall flight performance. An iterative development approach enables ongoing refinement based on testing results. The initial phase

emphasizes hardware assembly, stable inter-module communication, and implementation of basic autonomous features, providing a solid foundation for future enhancements

Keywords: drone surveillance system, raspberry pi, huskylens camera, lidar sensor, follow-me module, gps tracking, visual tracking, object detection, obstacle avoidance, iot integration, mqtt protocol, autonomous flight, hardware integration, sensor validation

**GREEN TECHNOLOGY BASED INTEGRATED MECHATRONICS SYSTEM WITH IOT
BASED MONITORING AND SEGREGATION MECHANISM USING ARDUINO UNO**

Jericho Breguiles, Ma. Isabel Cabangon, Rogelio Derama,
Samuel John Lao, Jamee Panal, Reynante Ponay

Abstract

The rise of practical and adaptable mechatronic systems is shaping the modern landscape of automation and sustainable technology. To meet the demands for efficiency, precision, and large-scale production, this Capstone Project presents a novel Four-Category Color-Based Product Segregation System. Powered by an Arduino Uno with ATS power supply backup, the system classifies products into four color-coded categories: Blue, Green, Red, and Yellow. It also includes a real-time notification feature that alerts administrators when storage bins are full, ensuring accurate tracking of segregated and ready-to-pack products. This study utilizes an experimental prototyping approach, where the system is developed and tested to assess its feasibility. According to Smith (2021), prototyping allows for the refinement of ideas before full-scale implementation. The Prototyping Model, a widely used Systems Development Methodology (SDM), involves iterative cycles of prototype creation, testing, and modification until an acceptable version is produced, which then serves as the basis for the final system development. The successful testing of the system confirms its feasibility for automated product classification, offering potential improvements in efficiency and production quality. The researchers also evaluated the system based on survey responses from fifty (50) employees of Republic Biscuit Corporation (REBISCO) at General Luis St., Brgy. Nagkaisang Nayon, District 2, Novaliches, Quezon City. This Capstone Project demonstrates the feasibility and effectiveness of automating color-based product segregation integrated with mass-production capabilities. It underscores the importance of interdisciplinary collaboration and technological innovation in creating cost-effective automation solutions and fostering sustainable product management. Further advancement and application of such systems offer promising opportunities for developing adaptable mechatronic technologies suited to the evolving demands of automation and sustainability.

Keywords: automated product segregation, mechatronic systems, color-based classification, mass production, interdisciplinary collaboration, technological innovation, sustainable product management, automation technology

INTELLIGENT TRAFFIC LIGHT CONTROL SYSTEM: A PROPOSED STUDY

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Abstract

Traffic signals play a critical role in maintaining safety and order for all road users, including pedestrians. Pedestrian traffic lights are specifically designed to prioritize and protect individuals crossing streets, particularly in urban areas with high foot traffic. Modern systems go beyond basic "walk" and "don't walk" indicators by incorporating advanced features such as countdown timers and sensors that detect waiting pedestrians. These innovations not only enhance pedestrian safety but also promote walking as a healthier and more environmentally sustainable mode of transportation. This study employed a quantitative mixed-method approach and purposive sampling. To evaluate the proposed Intelligent Traffic Light Control System model, an ANOVA test was used to determine significant differences in assessments based on five key criteria: ease of use, reliability, safety, efficiency, and adaptability. A survey questionnaire was administered to 15 respondents comprising 5 IT experts, 5 traffic enforcers, and 5 traffic engineers, to assess the model's overall acceptability. The results of the study indicate that the proposed Intelligent Traffic Light Control System model was rated as highly acceptable in terms of ease of use and safety by all three respondent groups: Traffic Enforcers, IT Experts, and Traffic Engineers. Reliability was rated highly acceptable by Traffic Enforcers and Traffic Engineers, and acceptable by IT Experts. Efficiency was deemed highly acceptable by Traffic Enforcers, and acceptable by both IT Experts and Traffic Engineers. Adaptability received a highly acceptable rating from Traffic Enforcers and IT Experts, and an acceptable rating from Traffic Engineers. The mean scores were as follows: Traffic Enforcers – 3.34 (variance = 0.10), IT Experts – 3.36 (variance = 0.09), and Traffic Engineers – 3.82 (variance = 0.07). The computed F-statistic was 0.029, compared to the critical value of 3.885, with $\alpha = 0.05$ and degrees of freedom (df) = 2 and 12. Since the computed F-value is less than the critical value, the null hypothesis (H_0) is accepted, indicating that there is no significant difference in the assessments among the three groups of respondents. The study found that the proposed Intelligent Traffic Light Control System was highly acceptable in terms of ease of use, reliability, safety, and adaptability. However, efficiency received slightly lower ratings, indicating an area for improvement. Statistical analysis revealed no significant differences in the assessments among the three groups of respondents: Traffic Enforcers, IT Experts, and Traffic Engineers. Identified challenges in implementing the system included issues with pedestrian detection, maintaining consistent traffic flow, system integration, and power stability. Based on these findings, the study recommends enhancements such as incorporating GPS and LIDAR technologies, implementing adaptive pedestrian signaling, improving signage visibility, and ensuring system reliability through backup power solutions.

Keywords: traffic signals, advanced traffic signals, countdown timers, pedestrian sensors

**SMART CANE TECHNOLOGY: PROPOSING A MODEL REAL-TIME DETECTION
AND NAVIGATION**

Veronica Marie Subingsubing, Leizhylle Ann Erazo, Ella Mae Rodoy, Patricia Real,
Lizel Ann Tomacina, Juliana Marie Gaviola, Carlito Gabriel

Abstract

Smart Cane Technology aims to address key challenges in assistive mobility, such as the improper use of support devices and the stigma associated with mobility aids. This innovation is designed for individuals with minor injuries, poor balance, or leg pain. To enhance user safety, the Smart Cane is equipped with real-time smoke and water detectors, allowing users to navigate various environments with greater confidence and independence. This study utilizes a quantitative descriptive research method with purposive sampling. A total of 10 respondents: 5 Computer Engineers and 5 Electrical Engineers, were surveyed to assess the Smart Cane Technology in terms of procedural methodology, durability, functionality, quality, and presentation. A survey questionnaire was used as the primary instrument, and a t-test was conducted to determine if significant differences existed between the two groups' assessments. The results showed that the Smart Cane was rated as Highly Acceptable by Computer Engineers and Acceptable by Electrical Engineers across all evaluated criteria. The mean score from Computer Engineers was 3.43 with a variance of 0.009, while Electrical Engineers recorded a mean of 3.00 with a variance of 0.158. The computed t-value was 1.226, which is lower than the t-critical value of 1.963 at a 0.05 significance level. These findings support the hypothesis that there is no significant difference in the acceptability assessments between the two groups regarding procedural methodology, durability, functionality, quality, and presentation. The findings confirm the overall acceptability of the proposed Smart Cane model, although areas for improvement were identified. Future enhancements should focus on improving sensor accuracy and reliability, optimizing component placement, increasing battery efficiency, and ensuring that the design remains user-friendly. Incorporating real-time sensor feedback is essential to maximize both safety and usability. Strengthening these features will enhance the cane's potential to promote mobility, independence, and confidence among users.

Keywords: smart cane, assistive technology, real-time detection, navigation aid, sensor integration, mobility device, user acceptability, engineering design

INTEGRATION ARTIFICIAL INTELLIGENCE FEATURES TO WHEELCHAIR MODEL

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Samantha Cristina Palonpon, Prince Michael De Leon

Abstract

The integration of artificial intelligence (AI) in assistive technologies has gained significant attention in recent years, particularly in enhancing mobility devices such as wheelchairs. The potential of incorporating AI features into wheelchair models lies in advancing navigation capabilities and improving user interaction. Traditional wheelchairs often appear basic and may pose safety risks, especially when used by a single individual without assistance. In response to this concern, the researchers conducted this study to design and develop a prototype wheelchair enhanced with AI features, aiming to improve both its strength and safety. This quantitative descriptive study assessed the acceptability of integrated AI features in a wheelchair model. Using purposive sampling, five electrical engineers and five IT experts evaluated the design through a questionnaire, which focused on key aspects such as materials, mechanics, functionality, safety, and overall presentation. Statistical tools including Student's Percentage, Weighted Mean, and t-test, were employed to determine any significant differences in the assessments between the two groups of experts. To support the evaluation process, the researchers constructed a prototype wheelchair model using popsicle sticks and cardboard. Both the electrical engineers (overall mean = 3.70) and the IT experts (overall mean = 3.16) rated the AI-integrated wheelchair design as highly acceptable and acceptable, respectively. A t-test analysis ($\alpha = 0.05$, $df = 326$, $t\text{-critical} = 2.306$, $t\text{-computed} = 0.876$) revealed no significant difference between the assessments of the two groups across the evaluated criteria: materials, mechanics, functionality, safety, and presentation. As a result, the null hypothesis was accepted. The AI-integrated wheelchair design will be refined based on expert feedback. Proposed improvements include the use of durable yet lightweight materials such as carbon fiber and aluminum alloy, and the enhancement of seat comfort through ergonomic cushioning. The motor will be upgraded to ensure smoother and more energy-efficient movement. Additional features will include multi-modal control options such as voice commands, eye-tracking, and joystick navigation, as well as integrated fall detection and alert systems. Safety will be further improved through enhanced emergency stop mechanisms and braking systems. Lastly, the overall design will be refined to improve both aesthetics and ergonomic functionality.

Keywords: artificial intelligence, wheelchair, high-tech, new invension

**A PERCEIVE EFFECTIVENESS OF E-WALLETS AS FORM OF
PAYMENT AMONG GRADE 12 STUDENTS**

Aldrian Francisco, John Anthony Albor, Eurie Yabut,
Yellena Ayessa Pinpin, Reymundo Javier

Abstract

The growing use of e-wallets has significantly transformed the way financial transactions are conducted, especially among younger populations. E-wallets, or digital wallets, provide a fast, convenient, and cashless means of payment, enabling users to complete transactions through mobile devices. This technological shift has been particularly evident among senior high school students, who are increasingly integrating digital tools into their daily routines. Among Grade 12 students, e-wallets are commonly used for a variety of purposes such as purchasing school supplies, food, transportation, and online shopping. As digital financial platforms continue to evolve, it is essential to assess how effective these tools are at meeting the needs of student users. This study aims to explore the perceived effectiveness of e-wallets as a mode of payment among Grade 12 students. Specifically, it investigates their perceptions regarding convenience, accessibility, security, and overall user satisfaction. The findings of this research may contribute to a deeper understanding of students' digital financial behaviors and support efforts to enhance financial literacy and responsible e-wallet usage. This study utilized a descriptive research design to examine the perceived effectiveness of e-wallets as a payment method among Grade 12 students. Data was gathered through a structured survey questionnaire distributed to 50 respondents selected from various academic strands, including STEM, HUMSS, GAS, ICT, and ABM. The responses were measured using a 5-point Likert scale, ranging from Strongly Disagree (1) to Strongly Agree (5). The collected data were statistically analyzed using the weighted mean to determine the overall perception of the respondents regarding the effectiveness of e-wallets. The results of the study reveal that Grade 12 students show a moderate preference for using e-wallets as a mode of payment. The analysis of various e-wallet platforms, including G Cash, Hello Money, Pay Maya, PayPal, and Grab Pay, yielded a grand mean of 3.43, indicating a neutral to slightly positive level of usage and perception among respondents. In terms of the frequency of e-wallet usage, the computed grand mean of 3.40 also suggests a neutral to slightly positive response. This implies that while e-wallets are not used by students daily, they are still utilized regularly for specific transactions such as mobile reloading, food purchases, and online shopping. Lastly, the perceived quality of e-wallet transactions, which includes aspects such as convenience, speed, and security, received a grand mean of 3.46. This again reflects a neutral to slightly positive perception among the respondents. Overall, the findings suggest that e-wallets are moderately accepted and utilized by Grade 12 students, with a generally favorable outlook on their effectiveness and convenience. Moreover, e-wallets such as Hello Money, Pay Maya, PayPal, Grab Pay, and especially G Cash are perceived by Grade 12 students as secure, efficient, and easy to use, making them effective tools for managing daily payments and various financial transactions.

Keywords: e-wallets, g cash, pay maya, hello money, paypal, grab pay, grade 12 students, digital payments, financial transactions, user perception, convenience, security, effectiveness, frequency of use, financial technology.

**A PROPOSED MODEL OF AUTOMATED MACHINE FOR ASSISTING WHEELCHAIRS
ON STAIRCASES AT BIGNAY NATIONAL HIGH SCHOOL**

Lei Ann Mae Vertera, Jhon Nomer Macasocol, John Mark Relatado, Allison Grace Ofirin,
Liele Jhon Todio, Nerwin Jay Jamilla, Roldan Bamondi

Abstract

This study investigates the design and implementation of an automated stair-climbing wheelchair system aimed at improving accessibility for students with disabilities at Bignay National High School. It focuses on overcoming the mobility barriers posed by staircases by customizing existing stair-climbing technology (Sadeghian et al., 2020) to the school's specific environment. The proposed system prioritizes the needs of users and environmental factors, with the goal of fostering greater independence, safety, and inclusivity for wheelchair users. This study used a quantitative-experimental research approach with purposive sampling. A survey questionnaire was administered to two groups of respondents: five Electrical Engineers and five Mechanical Engineers, to assess the acceptability of the proposed model in terms of ease of use, reliability, functionality, features, and mechanical performance. The results of the investigation indicate that the proposed model is rated as "Highly Acceptable" based on the problem statement, data presentation, analysis, and interpretation. Electrical Engineers recorded an overall weighted mean of 3.29, with a variance of 0.148, an alpha level of 0.05, degrees of freedom of 326, a critical t-value of 2.110, and a computed t-value of 0.162. Likewise, Mechanical Engineers reported an overall mean of 3.58, variance of 0.056, the same alpha level and degrees of freedom, a critical t-value of 2.110, and a computed t-value of 0.162. Since the computed t-values for both groups are less than the critical t-value, their assessments are accepted. This indicates no significant difference between the evaluations of the two groups. Feedback from respondents highlighted the need to improve the wheelchair's safety features, particularly for stair use. A reliable locking system to prevent slipping is essential, alongside the integration of advanced pressure sensors for surface detection, tilt sensors for stability monitoring, and touch sensors for more intuitive user control. These enhancements aim to enhance both safety and usability in various settings.

Keywords: wheelchair safety, stair navigation, locking system, slip prevention, pressure sensors, tilt sensors, touch sensors, user control, usability, accessibility, mobility aids, assistive technology

**AUTOMATED GREEN TECH METAL AND NON-METAL MECHATRONICS SORTER
USING RASPBERRY PI AND REALTIME DATABASE**

Eleazar Flores, Jhon Rey Laddaran, Julieto Jr Janier, Angelito Jr Francisco,
Nabur Rico Fiel, Reynante Ponay

Abstract

Automation is a vital driver in modern industrial operations, enhancing efficiency, reducing human intervention, and ensuring precision in complex processes. Material sorting, essential in manufacturing, recycling, and mass production, demands speed, accuracy, and sustainability. This study introduces an automated material sorting system powered by a Raspberry Pi as the central processor, connected to sensors that differentiate metallic and non-metallic materials in real time. Automating this process reduces dependence on manual labor, minimizes human error, and promotes a safer, more efficient workplace. The system also features a real-time database for continuous monitoring, remote access to performance data, and instant alerts, facilitating timely decision-making and maintenance. This smart sorting solution boosts productivity while addressing the need for intelligent, scalable, and eco-friendly industrial technologies. The researchers employed an experimental prototyping and development approach to design and construct proposed automated material sorting system. The primary objective was to create a fully functional prototype using the specified components and materials. The prototype underwent multiple testing cycles and iterative refinements to optimize its performance, reliability, and efficiency. To provide a comprehensive understanding of the system, the study included detailed 2D and 3D design models, visually representing the physical structure and layout of the prototype. A comprehensive schematic diagram was also presented to illustrate the electrical connections and sensor integrations. The entire development process, from material selection to assembly and calibration, was thoroughly documented. To assess the system's effectiveness and user acceptability, the researchers distributed structured questionnaires, and the resulting data were analyzed to inform potential enhancements and validate the system's practicality. This chapter presents the implementation outcomes and results of the project. It includes a detailed schematic diagram that illustrates the configuration and interconnections of all electronic components integrated into the prototype. Furthermore, it outlines the step-by-step assembly procedure followed during the system's construction, ensuring transparency and replicability. The completed prototype underwent comprehensive testing and was verified to be fully operational, successfully executing its intended functions by the defined design specifications and project objectives. This chapter presents the key findings from the development and implementation of the Inventory Conveyor Mechatronics System, which integrates a Raspberry Pi 5 and Arduino Uno with capacitive and inductive proximity sensors and a real-time database management system. The prototype successfully manages the movement and classification of containers on a motorized conveyor belt by utilizing sensor data to differentiate between metallic and non-metallic materials. Effective coordination between the Raspberry Pi and Arduino Uno enables streamlined data processing, control logic execution, and sensor response. The real-time database supports ongoing monitoring, performance evaluation, and data storage. Critical aspects such as hardware optimization, material efficiency, power consumption, and user feedback were thoroughly assessed, demonstrating the system's reliability, functionality, and practical applicability in industrial automation and inventory management settings.

Keywords: inventory conveyor mechatronics system, raspberry pi 5, arduino uno, capacitive proximity sensor, inductive proximity sensor, real-time database, automated sorting, material classification, industrial automation, inventory management, sensor integrat

**DEVELOPING A DIGITAL UNIFORM FOR PROFESSIONAL
CIVIL ENGINEERS: A STUDENTS PERCEPTION**

Jamaicca Celesteine Toledo, Mary Joy Cardeño, Jan Rhaiven De Paz,
Thom Jeaster Gelindon, Thalia Nicole Sapungay, Reymundo Javier

Abstract

This study explores student perceptions of a digitally designed uniform for professional civil engineers, with a focus on its safety, originality, and practicality. As the field of engineering evolves in the digital age, there is growing interest in innovations that can enhance both function and professional image, including the integration of digital features into uniforms. A quantitative descriptive research design was employed to examine the perceptions of both professional and student civil engineers toward the concept of a digital uniform. Data were gathered through structured survey questionnaires distributed to selected respondents. Survey responses from five participants, consisting of seasoned professionals and recent graduates, indicated a generally positive view of the proposed digital uniform. The results showed high ratings for visibility (Grand Mean = 4.28) and modern design (Grand Mean = 4.28), along with favorable impressions of its originality (Grand Mean = 3.84) and overall effectiveness and feasibility (Grand Mean = 4.04). These findings suggest a strong potential for acceptance of the digital uniform within the civil engineering field. The study concludes that digital uniforms can enhance the safety, functionality, and professional appearance of civil engineers. While initial perceptions are positive, further research and design refinement are necessary to achieve broader acceptance and standardization. The findings support the integration of innovation into professional attire, reflecting the evolving role of technology in engineering practice.

Keywords: digital uniform, civil engineering, student perception, safety, innovation, professional image, engineering design, wearable technology

DEVELOPMENT OF AN AUTOMATED SMOKE-FILTERING ASHTRAY USING ARDUINO UNO WITH AN IGNITION SYSTEM AND STORAGE MECHANISM

Lester Charles Bautista, Philip Kyle Miguel, Hommar Borres, Lovelee Ross Marayag,
Michelle Anne Miralles, Reynante Ponay

Abstract

Indoor air pollution caused by cigarette smoke remains a serious health concern, particularly in enclosed spaces with poor ventilation. Exposure to second-hand smoke significantly increases the risk of respiratory illnesses, cardiovascular diseases, and cancer. Traditional ashtrays merely collect cigarette waste but do not mitigate the harmful airborne particles and gases emitted during smoking. This study aims to design and develop a multifunctional, automated ashtray that not only filters cigarette smoke but also includes features such as real-time maintenance notifications, a safe cigarette ignition system, automated waste handling, and a cigarette dispensing mechanism, all powered by a renewable solar energy system. The study employed an Experimental Prototyping Methodology alongside a Descriptive Survey Approach to design and evaluate the functionality of the automated smoke-filtering ashtray. The prototype integrated components such as an ignition system, smoke detection module, waste storage mechanism, SMS notification feature, and solar-powered backup system, with operations managed through four Arduino Uno microcontrollers. The prototype was successfully developed and demonstrated reliable integration of its key subsystems. These included a smoke filtration system, safe cigarette ignition, coin-operated cigarette dispenser, and real-time user notifications via SMS. The system was powered by both a conventional source and a solar backup, ensuring continuous operation. Feedback from initial testing indicated strong performance across all features, validating the ashtray's potential for effective indoor smoke control. The findings suggest that combining microcontroller-based automation with health-conscious design offers a promising solution for indoor air pollution management. The system's ability to filter smoke, automate waste disposal, notify users remotely, and operate sustainably supports its applicability in various settings such as homes, offices, and designated smoking areas. This innovation highlights the potential of engineering solutions in addressing public health concerns through smart and environmentally responsible technologies.

Keywords: smoke-filtering ashtray, arduino uno, indoor air pollution, microcontroller automation, cigarette dispenser, sms notification, solar power, environmental engineering, smoke detection, health-oriented design

**DEVELOPMENT OF BEVERAGES DISPENSING COBOTIC SYSTEM
USING RASPBERRY PI AND ARDUINO UNO**

Emmanuel Strauss Baranueulo, Lei Mark Cruz, Caster Troy Caingal, Mark Angelo Rebancos,
Angelica Dela Peña, Joy Lyn Multo, Reynante Ponay

Abstract

The integration of modern technology has significantly transformed various industries by automating daily tasks and enhancing operational efficiency. Artificial Intelligence has enabled the development of collaborative robots (cobots) capable of performing repetitive functions with minimal human intervention. This study aims to develop a Beverages Dispensing Cobotic System using Raspberry Pi and Arduino Uno to address existing challenges in AI-driven systems, such as limited customer interaction, safety concerns, dependency on human supervision, and restricted payload and speed capacities. The prototype incorporates real-time database management, Internet of Things (IoT) integration, safety mechanisms, interactive displays, and audio systems to enhance automation while maintaining options for manual control. The system is intended to support the hospitality sector, improving service delivery for employees and customers alike. This study employs the Experimental Prototype Development Method to design and evaluate the proposed cobotic beverage dispensing system. The development process includes identifying material requirements, assembling an initial prototype, evaluating system performance, and applying enhancements based on feedback. Prototyping plays a vital role in refining usability and functionality while gauging customer satisfaction. The methodology allows for iterative improvements and ensures that system performance aligns with design specifications prior to final production. Prototype testing focused on ensuring that individual components met functional requirements and overall usability standards. The cobotic system's database was designed to classify beverage identifiers, names, timestamps, and quantities served. Operational tests verified the performance of critical components including cobotic arms, mobility wheels, and water pumps. The system demonstrated successful interactive service capabilities. Respondents, primarily workers and personnel from the hospitality sector, expressed a high level of satisfaction, with an overall weighted mean of 3.43 for system functionality, and a score of 3.11 for both reliability and portability based on a four-point Likert scale. These results indicate a generally favorable reception and usability of the system. The findings suggest that Raspberry Pi and Arduino Uno are effective microcontroller units (MCUs) for developing a functional cobotic beverage dispensing system. The proposed prototype meets the requirements of hospitality and bar establishments, offering a portable, reliable, and sustainable solution that complies with engineering standards. Its positive reception among users demonstrates potential for real-world application, contributing to enhanced customer service, operational efficiency, and technological advancement in the service industry.

Keywords: cobotic system, beverage dispenser, arduino uno, raspberry pi, hospitality automation, iot integration, real-time database, prototype development, engineering innovation, smart robotics

**DEVELOPMENT OF SMART HOME USING ESP32 AND ARDUINO UNO WITH
MULTIPLE AIR MONITORING AND CONTROL MODULES**

John Paul Umpad, Bea Angella Relis, Romar Sabas, Melaena Villaruel,
Aisley Elpedes, Reynante Ponay

Abstract

Modern homes face increasing demand for automation systems that are both intelligent and reliable, especially during network disruptions and power outages. Existing smart home technologies often encounter single-point failures due to overreliance on Wi-Fi or central hubs. This research addresses these limitations by developing a hybrid smart home system that integrates mobile automation with manual controls, emergency response, and renewable power. The system aims to provide resilience, sustainability, and real-time automation through the use of low-cost microcontrollers and IoT-based solutions. The study followed the Experimental Prototyping Methodology. The system layout was designed through 2D and 3D models using SketchUp. ESP32 and Arduino Uno microcontrollers were programmed in C++ through the Arduino IDE. Remote monitoring and control were enabled using the Blynk mobile application. Sensors such as MQ gas sensors, flame sensors, reed switches, and laser modules were tested and integrated to support air quality, fire, and security automation. A solar power system was included to address power outages. User feedback was collected through purposive sampling and assessed using a 4-point Likert Scale with descriptive analysis. The ESP32 successfully connected to Wi-Fi, with Blynk response times averaging 1–3 seconds under ideal conditions. MQ sensors detected air contaminants and activated exhaust fans for ventilation. During fire tests, flame sensors triggered alarms and sprinkler systems, while the Arduino-controlled water pump provided fire suppression. Gas sensors activated fan systems to expel hazardous fumes. Security modules using lasers and reed switches monitored and reported door and window activities as well as intrusions. Manual switches ensured system functionality during Wi-Fi or application failures. Circuit tests confirmed proper component interaction, demonstrating reliable prototype performance. The developed system exhibited robust multifunctionality by enabling real-time control and incorporating backup mechanisms. The findings confirmed the feasibility of combining mobile and manual control with safety automation and renewable power. Although field testing remained limited, the study suggested the need for larger user bases and long-term monitoring in future research. The model provided practical insights into the expansion of smart home applications, particularly in areas with limited connectivity.

Keywords: smart home, esp32, arduino uno, air monitoring, iot, automation, renewable power

**DEVELOPMENT OF TRASH COLLECTOR ROBOT USING ARDUINO R3 WITH
IOT BASED MONITORING AND AUTOMATED CHARGING INTERFACE**

Angeline Joy Dela Cruz, Jericho Basileles, Louis Arcega, Irish Frio,
Eugene Lorena, Reynante Ponay

Abstract

Automation plays a vital role in enhancing daily life by increasing efficiency and minimizing human effort. This study centers on the development of a trash collector robot using Arduino R3, designed to enhance waste management systems. The robot operates autonomously, using infrared sensors for boundary detection and ultrasonic sensors for obstacle avoidance. An Arduino Uno controller drives two 6V DC motors powered by a 10,000 mAh lithium battery. The system integrates voice recognition for command input, IoT connectivity for real-time monitoring, and dual charging options through solar energy and standard electrical outlets. This project aims to offer a sustainable and intelligent solution for modern waste collection. This study employs the experimental prototyping method to develop and evaluate the trash collector robot. The researchers test the prototype under controlled conditions to assess its usability, efficiency, and sustainability. According to Smith (2021), prototyping allows for refinement of design and functionality before full-scale implementation, ensuring that the developed model meets practical needs and performance standards. The prototype was tested with a balanced sample of male and female respondents, ensuring unbiased usability feedback. The robot successfully demonstrated autonomous navigation, responsive voice command functionality, and efficient obstacle avoidance. Respondents indicated that the system was user-friendly, practical, and accessible, validating its potential for effective waste management. The integration of IoT-enabled real-time updates and the use of solar power with an Automatic Transfer Switch (ATS) ensured uninterrupted operation. The trash collector robot effectively automated the waste collection process, reducing the need for manual intervention while promoting convenience and sustainability. Sensor-driven navigation, IoT monitoring, and dual charging capability contributed to its operational reliability. Although the prototype met its intended objectives, further improvements such as AI-based waste sorting, optimized battery performance, and enhanced solar energy utilization are recommended. Additional field testing across varied environments is also necessary to evaluate long-term durability, environmental adaptability, and security features.

Keywords: trash collector robot, arduino r3, iot monitoring, automated charging, infrared sensor, ultrasonic sensor, waste management, solar power, voice recognition, ats integration

**FACEBOOK PAGE: A TOOL TO EMPOWER LIBRARY USERS AT
BESTLINK COLLEGE OF THE PHILIPPINES, BULACAN**

Mediana Jello Vince Jessie, Sharmaine Medes, Maica Muñoz,
Realyn Roque, Reymundo Javier

Abstract

In the digital age, social media has transformed how information is shared and how communities interact, becoming an essential institutional tool. Among students, Facebook remains one of the most widely used platforms. This study aims to evaluate the effectiveness of a Facebook page created specifically for the library of Bestlink College of the Philippines, Bulacan. It investigates how this page influences student engagement, promotes access to library resources, and fosters a more active library community. This study employs a quantitative research method to collect data on user interactions with the library's Facebook page. The researchers examine the frequency and nature of these interactions, as well as their impact on students' perceptions of the library and their usage of its services. Data was gathered from a sample of 70 students using survey questionnaires. Findings show that the majority of respondents agreed the Facebook page encouraged them to engage with the school library, with weighted mean scores ranging from 3.34 to 3.72. Respondents affirmed the page's role in increasing awareness of available library resources and motivating library visits. The page was also recognized for facilitating connections among users with similar academic interests. A grand weighted mean of 3.90 indicated a positive perception of the Facebook page's potential to enhance library services. Additionally, a grand weighted mean of 3.72 showed approval of its efficiency in delivering useful information and improving overall library experience. The results confirm that the Facebook page positively influenced student engagement with the school library. It not only encouraged frequent use of resources but also helped foster relationships among users. The study supports the continued use and enhancement of social media as a strategic tool in promoting library services and user participation.

Keywords: facebook, library, social media, user engagement, digital resources, academic community

**FLOOD CONTROL SYSTEMS: BUILDING A DETENTION TANK MODEL AT
DEPARO ROAD BAGUMBONG, CALOOCAN CITY**

Jhanine Bacaycay, Mary Anjielen Lorenzo, Angel Atejano,
April Atejano, Maria Fe Santa, Carlito Gabriel

Abstract

This research focuses on the development of a detention tank model located at Deparo Road, Bagumbong, Caloocan City. The model is designed to efficiently address flooding challenges and deliver reliable performance. The study aims to alleviate flood risks in the area and provide support to the community impacted by such events. This study utilized mixed-methods research design with purposive sampling. A structured survey questionnaire served as the primary data collection tool to evaluate the acceptability of the detention tank model at Deparo Road, Bagumbong, Caloocan City. Key evaluation criteria included the materials used, hydraulic design, structural integrity, site suitability, and overall presentation. To analyze differences in perceptions between the two respondent groups, an independent samples t-test was performed. The findings of the evaluation of the detention tank model at Deparo Road, Bagumbong, Caloocan City revealed that it was rated as “Acceptable” across all assessed criteria, including materials used, hydraulic design, structural integrity, site suitability, and presentation. Civil Engineers assigned an overall weighted mean score of 3.28 with a variance of 0.126. The t-computed value was 0.000, which is less than the t-critical value of 2.365 ($\alpha = 0.05$). Environmental Engineers reported an identical weighted mean of 3.28 with a variance of 0.043 and a t-computed value of 0.000, also below the t-critical threshold. These results indicate that the evaluations from both groups are statistically consistent and acceptable. Furthermore, there is no significant difference between the assessments provided by the two respondent groups. The respondents suggested several improvements to optimize the detention tank model’s performance, including incorporating additional design details, accounting for slope considerations, and implementing routine maintenance to sustain its effectiveness over time.

Keywords: detention tank, flood mitigation, hydraulic design, structural integrity, site suitability, mixed methods research, survey questionnaire, t-test analysis, civil engineers, environmental engineers, caloocan city, flooding control, infrastructure maint

**HARNESSING PIEZOELECTRIC ENERGY FOR A SUSTAINABLE
LIGHT SOURCE IN BRIDGE DESIGN**

Mark Paul Beato, Marc Xhelly Perico, Christian Takahashi,
Ferlyn Araneta, Charlene Angel Quiray, Carlito Gabriel

Abstract

This study explores the importance of bridges as critical infrastructure that connects distant regions and facilitates vehicular movement. Bridges play a vital role in transportation systems, making it essential to pay special attention to their lighting. Proper illumination of both pedestrian walkways and vehicular driveways is crucial for ensuring safety and preventing accidents, particularly during nighttime or low-visibility conditions. This study employed a purposive sampling technique to collect relevant data from selected respondents. Individual case studies demonstrate the adaptability and effectiveness of purposive sampling across various research contexts. A survey questionnaire served as the primary research instrument to assess the level of acceptability related to the study's focus. To determine whether there was a significant difference between the assessments of the two respondent groups, a t-test was conducted. The investigation yielded an overall mean of 2.817, a variance of 0.036, an alpha level of 0.05, a t-critical value of 1.967, and a t-computed value of 0.747. In comparison, the derma group obtained an overall mean of 2.525, a variance of 0.281, with the same alpha level (0.05), t-critical (1.967), and t-computed value (0.747). Since the t-computed value is less than the t-critical value, the null hypothesis is accepted. Therefore, the results indicate that there is no significant difference between the assessments of the two respondent groups. In conclusion, the study found that the Piezoelectric Bridge Model was deemed acceptable by both Electrical and Civil Engineers in terms of methodology, durability, functionality, quality, and presentation. The results showed no significant difference in the assessments between the two groups of respondents. To ensure the continued effectiveness and refinement of the model, suggestions were gathered from the participants. The researchers also successfully addressed challenges encountered during the study and incorporated feedback from the engineers to guide future improvements to the design and implementation of the model.

Keywords: infrastructure integrity, safe transportation, piezoelectric bridge model

**IOT-ENABLED MULTIFUNCTIONAL BEDROOM LAMP WITH
SIX-MODE LIGHTING SYSTEM USING ESP32**

Joddie Dalicano, Jameson De Vera, Harold Galang, Darwin Morales,
Clarence Ivan Sanz, Reynante Ponay

Abstract

With the rising incidence of fire-related disasters, as highlighted by the National Fire Protection Association (2023), there is an increasing demand for more advanced and inclusive safety solutions. Conventional fire alarm systems, which rely primarily on audible alerts, are often ineffective for individuals with hearing impairments or those in deep sleep. To address this gap, the study developed a multifunctional smart lamp integrating essential safety features: a fire alarm, smoke detector, SMS notification system, mini-camera, exhaust fan, and six customizable lighting modes. Powered by an ESP32 microcontroller with a backup power source, the system is designed to deliver comprehensive, multi-sensory alerts. Prioritizing user accessibility and intuitive operation, the device aims to improve household safety and encourage widespread adoption through its innovative and user-centered design. This study utilized the Experimental Prototyping Method to design and continuously enhance a multifunctional lamp integrated with fire alarm and smoke detection capabilities. User feedback was collected through a self-administered survey using a four-point Likert scale to evaluate performance, usability, and overall user satisfaction. Participants were chosen through convenience sampling to ensure accessibility. The data gathered was analyzed using the weighted mean to assess feedback patterns. The iterative process of prototyping, testing, and feedback analysis allowed for progressive refinements, ensuring that the final product effectively met the users' safety and functionality needs. Survey results revealed strong user approval of the IoT-enabled multifunctional lamp, with most features scoring above 3.0 on a four-point scale, indicating high appeal and practical value. Extensive testing validated the lamp's performance, utilizing durable, commercially available components. Integrated sensors and protective features, such as voltage regulators, heat-shrink tubing, a single-phase terminal block, and a circuit breaker, ensured safety and compliance with design standards. The ESP32 microcontroller demonstrated high efficiency in managing the core functionalities of the multifunctional lamp, while the Arduino Uno successfully supported secondary tasks, enhancing overall system responsiveness. For future development, it is recommended to conduct more extensive testing across diverse environmental conditions, upgrade hardware components to increase functionality, and develop a user-friendly mobile application. Additional enhancements may include integration with existing smart home platforms, implementation of a real-time user feedback mechanism, and the formulation of commercialization strategies to maximize market potential and accessibility.

Keywords: esp32 microcontroller, multifunctional lamp, arduino uno, smart home integration, user feedback, iot device, hardware optimization, mobile application, safety system, commercialization strategy

**ENHANCING RURAL CONECTIVITY: DEVELOPING A PWD FRIENDLY BRIDGE
MODEL FOR SITIO ILIGAN, NORZAGARAY, BULACAN**

Rain Salvador, Khateleene Rhian Aniel, Susana De Guia, Kurt Angelo Elcarte,
Leeshene Marcelo, Axzel Kyth Tamayo, Marlon Bahana

Abstract

Bridges are not merely structures that span physical gaps, they are essential connectors that unify people and communities. This study focuses on designing a bridge model that champions inclusivity and accessibility, particularly for people with disabilities (PWDs). It aims to construct a sustainable and secure structure that enhances mobility for all, ensuring that no one is left behind. By thoughtfully addressing structural integrity, environmental sustainability, and social equity, the research aspires to create a bridge that promotes safety, supports equal access, and contributes meaningfully to local development and community well-being. This study utilized a quantitative research approach with a descriptive design and employed purposive sampling to select expert respondents. Data was gathered through a structured survey questionnaire administered to two professional groups: five (5) Civil Engineers and five (5) Architects. The study aimed to assess the acceptability of the proposed bridge model titled "Enhancing Rural Connectivity: Developing a PWD-Friendly Bridge Model for Sitio Iligan, Norzagaray, Bulacan." Evaluation criteria included the suitability of materials and construction methods, structural and foundation design, load-bearing capacity, overall structural integrity, and the inclusion of safety and accessibility features specifically designed for people with disabilities (PWDs). The results indicated that both Civil Engineers and Architects rated the proposed bridge model as Acceptable in terms of Materials and Construction, Structural and Foundation Design, Structural Integrity, and Safety Features. However, a discrepancy emerged in the evaluation of Load Capacity, where Civil Engineers rated it Acceptable, while Architects provided a Low Acceptable rating, suggesting a need for further refinement in this area. A statistical comparison between the two groups revealed no significant difference in their overall assessments. Civil Engineers recorded a mean score of 2.98 with a variance of 0.436, while Architects had a mean of 2.62 and a variance of 0.476. With a significance level set at $\alpha = 0.05$, the calculated t-value of 0.843 was less than the t-critical value of 2.110. Thus, the null hypothesis (H_0) was accepted, confirming that the differences in evaluation between the two professional groups were not statistically significant. The findings of the study affirm that the proposed bridge model was generally accepted by both Civil Engineers and Architects. Nonetheless, the comparatively lower rating given by the architects concerning load capacity highlights a critical area for refinement. Key challenges noted by the respondents included appropriate scaling, material selection, and overall structural design. In response to these concerns, several enhancements were recommended, such as ensuring accurate structural dimensions, employing more durable and high-quality materials, and optimizing the design for improved performance. These adjustments aim to strengthen the model's structural integrity, increase its usability for people with disabilities (PWDs), and promote long-term sustainability and inclusivity.

Keywords: pwd-friendly bridge, accessibility, structural integrity, load capacity, civil engineering, architectural design, sustainable infrastructure, inclusive design, material quality, rural connectivity

**THE DEVELOPMENT OF IOT BASED INDUSTRIAL CONVEYOR USING
ARDUINO MEGA AND ESP 32 WITH SQL DBMS**

Eric Jahmel Ayuban, Melencio Cabiles, Fritz Zhander Juri Lim, Mcnair Lita,
Alter John Marcellones, Engr. Reynante Ponay

Abstract

The increasing demand for automation and sustainable engineering solutions has led to a growing interest in the development of efficient and adaptable mechatronics systems. This study addresses the need for automated product sorting in various industries while also integrating sustainability by exploring renewable energy options such as solar power. The project aims to develop an IoT-based industrial conveyor system that reflects current trends in automation, green technology, and intelligent systems design. This study utilizes the Experimental Prototyping Method, where the concept and prototype are built and tested for functionality and user acceptance. A descriptive survey method was employed using a 5-point Likert scale to assess the system's performance in terms of efficiency, sustainability, safety, cost-effectiveness, and portability. Respondents were selected through purposive sampling based on their relevance to the project's application, and their demographic data were also recorded. The collected responses were analyzed descriptively. The prototype, an IoT-based industrial conveyor system powered by Arduino Mega and ESP32 and integrated with an SQL database, was successfully developed and functioned according to its design specifications. It included product classification, product-level monitoring, conveyor control, and database management features. Survey results showed that respondents rated the system highly across multiple indicators, especially in terms of operational efficiency, sustainability, and ease of use. These positive evaluations validated the effectiveness of the system in an industrial setting. The project demonstrated the successful implementation of an IoT-based industrial conveyor system using Arduino Mega and ESP32. The development process confirmed that these microcontroller and microprocessor units are reliable tools for integrating real-time control and data management functions in industrial automation. The study concludes that the use of Arduino Mega and ESP32, paired with SQL DBMS, offers a practical and scalable solution for smart, sustainable industrial systems. Future enhancements may include cloud integration and solar-powered operation to further advance its green technology potential.

Keywords: *iot, arduino mega, esp32, industrial conveyor, sql dbms, automation, product sorting, smart systems, sustainable technology, experimental prototyping*

A PROPOSED INVENTORY MANAGEMENT SYSTEM FOR CARLA HATCHERY

Maria Nicole Valerio, Cherry Batoon, Donjite Francisco, John Patrick Labalan,
Melanie Llaneta, Aramina Matan, Dr. Maria Edna Portugal

Abstract

Carla Hatchery plays a vital role in the agricultural sector by producing and supplying day-old chicks through artificial incubation. While hatchability rates remain high, chick mortality continues to pose a significant challenge. To address this, the study explores the integration of real-time monitoring and advanced resource management into a unified system. This integrated approach aims to enhance operational efficiency, maximize equipment utilization, and ultimately reduce mortality rates. The study seeks to evaluate how such a system can improve hatchery practices and support sustainable poultry production. This study employs a quantitative research design, using purposive sampling to collect data from the hatchery owner and staff with hands-on experience in manual record-keeping. Participants are selected based on their direct involvement in hatchery operations to ensure relevant expertise. The study aims to assess current manual documentation practices, identify operational challenges, and explore the perceived benefits of digitalization. Data will be gathered through surveys, focusing on hatchability rates, mortality rates, documentation time, and the effectiveness of real-time tracking. The survey revealed that hatchery operations continue to depend on manual record-keeping, resulting in inconsistent data, time-consuming processes, and difficulties in tracking egg incubation periods. These challenges highlight the pressing need for modernization. The findings support the adoption of an integrated digital system to improve data accuracy, streamline operations, and enhance resource accountability across all stages of production through a centralized digital platform. Transitioning from manual to digital record-keeping significantly enhances the accuracy and efficiency of hatchery operations, particularly when managing multiple egg batches. A digital system enables real-time entry of incubation dates, allowing multiple batches to be recorded and tracked simultaneously. A key feature of the system is its smart notification function, which alerts users only when eggs are about to hatch or have already hatched, ensuring timely action without unnecessary interruptions. By streamlining data management and improving monitoring, digitalization has proven to boost overall productivity and operational performance.

Keywords: digital record-keeping, hatchery operations, incubation tracking, productivity, real-time monitoring, egg batches, notification system, operational efficiency, data accuracy, system automation

APARTMENT SYSTEM WITH MESSAGE SUPPORT FOR LUNARIA'S APARTMENT

Justine Pombo, Melgeor Valdevieso, Ryan Lee Montero, Mark Gelo Dapiawen,
Jarell Christian Maglaque, Nelar Reubal, R-jay Pornasodoro

Abstract

Lunaria's Apartment, serving Barangay Sauyo with affordable housing since 2011, is currently facing operational challenges due to its reliance on manual processes. Tasks such as managing tenant information, processing apartment requests, scheduling maintenance, and addressing complaints are handled manually, often resulting in delays, miscommunication, and inefficiencies. The apartment management system was developed using the SDLC Waterfall model, which consists of seven phases: system planning, data analysis, system design, development, testing, implementation, and maintenance. Researchers conducted interviews with the client to identify existing challenges and design a system tailored to their needs. The system was developed using NetBeans with Java for the application and XAMPP to manage the server and database. The apartment management system enhances operational efficiency by enabling prompt responses to tenant requests and complaints. It offers a well-structured interface with essential features such as tenant information, a search function, and messaging support to assist administrators and staff in managing tasks effectively. Designed with ease of use in mind, the system provides a practical and accessible solution for both apartment owners and personnel. Lunaria's Apartment continues to face challenges in handling tenant records, payments, complaints, and maintenance requests due to its dependence on manual processes. These traditional methods often result in delays, errors, and inefficiencies. To resolve these issues, the researchers developed an apartment management system designed to streamline operations and enhance overall efficiency. Although the system is still developing and lacks some advanced features, the researchers have implemented alternative solutions to improve its functionality and address current operational needs.

Keywords: lunaria's apartment, apartment management system, manual processes, tenant records, payments, complaints, maintenance requests, operational efficiency, system development, alternative solutions.

APPOINTMENT FOR ENROLLIES IN LMR

John Rey Verano, Angelo Candelaria, Shin Isaac Razon, Ken Sean Basanes,
Marco Noah Alajar, Samuel Pisico, R-jay Pornasdoro

Abstract

This study focuses on developing a computerized appointment system for Love Memoir's Recovery (LMR) Therapy Center to reduce paperwork and streamline administrative tasks. The system aims to improve operational efficiency, enhance the accuracy of client records, and provide a better user experience for both therapists and clients. Key features include automated booking, real-time notifications, and improved reporting tools. Ultimately, this study highlights how technology can enhance service delivery and support the long-term development of the therapy center. The researcher conducted interviews with clients to identify the essential needs and challenges that the appointment system should resolve. The system was developed using the Waterfall Model, a structured, step-by-step approach. Each phase from requirement analysis to maintenance was thoroughly executed to ensure the system effectively manages client appointments and related information. The appointment system reduces paper dependency by digitizing client records, allowing therapists to efficiently input, update, and manage essential information. It also includes reporting features that generate valuable insights, such as client enrollment rates and diagnostic patterns. Overall, the system improves workflow efficiency and enhances the quality of care provided by therapists. Managing client information manually poses significant challenges for therapists, often leading to inefficiencies and errors. To overcome these issues, a comprehensive appointment management system was developed to simplify scheduling and record-keeping tasks. The system allows therapists to easily save, update, and delete client data, significantly minimizing administrative burdens while improving accuracy and overall workflow efficiency.

Keywords: therapists, appointment management system, manual records, scheduling, client information, efficiency, accuracy, administrative workload, record-keeping, system development.

**ASSESSING THE EFFECTIVENESS OF AFFILIATE MARKETING ON TIKTOK IN
SHAPING FINANCIAL PERFORMANCE: BASIS FOR PROPOSED MARKETING
FUNNEL**

Angel Liga, Angelo Caricungan, Jella Ogayon, Polaris Yna Salazar,
Marry Joyce Torrenueva, Analyn Magalso

Abstract

This study aims to explore the relationship between TikTok affiliate marketing and the financial performance of its users. It seeks to evaluate how affiliate promotions impact sales growth and profitability on the platform. By surveying active TikTok affiliates, the research will assess the effectiveness of affiliate marketing, uncover key trends, and identify common challenges faced by users. The study will also examine the strategies affiliates use to enhance their marketing efforts, to pinpoint the essential elements that contribute to financial success. This study employed descriptive quantitative research design and involved fifty (50) TikTok affiliates selected through purposive sampling. A structured survey questionnaire was used as the main data collection tool to gather relevant information from the participants. The findings reveal that TikTok affiliate marketing is perceived as highly effective in enhancing financial performance across various indicators. The Affiliate-Advertiser Relationship achieved a weighted mean of 3.80, indicating a very effective impact. Similarly, Performance-Based Rewards scored 3.77, also interpreted as very effective. The role of Digital Platforms as Growth Catalysts received a weighted mean of 3.80, while the Financial Impact of Affiliate Marketing scored the highest at 3.81. These results highlight the overall strong effectiveness of affiliate marketing on TikTok in influencing key aspects of financial success. The researchers developed a proposed marketing funnel to demonstrate how TikTok affiliate marketing functions effectively. This funnel is structured around key variables identified in the study: the affiliate-advertiser relationship, performance-based rewards, digital platforms as growth catalysts, and the financial impact of affiliate marketing. It also includes essential components such as defined objectives, strategic actions, involved stakeholders, a timeline, budget considerations, monitoring and evaluation procedures, and sustainability plans. As the main output of the study, the marketing funnel serves as a practical and strategic tool designed to guide businesses and affiliates in optimizing the customer journey and improving overall marketing performance.

Keywords: tiktok affiliate marketing, marketing funnel, affiliate-advertiser relationship, performance-based rewards, digital platforms, financial impact, customer journey, strategic tool, implementation plan, marketing effectiveness

EFFICIENT POINT OF SALE (POS) MANAGEMENT SYSTEM AT CAFE 25TH

Ian Ada, Kurt John Boyles, Jules Gerald Arangoso, Christian Bobiles,
Genesis Sangalan, Julian Salando, R-jay Pornasodoro

Abstract

The research titled "Development of an Efficient Point of Sale (POS) Management System for CAFE 25TH" aims to enhance operational efficiency and customer satisfaction through the implementation of a modern, streamlined POS solution. The system is designed to expedite transaction processing, ensuring faster service delivery and minimizing customer wait times. It promotes accuracy in pricing, reduces human errors, and enables real-time inventory tracking to prevent shortages or overstocking. Ultimately, this POS system supports better business decision-making and a smoother retail experience. The development of this project adhered to a systematic System Development Life Cycle (SDLC). It began with the planning stage, where the research title was finalized, client interviews were conducted to gather initial insights, and the foundational documentation was prepared. In the analysis phase, relevant studies were reviewed, and detailed consultations were held to define the system's functional and non-functional requirements. The development phase utilized Java NetBeans for coding the system, MySQL for database management, and XAMPP as the local server environment. Project documentation was created using Microsoft Word. The system's user interface design was inspired by the UI/UX standards of platforms like Google and Pinterest, ensuring it was intuitive and user-friendly. The testing phase involved rigorous debugging, functional validation, and code reviews to ensure system reliability and efficiency. In the implementation phase, the system was deployed following successful testing. Finally, the maintenance phase emphasized continuous performance monitoring, updates, and security enhancements to ensure long-term stability and usability. The system achieved substantial operational enhancements by addressing key inefficiencies. It optimized the checkout process, significantly reducing customer wait times through an intuitive and responsive order dashboard. Moreover, the integration of automated sales reporting ensured accurate, real-time summaries of all transactions. This not only enhanced financial tracking but also empowered management with data-driven insights into more informed and strategic decision-making. Cafe 25th encountered difficulties in handling transaction reports, managing the checkout process efficiently, and reducing human errors caused by manual computations. To resolve these challenges, the researchers developed a Point of Sale (POS) Management System aimed at optimizing operational efficiency. The system is designed to deliver faster and more accurate transactions, enhance the overall customer experience, and improve productivity through automated sales reporting and precise computation features.

Keywords: point of sale system, cafe 25th, transaction management, automated sales reports, customer experience, productivity, accurate computations, checkout efficiency, operational challenges, system development

EMPLOYEE ATTENDANCE MONITORING SYSTEM FOR 24/7 GARMENTS

Clarence Josh Haberia, Jefford Dama, Renzo Pacheco, Amandeep Singh,
Reiner Mavis Valenzuela, R-jay Pornasodoro

Abstract

In the modern digital age, businesses require reliable and efficient systems to monitor employee attendance. Traditional methods, such as paper logs and manual entry, are not only time-consuming but also prone to errors and inaccuracies. Despite technological advancements, many organizations still rely on these outdated practices, resulting in inefficiencies in workforce management. This project focuses on developing a digital employee attendance monitoring system using QR code technology to simplify the attendance process, reduce manual work, and ensure accurate and timely record-keeping. This study utilized the Waterfall development methodology, which follows a linear and structured approach encompassing the phases of planning, analysis, design, development, testing, implementation, and maintenance. The system was developed using Java to build the graphical user interface (GUI), while XAMPP served as the local server environment for managing the MySQL database. To streamline the attendance process, a QR code scanner was integrated, allowing employees to scan their personalized QR codes instead of manually logging their attendance. This innovation significantly reduces time consumption and minimizes the risk of human error in attendance recording. This study developed a QR code-based employee attendance monitoring system to address the limitations and inefficiencies of traditional manual attendance tracking. Each employee is assigned a unique QR code, which is scanned to log attendance seamlessly and accurately. By automating the process, the system significantly reduces the risk of human error and enhances the reliability of attendance records. The accurate data generated empowers administrators with better workforce management and decision-making capabilities. Overall, the system demonstrates a dependable and efficient solution for modern employee attendance monitoring. The implementation of a QR code-based employee attendance monitoring system proved to be an effective solution for recording employee attendance. The system was able to provide an accurate scanning of QR codes with the help of a QR code scanner device, reducing the chances of human errors. With the success of the system testing proving to provide accurate attendance tracking, it opens opportunities for integrating features such as automated payroll computation based on working hours and other related features related to attendance tracking. This will significantly improve the overall process of the employee attendance monitoring system.

Keywords: qr code, employee attendance, attendance monitoring system, automated tracking, qr code scanner, accuracy, human error reduction, system implementation, payroll integration, workforce management.

**HR RECRUITMENT AND SELECTION IN BESTLINK COLLEGE OF THE PHILIPPINES
MAIN CAMPUS IN NOVALICHES**

Matthew Alarcon, Matthew Alarcon, Abegail Baliwag, Aj Aragones,
Roxan Dalina, Mark Castro, John Valenzuela, David Jaurigue

Abstract

The recruitment and selection process at Bestlink College of the Philippines is managed by the Human Resources (HR) Department, led by Ms. Demi Ramirez. The department is tasked with screening and hiring applicants for various roles within the institution. However, the current process is entirely manual, as there is no dedicated system or software in place to assist with recruitment tasks. As a result, all applications are processed by hand, which may lead to inefficiencies and challenges in managing a growing number of candidates. Methodology refers to the organized set of methods and principles that guide the execution of research or projects across various disciplines, including science, business, and the social sciences. It defines the procedures and strategies for data collection, analysis, and interpretation, serving as a foundation for drawing valid conclusions. In the context of project management, Agile Scrum is a widely adopted methodology, particularly in software development. This framework promotes adaptability, teamwork, and continuous improvement by dividing work into short, time-bound cycles known as “sprints,” usually lasting two to four weeks. Through this iterative approach, teams can deliver incremental results, respond quickly to feedback, and maintain a high level of project flexibility. Bestlink College of the Philippines (BCP) employs a range of online platforms to support its recruitment process and connect with potential candidates. Based on a 2024 report by the AA Research Index, platforms such as Facebook, LinkedIn, and Indeed are most commonly used to advertise teaching positions and attract applicants. The college also conducts virtual interviews, primarily through phone calls and Google Meet, to accommodate remote applicants. However, technical issues, particularly unstable internet connections, have been cited as a recurring obstacle during these online interactions. BCP further promotes job opportunities through its official website and social media pages. For example, on January 20, 2025, a hiring event for foreign language instructors was posted on the college’s official website, bcp.edu.ph, demonstrating its commitment to maintaining a visible and accessible recruitment presence. The Human Resources recruitment and selection practices at Bestlink College of the Philippines (BCP) showcase a strategic blend of conventional approaches and emerging technologies. Through the use of online platforms, structured interviews, and performance-based evaluations, alongside the gradual adoption of a Human Resource Management System (HRMS), the institution emphasizes its commitment to building a highly qualified and future-oriented workforce. While BCP faces ongoing challenges such as technological constraints and infrastructure limitations, it remains proactive in enhancing its recruitment processes to align with both academic objectives and evolving industry standards.

Keywords: human resource management, recruitment and selection, online platforms, structured interviews, performance-based assessment, human resource management system (hrms), bestlink college of the philippines, workforce development, technological limitation

**HR TRAINING AND DEVELOPMENT IN BESTLINK COLLEGE OF
THE PHILIPPINES- MAIN CAMPUS IN NOVALICHES**

Rusty Talento, John Nove Hadcan, John Bert Sarmiento, Princess Mae Reanzares,
Shaina Marie Isig, David Jaurigue

Abstract

HR Training and Development is not a one-time initiative but a continuous process that is vital for building a competent, motivated, and high-performing workforce. By consistently investing in employee growth, organizations enhance their capacity to adapt and thrive in an ever-changing business environment. This function emphasizes improving employees' skills, knowledge, and capabilities to boost both individual and organizational performance. It involves identifying training needs, designing and implementing effective programs, and regularly evaluating results to ensure relevance and impact. Well-structured training and development initiatives not only keep employees aligned with industry standards but also promote a culture of lifelong learning, increase productivity, and support the achievement of business goals. Ultimately, HR training and development establish a mutually beneficial environment where employees are empowered to grow professionally, while the organization remains agile, competitive, and future-ready. To strengthen the effectiveness of HR training and development at Bestlink College of the Philippines, the institution should integrate modern technologies such as e-learning platforms and virtual training systems. These innovative tools offer flexible, accessible, and personalized learning experiences, enabling faculty and staff to continuously develop their skills in ways that align with their diverse needs and schedules. Without a dedicated HR training and development system, organizations risk inefficiencies in administration, lower employee motivation, and difficulty in measuring training outcomes. Establishing a centralized HR system can address these challenges by streamlining training processes, enhancing access to development opportunities, and ensuring that learning initiatives are closely aligned with the institution's strategic goals. This not only promotes consistency and accountability but also supports long-term organizational growth and employee success. HR Training and Development is a vital component of strategic human resource management, functioning as more than a traditional support role. In today's knowledge-driven economy, continuous learning is essential for driving innovation and sustaining competitiveness. As organizations undergo digital transformation and adopt increasingly agile operational models, HR assumes a pivotal role in designing training programs that are innovative, adaptable, and inclusive. By adopting a forward-looking approach grounded in both theory and best practices, HR can ensure that training initiatives remain effective, relevant, and closely aligned with the organization's evolving objectives and long-term success.

Keywords: hr training and development, strategic hrm, continuous learning, digital transformation, agile organizations, inclusive training, best practices, innovation, knowledge-based economy, organizational competitiveness.

HUMAN RESOURCE COMPLIANCE AND LEGAL

Leira Mae Domingo, She Kynah Mae Bernabe, Glen Yuan Magat, Dareal Mosquito, David Jaurigue

Abstract

In today's fast-paced organizational landscape, efficient facility and resource management is essential for ensuring flexibility and productivity. Yet, many Human Resource Management (HRM) departments still rely on outdated manual methods to process letters of intent, handle complaints, and manage contract signings, resulting in delays, errors, and inefficiencies. To address these challenges, this program proposes the implementation of an HR Compliance and Legal System that automates key HR processes, streamlines workflows, and ensures adherence to all legal and regulatory standards. The system is designed to boost operational efficiency, enhance transparency, and strengthen compliance across HR functions. The Agile Methodology is highly suitable for developing the Human Resource Compliance and Legal System, as it promotes flexibility and adaptability throughout the development process. This approach allows the researchers to respond effectively to data-driven insights while the system is being built. Agile divides the project into manageable, time-boxed sprints, enabling faster iterations, continuous testing, and prompt incorporation of user feedback. Its dynamic structure ensures that the system can evolve to meet emerging needs, resulting in a more responsive and user-aligned solution. The core vision is to revolutionize how organizations manage their physical assets by developing an intelligent workplace platform. Over time, the system will evolve from a basic request handler into a smart workplace assistant, guiding both employees and management. This transformation will lead to better utilization of resources and a measurable boost in operational efficiency. Success will be defined by a system so user-friendly that employees can focus on their tasks without worrying about logistics, while management gains the insights needed to make strategic decisions about future workplace investments. The HR Compliance and Legal Management System offers a transformative approach to handling the legal and regulatory responsibilities of Human Resources. It addresses common inefficiencies by automating key processes such as contract creation, employee complaint submissions, letters of intent, and the distribution of employee handbooks. By replacing manual, disconnected workflows with a centralized digital platform, the system ensures greater consistency, transparency, and adherence to compliance standards. Moreover, its advanced analytics capabilities convert both historical and real-time data into actionable insights, enabling HR teams to make smarter, data-driven decisions.

Keywords: hr compliance, legal management system, human resources automation, contract drafting, employee complaints, letters of intent, centralized platform, workflow efficiency, regulatory compliance, hr analytics

**HUMAN RESOURCE EMPLOYEE MANAGEMENT SYSTEM IN
BESTLINK COLLEGE OF THE PHILIPPINES**

Jeremy Apundar, Justin Jay Nasis, Darren James Dela Fuente,
Aljhon Tugtang, Steven Jann Altarejos, David Jaurigue

Abstract

Bestlink College of the Philippines identified the need to upgrade its Human Resources operations due to the limitations of manual processes. The HR department previously relied on paper records, face-to-face transactions, and spreadsheet-based tracking methods that were inefficient, prone to errors, and difficult to scale. These outdated systems hindered effective management of employee records, performance evaluation, recruitment, and onboarding. To address these issues, this study focused on designing and implementing an automated HR Employee Management System tailored to the institution's specific needs. The system aims to streamline processes, minimize administrative workload, strengthen data security, and allow HR staff to concentrate on more strategic functions, bringing the institution's HR practices in line with modern standards. To guide the development of the system, a descriptive research design was adopted, utilizing purposive sampling to gather input from HR personnel, department heads, and administrators. Data was collected through surveys and structured interviews to uncover inefficiencies and challenges in the current HR processes. The system was built using the Systems Development Life Cycle (SDLC) methodology, progressing through the stages of planning, analysis, design, development, testing, and deployment. Continuous stakeholder involvement throughout each phase ensured the system's functionality, improved user experience, and guaranteed its relevance to the institution's daily HR operations. The implementation of the system led to notable enhancements in HR functions. Recruitment processes were streamlined through automated applicant tracking and interview scheduling. The onboarding module simplified the integration of new hires by automating task assignments, form submissions, and training timelines. Performance evaluation became more structured, allowing for consistent feedback and ongoing monitoring of employee progress. The introduction of a self-service portal enabled employees to independently access their records, request leave, and update personal information, significantly reducing manual administrative tasks. Furthermore, built-in compliance monitoring tools ensured alignment with institutional policies and labor regulations. To further strengthen the system's capabilities, future enhancements are recommended, including the development of modules for succession planning, employee engagement analytics, and retention monitoring. Additionally, integration with external platforms such as payroll systems and biometric attendance devices could significantly enhance operational efficiency and data accuracy. Future studies may focus on assessing the system's long-term effects on organizational performance, employee productivity, and overall job satisfaction.

Keywords: hr system enhancement, succession planning, employee engagement analytics, retention monitoring, payroll integration, biometric attendance, operational efficiency, organizational performance, employee productivity, job satisfaction

**INTEGRATED HUMAN RESOURCES AND FACILITIES AND RESOURCES
MANAGEMENT WITH ROLE-BASED ACCESS CONTROL AND ADVANCED
ANALYTICS IN BESTLINK COLLEGE OF THE PHILIPPINES - MAIN CAMPUS IN
NOVALICHES**

Anne Klein Pagaduan, Angel May Bajio, Dexter James Papa, Jaypee Gantang, David Jaurigue

Abstract

This project introduces a Facility and Resources Management System designed to streamline employee requests, resource allocation, and facility bookings. Many Human Resource Management (HRM) departments continue to rely on outdated manual processes, resulting in delays and operational inefficiencies. The proposed system enhances day-to-day operations by incorporating real-time analytics to monitor usage patterns, booking trends, and future demand forecasts. By reducing administrative burdens and enabling data-driven decision-making, the system improves HR efficiency, boosts workplace productivity, and ensures better alignment between organizational resources and employee needs. Agile methodology is well-suited for developing a Facility and Resources Management System due to its flexibility and user-centered approach. Unlike traditional development models, Agile delivers core functionalities such as room booking and equipment tracking within short 2–4 week sprints, enabling early system use and iterative refinement based on real-time feedback. It accommodates evolving requirements, such as incorporating hot-desking features for hybrid work environments, without disrupting overall project progress. By fostering close collaboration, minimizing risks, and addressing real-world challenges as they arise, Agile ensures the system is both adaptive and efficient, ultimately improving resource utilization and reducing administrative burdens from the early stages of development. The Facility and Resources Management System is poised to transform how organizations manage their physical resources. It provides employees with seamless digital access to essential assets, while offering HR teams greater visibility into resource utilization. Integrated scheduling tools minimize booking conflicts, and comprehensive reporting supports data-driven planning and enhanced operational efficiency. As the system evolves, it moves beyond request management to full-scale operational optimization, enabling staff to focus on core tasks while empowering management to make informed, strategic decisions. Ultimately, it sets a new benchmark for modern, efficient workplace environments. The Facility and Resources Management System digitizes resource workflows, eliminating manual inefficiencies and enabling data-driven decision-making. Its built-in analytics promote smarter asset utilization, while self-service tools enhance user satisfaction. Scalable and customizable, the system can adapt to diverse organizational needs. Robust data security ensures compliance with privacy standards, and its user-friendly design encourages widespread adoption. Seamless integration with HR platforms and calendar systems further enhances its functionality, making it an essential solution for agile, modern workplaces.

Keywords: human resources, facility and resources management system, agile methodology, user-friendly, enhance, real-time analytics

INVENTORY SYSTEM WITH AUTOMATED NOTIFICATION FOR LTSDECO FURNITURE

Kathrice Ann Badeo, Belle Cacho, Aeron Agnir Daña, Shaine Francisco,
Jhamir Go, Mary Ann La Torre, R-jay Pornasdoro

Abstract

The Inventory System is a localhost-based platform designed to automate inventory tracking and product management for owners, assistants, and agents. It streamlines the maintenance, updating, and monitoring of stock levels by providing timely restocking alerts, improving overall inventory management, and eliminating the need for manual processes. The system aims to enhance accuracy and efficiency in handling inventory. The researchers' client, LTSDECO Furniture, founded on September 17, 2020, specializes in designing and producing high-quality, stylish office furniture. The Inventory System was created following the SDLC Waterfall model, which includes seven sequential phases: Planning, Analysis, Design, Development, Testing, Implementation, and Maintenance. To understand the client's needs and challenges, the researchers interviewed to gather essential information. The development process strictly followed the Waterfall approach, ensuring each phase, especially design and development, was completed before moving to the next. The Inventory System not only assists the owners but also streamlines the work of admins, assistants, and agents. Its features and notification alerts help effectively manage stock levels and support informed decision-making. Key functionalities include a dashboard, notifications, user management, product and category management, detailed product information (such as brand, color, and condition), an archive, printable history, and comprehensive product reports with summaries. These improvements reduce manual tasks and directly address the client's inventory management challenges. The client struggled with manual inventory management using tools like Excel for tracking products, monitoring stock levels, and recording activities. To address these issues, the researchers developed an inventory system that simplifies product management and aligns with the client's preferences, ensuring a user-friendly experience. Although some requested features were not included, the additional functionalities introduced by the researchers enhance inventory management and improve operational processes.

Keywords: inventory system, manual inventory management, product tracking, stock monitoring, user-friendly interface, inventory automation, operational efficiency, client preferences, system features, process improvement.

**JUNIOR HIGH SCHOOL ALUMNI INFORMATION WITH
CHATBOT SUPPORT FOR CAYBIGA HIGH SCHOOL**

Junji Arceo, Hans Martin Almoroto, Ghaizer Icarus Andaya,
Marvin Lester Bedo, R-jay Pornasdoro

Abstract

Recognizing the limitations of traditional alumni engagement methods in today's digitally connected world, this study titled: "Junior High School Alumni Information with Chatbot Support for Caybiga High School," proposes a desktop application to modernize outdated alumni relations. Periodic newsletters and occasional reunions are no longer sufficient to maintain meaningful, long-term connections. To address this, the research introduces an AI-driven solution that combines a secure alumni database with chatbot support, enabling efficient, accessible, and personalized information retrieval. This system aims to streamline alumni communication, address concerns promptly, and foster stronger, ongoing engagement within the school community. The system was developed following the Software Development Life Cycle (SDLC) using the Waterfall Model, which includes seven sequential phases: Planning, Data Analysis, Design, Development, Testing, Implementation, and Maintenance. To identify system requirements, the researchers conducted interviews with key stakeholders, and the insights gathered were used to design detailed system architecture. During the development stage, Apache NetBeans was employed for coding and debugging, while MySQL was utilized to design and manage the alumni database efficiently. The Junior High School Alumni Information System with Chatbot Support was successfully developed and deployed at Caybiga High School. It features a secure MySQL database that stores alumni's personal, contact, and academic information. Developed using Apache NetBeans, the system includes a user-friendly interface designed for accessibility and ease of use. Testing confirmed that the system efficiently processes queries and retrieves data. Interview feedback further validated its functionality, with users reporting the system to be intuitive, reliable, and free from major issues. This project underscores the effectiveness of AI-powered chatbots in enhancing alumni engagement in contemporary educational settings. Guided by the Waterfall Model and developed using reliable tools such as Apache NetBeans and MySQL, the system achieved a secure and user-friendly platform. The chatbot significantly improved response times and user satisfaction. However, the project was limited by a small interview sample and the chatbot's basic functionality. Future developments should prioritize the integration of natural language processing (NLP), improved scalability, social media integration, and sustained system support.

Keywords: ai-powered chatbot, alumni engagement, information system, waterfall model, netbeans, mysql, natural language processing, scalability, educational technology, system development

**OPTIMIZING EMPLOYEE PERFORMANCE: A DIGITAL HR MANAGEMENT SYSTEM
IN BESTLINK COLLEGE OF THE PHILIPPINES MAIN CAMPUS IN NOVALICHES**

Kyle Felipe, Rikko Vinz Arguelles, Mike Jeo Sedurifa, Kyla Rose Baltero,
Jane Rovie Benitez, David Jaurigue

Abstract

Human Resource (HR) performance and management are essential to the success of educational institutions. At Bestlink College of the Philippines – Main Campus, the HR department faces several challenges, including outdated manual systems, inappropriate performance measures, inconsistent feedback mechanisms, and security vulnerabilities related to data handling. These issues hinder employee motivation, accurate performance evaluation, and efficient data management. This study aims to evaluate and improve HR processes by implementing a digitized HR Performance and Management System to foster a more engaged, productive, and secure workforce. The researchers employed the Agile Scrum approach, which allowed for iterative development and consistent stakeholder interaction. The system was developed following the Software Development Life Cycle (SDLC), which includes planning, analysis, design, development, testing, deployment, and maintenance. Development tools included MySQL, PHP, and Visual Studio Code. Data collection methods involved interviews, questionnaires, and user feedback. Functional and non-functional requirements were gathered, and user stories were created to align the system with the needs of HR managers, staff, and employees. The system effectively addressed key HR concerns by integrating core features such as user authentication, employee profile management, a performance dashboard, notification system, record management, and reporting functions. Testing confirmed the functionality of secure login, data import/export, search and filter options, and real-time performance monitoring. Built-in analytics supported decision-making and helped identify high-performing staff. Security standards were upheld through data encryption and role-based access control. Integrating training and development into performance management offered a more holistic strategy for employee growth. The use of Agile Scrum promoted continuous feedback and system flexibility, ensuring responsiveness to evolving HR needs. The digitalization of HR processes led to improved communication, accurate performance tracking, and higher employee engagement while minimizing manual errors and labor. This project demonstrates that with structured methodologies and active stakeholder involvement, technology can significantly enhance HR operations within educational institutions.

Keywords: digital hr system, employee performance, agile scrum, human resource management, system development, bestlink college, performance monitoring, data security, stakeholder engagement, educational institutions

ORDERING MANAGEMENT WITH CHATBOT SYSTEM FOR NAGIMAS

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Mark Reuben Fortuito, Joshua Gagarin, R-jay Pornasdoro

Abstract

Businesses today face persistent challenges in managing orders, tracking inventory, and facilitating seamless transactions. This study aims to develop an intelligent ordering system integrated with a chatbot to automate order processing, enhance inventory control, and improve customer experience. The system features a tracking function that assigns a unique transaction number to each order, enabling accurate monitoring from placement to fulfillment. By automating key business processes, the system minimizes manual errors and contributes to greater operational efficiency and improved customer service. This research utilized a development-based approach involving system analysis, design, implementation, and testing. The ordering system was evaluated based on functionality, security, and user experience. Feedback from initial testing was used to refine the interface and improve order tracking and data management capabilities. The system was also assessed for scalability and adaptability to suit various business environments. The findings indicated that automation significantly reduced errors in order processing, enhanced tracking accuracy, and streamlined business operations. Compared to traditional manual methods, the system enabled smoother workflows, minimized transaction delays, and provided precise transaction records. Automated inventory updates allowed businesses to maintain optimal stock levels, avoid shortages, and improve supply chain management. These enhancements contributed to higher operational efficiency and customer satisfaction. The results underscore the role of technology in advancing business efficiency and enhancing customer experience. The chatbot-integrated ordering system proved to be a practical solution for optimizing transactions, inventory control, and client engagement. Future developments may focus on improving data analytics features and enhancing scalability to meet the evolving needs of growing businesses. Leveraging such technologies can help businesses remain competitive and responsive to market changes. Overall, the automated ordering system offers a robust tool for improving operational performance and delivering superior service.

Keywords: ordering system, chatbot integration, inventory management, business automation, transaction tracking, customer experience, system scalability, operational efficiency

POINT OF SALE SYSTEM WITH BARCODE READER IN SABELLE'S CLOSET

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Edlyn Nicole Cadiz, R-jay Pornasdoro

Abstract

The Point-of-Sale (POS) System with Barcode Reader combines hardware and software to streamline business operations such as sales processing, inventory management, report generation, and receipt printing. Since its establishment in 2021, Sabelle's Closet has operated without an automated system, leading to various issues, including lengthy customer lines, challenges in producing accurate reports, poorly organized products that hinder quality control, and difficulties in calculating customers' purchase totals. The development of the system followed the SDLC Waterfall Method, encompassing the phases of planning, analysis, design, development, testing, and maintenance. The researchers identified the problems experienced by Sabelle's Closet through interviews. After collecting and analyzing the relevant data, they conducted brainstorming sessions to design the required system. The system was built using Java programming language and SQLite as the database. To assess its functionality and performance, the Point-of-Sale system with a barcode reader was implemented. The system aims to streamline the checkout process at Sabelle's Closet through an intuitive interface paired with a barcode reader. Products are assigned unique barcodes that correspond to their detailed information. Integrating barcode scanning with the Point-of-Sale system facilitates real-time inventory management, allowing efficient monitoring of stock levels. This technology helps reduce customer wait times and decreases the likelihood of transactional errors. The Point-of-Sale System with a barcode reader for Sabelle's Closet is designed to facilitate smoother transactions and reduce the burden on staff and administrators managing the business. By automating sales and inventory processes, the system enhances efficiency and improves inventory management. Previously, staff had to manually list purchased items as makeshift receipts, which contributed to long queues and made it difficult to evaluate product quality. The system's automated data handling and reporting features free up staff time, enabling them to concentrate on delivering superior customer service.

Keywords: point-of-sale system, barcode reader, transaction process, inventory management, automated reporting, customer service, efficiency, staff workload reduction, sabelle's closet

**RADIO FREQUENCY IDENTIFICATION STUDENT MONITORING DEVICE USING
ESP8266 FOR RICHLAND MONTESSORI**

Dave Owen Gison, Cristy-lyn Orlina, Jamaica Arenas, Michael Anthony Comentan,
Charlie Purisima, Alien Joy Viola, Gerome Lagutan

Abstract

In today's technological era, student attendance and activity monitoring are critical areas that schools must consistently manage. Manual attendance systems are time-consuming, ineffective, and prone to human error, especially as student populations increase. Radio Frequency Identification (RFID) technology is one of the most affordable methods for automatically tracking students. The Radio Frequency Identification Student Monitoring Device Using ESP8266 for Richland Montessori aims to develop a robust, efficient, and automated system for monitoring and tracking students in real time. The system supports Richland Montessori's need for accurate and timely attendance records, secure methods of attendance recording, and improved student activity management through the integration of RFID technology with the ESP8266 microcontroller. RFID technology utilizes electromagnetic fields to read and write data through RFID readers and RFID tags. Each student is assigned an RFID tag that is scanned upon entering or leaving the classroom. The collected data is processed and stored in Google Sheets provided for teachers. Using the ESP8266 and Arduino as controllers, the system offers reliability and ease of use. The system reads RFID data from students using an RFID reader attached to the ESP8266. When an RFID card is detected, the ESP8266 processes the data and sends attendance information to Google Sheets via Wi-Fi. The device requires a stable internet connection to communicate effectively and update Google Sheets in real time. The RFID-based Student Monitoring Device is an implemented system that uses RFID technology to automatically record student attendance. The system integrates RFID tags and readers with the ESP8266, allowing it to connect to Wi-Fi and transmit attendance information to Google Sheets. This setup enables real-time attendance monitoring and efficient data management. The system aims to improve security, increase efficiency, and simplify administrative tasks without disrupting class time. The project, Radio Frequency Identification Student Monitoring Device Using Arduino for Richland Montessori, focuses on designing a system to monitor and track student attendance within a school environment. The device utilizes RFID technology combined with an ESP8266 microcontroller to detect students as they enter or leave their classrooms.

Keywords: efficient, robust, and automated system

RESERVATION MANAGEMENT SYSTEM FOR LYDIA'S RESORT

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Abstract

The proposed Reservation Management System is designed to efficiently handle reservation details, simplifying operations for both the management and staff, while providing a more convenient booking experience for customers. This system is intended for Lydia's Resort, a family-friendly destination where guests can enjoy a relaxing and memorable stay with their loved ones. The researchers employed the Waterfall Model under the Software Development Life Cycle (SDLC) as their methodological framework. To identify and resolve existing issues, they analyzed, designed, and developed a Reservation Management System tailored to the needs of Lydia's Resort. Information was gathered through client interviews to understand the current processes and enhance the overall user experience. The system was developed using JAVA for the front end and MySQL for the database. During implementation, the system was demonstrated to the client, ensuring ease of use and efficiency. This system is intended to optimize the resort's reservation process by reducing manual workload and improving operational efficiency for both staff and management. The Reservation Management System for Lydia's Resort underwent successful testing, significantly improving the efficiency and reliability of the resort's reservation process. The system accurately records and presents reservation details, ensuring better organization and reducing the likelihood of errors or miscommunication. It also generates detailed reports for administrators, indicating the status of reservations, whether accepted, canceled, fully paid, or pending. To enhance security, the system incorporates a question-and-answer verification feature, allowing staff to navigate and manage the system securely and efficiently. Lydia's Resort has encountered ongoing issues in managing reservations, including miscommunication between customers and staff, disorganized reservation records, and the strain of manual paperwork on both employees and the owner. To address these problems, the researchers developed a Reservation Management System designed to streamline operations and organize reservation details more effectively. Through client interviews and system analysis, they identified inefficiencies in the current process and proposed targeted improvements. The system aims to provide a more convenient, accurate, and efficient experience for customers, staff, and the resort owner alike.

Keywords: reservation management system, lydia's resort, system development, waterfall model, java, mysql, customer service, process efficiency, system testing, admin reporting, user-friendly interface, digital transformation.

**SMS 4: REGISTRAR DATA MANAGEMENT SYSTEM WITH
PREDICTIVE ANALYTICS USING ANOMALY DETECTION**

Alvin Marin, Michelle Aragdon, Billy Joe Baluarte, Niro Barlam,
Rick Florece, Roland Roldan

Abstract

Registrar offices play a vital role in the academic operations of higher education institutions by managing student admissions, records, and document processing. However, many continue to rely on manual or partially digitized systems, resulting in inefficiencies such as prolonged processing times, data discrepancies, and limited responsiveness to student needs. This study introduces a Registrar Data Management System (RDMS) designed to streamline these processes while integrating predictive analytics and anomaly detection to further improve data integrity and operational responsiveness. The project adopted an Agile project management approach to develop the RDMS. The process began with the Concept Phase, where system goals and scope were defined in collaboration with academic stakeholders. The system was designed to manage student registration, sectioning, grades, and transcript processing. During the Iteration Phase, core features were developed through multiple sprints, with each cycle focused on designing, implementing, and testing specific functionalities. After core development, the project entered the Release Phase, where a dedicated pre-development support team worked alongside the quality assurance team to identify and fix bugs. System validation was conducted to ensure performance and reliability. Integration with existing platforms, such as the Cashiering and Management Information System (MIS), was also completed during this stage. The system effectively automated the registrar's key operations, significantly reducing document processing time and minimizing data-related errors. Student records were managed with greater accuracy, and overall administrative efficiency improved. The inclusion of predictive analytics and anomaly detection enabled the early identification of data irregularities, supporting timely interventions and decision-making. The integration of predictive analytics and anomaly detection into the Registrar Data Management System substantially enhanced the accuracy, efficiency, and responsiveness of academic administrative functions. Real-time monitoring reduced the risk of human error, supported proactive decision-making, and improved data integrity. The system's modular architecture and use of web technologies also ensured adaptability, scalability, and long-term maintainability across institutional operations.

Keywords: registrar system, predictive analytics, anomaly detection, data management, academic records, agile development, higher education, information systems

**STUDENT ATTENDANCE MONITORING SYSTEM USING QR CODES AND SMS
NOTIFICATIONS AT HORACIO DELA COSTA ELEMENTARY SCHOOL**

Art Micheal Alba, Luis Antonio Acebo, Crystal Jane Salazar,
Jerry Yodico, Ryan Eisa Perocho, R-jay Pornasdoro

Abstract

The Student Attendance Monitoring System developed for Horacio Dela Costa Elementary School utilizes QR codes and SMS notifications to enhance the efficiency and accuracy of student attendance tracking. The system aims to address common issues such as time-consuming manual recording, inaccurate data entry, lack of security and privacy, difficulties in generating attendance reports, and absence of real-time updates. Specifically, it seeks to reduce the time spent on attendance monitoring, minimize data input errors, ensure the security of student information, simplify report generation, and provide real-time notifications to parents or guardians regarding the students' time of arrival and departure. The system was developed using the Waterfall Model. Java and SQL served as the primary programming languages, while XAMPP was used as the database server. Hardware components included a computer, QR code scanner, and mobile phone. Software tools utilized in the development process included NetBeans, MySQL, Microsoft Word, Canva, XAMPP, and Adobe Photoshop. The implementation process involved training sessions, demonstrations, system testing, validation, and eventual deployment. Key features of the system include the generation of unique QR codes for each student, integration with a QR code scanner to automate attendance logging, and automatic generation of attendance reports. The SMS notification feature sends real-time messages to the registered parent or guardian, indicating the exact time the student entered and exited the classroom. The QR code scanning feature achieved a 95% success rate, with scanning errors occurring mostly due to damaged or low-quality QR codes. The SMS feature also showed a 95% success rate, with occasional delays attributed to network issues. The system significantly streamlined the attendance-taking process by automating and accelerating data recording. However, a noted limitation is its current implementation only supports Grade 1 and Grade 2 levels, where a single teacher handles all subjects. For future development, it is recommended to explore alternative technologies such as facial recognition, RFID, or biometric systems to further enhance functionality and scalability across all grade levels.

Keywords: student attendance, qr code, sms notification, automation, information systems, waterfall model, real-time monitoring, elementary education

**TRANSPORTATION NETWORK VEHICLE SERVICE HUMAN RESOURCE 2
(TRAINING DEVELOPMENT, PERFORMANCE MANAGEMENT,
RECRUITMENT AND AUTOMATED ONBOARDING)**

Samantha Felipe, John Christofer Lontoc, Richmon Salarda,
Guia Marie Jaradal, Raisen Vasquez, Sheryl Adovas

Abstract

The capstone project "Transportation Network Vehicle Service Human Resource 2" aimed to improve HR practices in the transportation sector by focusing on recruitment, training, performance management, and automated onboarding. The project identified key HR challenges in TNVS and implemented integrated solutions that enhanced employee satisfaction and operational efficiency, ultimately contributing to organizational growth and improvement. The study employs Agile Scrum methodology to enhance the development of the HR system through iterative and collaborative processes. Each sprint cycle addressed specific HR functions such as training dashboards, applicant portals, and automated tracking. Agile allowed the team to prioritize tasks, gather continuous feedback, and refine system functionality efficiently, ensuring effective HR transformation. The HR transformation framework implemented in TNVS organizations delivers measurable outcomes such as faster hiring, better training, and increased employee engagement and retention. Through automation and analytics, HR departments transition from administrative roles to strategic drivers of organizational success. This capstone illustrates how technology enhances HR efficiency, compliance, and employee experience in the transportation industry. It serves as a model for HR digital transformation in sectors with similar challenges, combining innovative architecture and user-focused design. The project contributes to HR tech literature and provides practical insights for educators, policymakers, and industry leaders aiming to modernize workforce systems.

Keywords: transportation industry, tnvs, hr digital transformation, technology integration, efficiency, compliance, employee experience, future-ready systems, user-centric design, hr tech, policymakers, educators, industry stakeholders.

VOICE CONTROL AIR HUMIDIFIER USING HC-06 FOR BARANGAY NOVA PROPER

John Christopher Cañada, Bilino Bimmolog, Dave Justin Dimasuhid,
Eman Lacorda, Jimmel Ponsica, Sir R-jay Pornasdoro

Abstract

In recent years, the demand for smart household appliances has skyrocketed due to increasing health consciousness, the pursuit of convenience, and the availability of innovative technology at affordable prices. Among these appliances, the air humidifier stands out for its ability to improve indoor air conditions, particularly in environments affected by dryness or pollution. In Barangay Nova Proper, where residents regularly face shifting weather conditions and inconsistent air quality, introducing a smart and easy-to-operate humidifier can provide significant benefits in terms of health protection and daily comfort. The Voice-Controlled Air Humidifier using the HC-06 Bluetooth module was developed through a structured process involving hardware integration, programming, and communication testing. The project commenced with meticulous planning and system design, followed by the acquisition of key components, including an Arduino Uno microcontroller, an HC-06 Bluetooth module, a relay module, a humidifier unit, a power supply, and a smartphone with voice command capabilities. The hardware setup involved connecting the HC-06 module to the Arduino Uno to enable wireless communication with the smartphone. A relay module was integrated to control the humidifier's power supply based on received commands. All components were securely mounted on a board to ensure indoor safety and operational stability. Programming was carried out using the Arduino IDE. The code was designed to read serial data from the Bluetooth module and execute the appropriate command to turn the humidifier on or off. A mobile application was used to capture voice input, convert it into text, and transmit the command via Bluetooth. The Bluetooth connection was optimized for a stable and uninterrupted link between the smartphone and the HC-06 module. Proper baud rate settings and successful pairing ensured smooth data transmission. The voice command system was tailored to recognize simple instructions such as "turn on humidifier" and "turn off humidifier," enabling hands-free control. The Voice-Controlled Air Humidifier, developed using the HC-06 Bluetooth module, was successfully tested in Barangay Nova Proper. It enables users to turn the humidifier on or off through voice commands from a distance of up to 15 meters via Arduino-powered Bluetooth connectivity. The Voice-Controlled Air Humidifier using the HC-06 Bluetooth module was designed for residents of Barangay Nova Proper, specifically to assist individuals with limited mobility by allowing hands-free operation.

Keywords: voice control, hc-06 bluetooth module, arduino uno, air humidifier, smart appliance, wireless control, assistive technology, hands-free device, barangay nova proper, home automation, mobility aid

**A WEB-BASED AND MOBILE APPLICATION VOTING SYSTEM WITH
STUDENT EVALUATION FOR SUPREME STUDENT COUNCIL OF
BESTLINK COLLEGE OF THE PHILIPPINES**

Hazel Lapso, Lesly Jan Cosares, Khadafi Rimbang, Nor-haima Satar,
Naizah Mariquit, Ronald Roldan Jr.

Abstract

The School Management System: A Web-Based and Mobile Voting System with Student Evaluation was designed to modernize the voting process and improve the collection of student feedback at Bestlink College of the Philippines. Existing manual methods were often inefficient, error-prone, and lacked adequate security, underscoring the need for a more dependable and accessible solution. This project introduces an integrated digital platform that enables both web-based and mobile voting, along with a student evaluation feature, streamlining participation, enhancing data accuracy, and supporting more informed decision-making for the institution. The system was developed using the Agile Scrum Methodology, allowing for iterative development and continuous user feedback throughout the project lifecycle. Flutter (Dart) was used for the mobile frontend, while PHP handled the backend API development, with MySQL serving as the database. Integration with the Registrar System API ensured seamless synchronization of user data across platforms. To safeguard user credentials, session-based authentication was implemented. Version control and team collaboration were managed through GitHub. The system was designed to be scalable, responsive, and capable of efficiently handling high traffic volumes. The system's implementation greatly improved voting efficiency, reduced manual errors, and increased student participation. The mobile application offered a convenient, user-friendly interface, allowing students to vote anytime and anywhere. Meanwhile, the web-based platform provided administrators with real-time monitoring and control. The student evaluation feature enabled the structured collection of feedback, supporting more informed academic and administrative decisions. Performance testing confirmed the system's ability to manage high traffic, ensuring accurate, real-time vote tallying and maintaining data integrity. The system enhanced the efficiency of the voting process, minimized human error, and increased student participation. The mobile application offered a convenient way for students to vote anytime and anywhere, while the web interface provided administrators with comprehensive control and real-time monitoring. The student evaluation feature enabled the collection of structured feedback, aiding faculty and staff in making data-driven decisions. Performance testing confirmed the system's capacity to manage high traffic volumes without compromising real-time vote tallying or data integrity.

Keywords: voting system, mobile application, web interface, student participation, real-time monitoring, student evaluation, feedback collection, performance testing, data integrity, system efficiency

**BTMS: ADMIN (WEB-BASED MANAGEMENT SYSTEM WITH DOCUMENTATION
WORKFLOW AUTOMATION AND OPERATIONAL STANDARDIZATION USING AI)**

Michael Angelo Pagadora, Mark Benedict Fuentes, Benzar Espinosa,
Raymond Lodronio, John Kenneth Boseo, Emerson Gelera

Abstract

The Bus Transport Management System: ADMIN (BTMS: ADMIN) is a web-based platform designed to tackle the increasing administrative complexities in bus transport operations. Traditional approaches such as manual documentation, paper visitor logs, and unintegrated scheduling, often lead to inefficiencies, delays, non-compliance with regulations, and human errors. BTMS: ADMIN leverages artificial intelligence to automate workflows, optimize scheduling, and ensure consistency across operational modules. By digitizing and standardizing key processes, the system enhances efficiency, accuracy, and transparency, enabling a more agile and future-ready transport administration. The development and evaluation of BTMS: ADMIN employed a mixed-methods research design, combining qualitative insights with quantitative performance data to create a robust, user-centered system. Following the Agile Scrum framework, the process prioritized flexibility, iterative development, and active stakeholder engagement. This approach enabled rapid prototyping, continuous feedback incorporation, and incremental improvements across development sprints. Each sprint targeted a specific functional module such as user role management, automated document workflows, reservation and scheduling, and legal case monitoring. After each sprint, functional demonstrations and structured usability tests were conducted to evaluate system performance and user experience, guiding further refinements. This iterative methodology ensured the system's evolution remained closely aligned with real-world operational needs, enhancing responsiveness, reliability, and scalability throughout the development lifecycle. The implementation of BTMS: ADMIN yielded broadly positive results, with success influenced by factors such as adoption rates, leadership engagement, and departmental infrastructure readiness. Departments demonstrating high implementation fidelity, marked by consistent system use, strong leadership support, and sufficient technical capacity, experienced the greatest improvements in administrative efficiency. In these units, processing times decreased by 40–50%, reflecting significant workflow optimization. A key contributor was the AI-driven document routing and approval system, which cut average document turnover from 36 hours to 18 hours, effectively doubling processing speed. Additionally, departments utilizing the AI-powered scheduling feature saw a 68% reduction in facility reservation conflicts, underscoring the system's effectiveness in optimizing resource allocation and reducing operational bottlenecks. These outcomes highlight that while BTMS: ADMIN offers substantial performance benefits, its success depends heavily on institutional readiness and ongoing stakeholder commitment. The BTMS: ADMIN initiative offers valuable insights into the convergence of technology, organizational behavior, and administrative management in the transportation sector. Although the system features advanced capabilities such as AI-driven automation and secure, role-based data access, technical sophistication alone did not ensure successful implementation. The most impactful outcomes occurred in departments where leadership actively championed the system, designated internal advocates to promote adoption, and implemented mechanisms for ongoing usage evaluation. This highlights a key lesson: the success of digital transformation relies not only on robust technology but also on proactive leadership, sustained user engagement, and an organizational culture that emphasizes accountability and continuous improvement.

Keywords: btms: admin, bus transport management, ai automation, administrative efficiency, scheduling optimization, agile scrum, mixed-methods research, user-centered design, document routing, role-based access, leadership engagement, digital transformation, o

**BUS TRANSPORTATION MANAGEMENT SYSTEM CORE II WITH
AI TICKETING SALES MANAGEMENT ANALYTICS**

John Michael Mandar, Ralph Miguel Vinluan, Runnen Joy Nierras,
Lyka Dumangas, April Ongonion, Emerson Gelera

Abstract

The public transportation sector faces ongoing challenges such as manual ticketing, fragmented passenger management, and a lack of real-time analytics, leading to delays and reduced customer satisfaction. To address these issues, the Bus Transportation Management System (BTMS) Core II was developed as an AI-driven platform integrating three key modules: Booking and Reservation, Passenger Information Management, and Ticketing Sales Analytics. By leveraging intelligent automation and data analytics, BTMS Core II improves operational accuracy, streamlines administrative workflows, enhances passenger experience, and enables data-driven strategic decisions in bus transport operations. The development of BTMS Core II followed an Agile Scrum methodology, progressing through four sprints focusing on UI/UX design, booking automation, passenger data processing, and sales analytics integration. Built on a microservices architecture with RESTful APIs, the platform supports independent management of modules such as ticketing, route planning, payment processing, and notifications. Embedded AI algorithms enable real-time travel pattern analysis, demand-based pricing, and seat occupancy forecasting. Stakeholder interviews, business process analyses, and rigorous requirements engineering ensure alignment with operational and regulatory needs. Comprehensive security measures including encrypted data protocols, role-based access controls, and incident response mechanisms, were implemented to safeguard data and maintain system resilience and compliance. The implementation of BTMS Core II significantly enhanced operational efficiency and customer satisfaction in public bus transport. Booking and reservation processes were accelerated, reducing wait times and manual effort. Centralized passenger data management enabled personalized, data-driven engagement, improving responsiveness. AI-powered analytics provided insights into ticketing trends, rider behavior, and route efficiency, supporting targeted marketing and resource optimization. Features such as real-time service updates, secure digital payments, intelligent routing streamlined operations, and minimized friction. Rigorous testing confirmed the system's scalability, robustness, and compliance with data privacy standards, positioning BTMS Core II as a reliable and future-ready solution for modernizing bus transport operations. BTMS Core II addresses persistent inefficiencies in bus transport operations by seamlessly integrating booking systems, passenger information management, and AI-driven analytics within a unified, intelligent architecture. The platform enables real-time, data-driven decision-making, enhances revenue tracking accuracy, and provides the scalability to meet changing urban mobility needs. Built on a microservices architecture and supported by automated DevOps pipelines, BTMS Core II ensures continuous integration, efficient deployment, and maintainability. This comprehensive integration marks a significant advancement toward smart, connected public transportation systems, delivering improved operational efficiency for providers and a faster, more reliable, and personalized experience for passengers.

Keywords: btms core ii, integrated booking system, passenger information management, ai analytics, unified architecture, real-time decision-making, revenue tracking, scalability, microservices, automated devops, continuous integration, smart public transportat

**BUS TRANSPORTATION MANAGEMENT SYSTEM HUMAN RESOURCES IV:
PAYROLL, PERFORMANCE MANAGEMENT, AND EMPLOYEE BENEFITS
WITH PREDICTIVE ANALYTICS USING AI**

Joshua Ifurung, Nikkie Jr. Cabarrubias, Elaine Celestino,
John Emer Madrid, Nicol Luzares, Emer Gelera

Abstract

BTMS HR IV introduces a pioneering framework for optimizing payroll management, employee performance evaluation, and benefits administration, specifically tailored for the transportation sector. In an era characterized by rapid change and increasing operational demands, many transport businesses continue to grapple with outdated, manual procedures marked by paper-based payroll processing, inconsistent performance appraisals, and ineffective benefits administration. These traditional approaches are not only resource-intensive but also prone to errors and delays, which can lead to employee dissatisfaction, decreased morale, and financial imbalances that jeopardize the organization's overall operational health and sustainability. The methodology employed in the development and deployment of BTMS HR IV follows a structured, iterative framework centered on the seamless integration of AI-powered predictive analytics within conventional human resource functions. The primary aim was to engineer a holistic system capable of automating payroll processing while concurrently managing employee benefits and conducting performance evaluations with greater accuracy and efficiency. This approach combined both qualitative and quantitative research methods to comprehensively capture the nuanced needs and challenges faced by the transportation sector, ensuring that the resulting system is both adaptable and responsive to industry dynamics. Through continuous feedback loops and iterative refinement, the methodology emphasized a user-centric, data-driven design philosophy that supports sustainable HR operational excellence. The deployment of BTMS HR IV yielded compelling results, highlighting the transformative effect of embedding AI-powered predictive analytics into human resource workflows. The project's initial phase focused on the comprehensive integration of three pivotal modules: payroll processing, performance management, and benefits administration. Rigorous testing revealed a significant enhancement in payroll accuracy, coupled with a notable reduction in processing times. Compared to legacy manual systems, the automated platform decreased payroll errors by more than 40%, fostering heightened employee confidence and satisfaction. These improvements underscore the system's potential to streamline HR operations while reinforcing workforce engagement and organizational trust. The outcomes of the BTMS HR IV project underscore the profound impact of integrating AI-driven predictive analytics into human resource management. The marked enhancements in payroll accuracy, performance appraisal, and benefits administration highlight the imperative for digital innovation within traditional manual HR frameworks. By automating complex payroll calculations and optimizing benefits tracking, the system significantly reduces processing time and administrative overhead, ultimately fostering greater employee satisfaction and reinforcing organizational effectiveness. This project exemplifies how technological advancement can drive meaningful transformation in HR operations within the transport sector.

Keywords: ai-driven predictive analytics, human resource management, payroll automation, performance evaluation, benefits administration, digital transformation, btms hr iv, transport sector, employee satisfaction, and administrative efficiency.

**BUS TRANSPORTATION MANAGEMENT SYSTEM LOGISTIC I: DEVELOPING
EFFICIENT INVENTORY AND WAREHOUSE MANAGEMENT,
AUDIT MANAGEMENT, AND INFRASTRUCTURE
MAINTENANCE USING REVERSE LOGISTICS**

Ricardo Aron III, John Vincent Dizon, Kent Mark Tejada,
Kristel Casinillo, Andy Barrantes, Emerson Gelera

Abstract

Provincial bus transportation companies often rely on outdated legacy systems that are inadequate for managing inventory, conducting warehouse audits, and addressing location-specific material demands. These limitations lead to stock inconsistencies, delayed resource allocation, and operational inefficiencies that hinder overall productivity. This study introduces the Bus Transportation Management System (BTMS) Logistic I, a web-based logistics platform developed to address these challenges. The system includes robust modules for inventory management, audit tracking, infrastructure maintenance, and AI-powered demand forecasting and analytics. Developed using Agile methodologies and continuous deployment pipelines, and built on microservices architecture, BTMS Logistic I ensures modularity, scalability, and enhanced operational efficiency, catering specifically to the complex logistics requirements of provincial bus transport operations. The system was developed using the Agile Scrum methodology, which emphasizes iterative planning, continuous stakeholder feedback, and frequent incremental releases to ensure that the solution aligns with user needs and project objectives. The development process began with an in-depth analysis of the logistical challenges faced by provincial bus transport companies, particularly those related to inventory management and audit procedures. A multidisciplinary team composed of software developers, logistics experts, and operational stakeholders collaborated to define and design the system's core functionalities. Key modules such as Inventory Management, Inventory Audit, and Infrastructure Maintenance for material requisitions were developed as independent microservices, interconnected through standardized RESTful APIs. This modular architecture enhances the system's scalability, flexibility, and integration capabilities within complex logistical environments. The Inventory Management module provides real-time, granular visibility and precise control over stock levels across multiple facilities, significantly improving inventory accuracy and operational responsiveness. The Audit Management module implements strict stock verification protocols to ensure adherence to regulatory standards and internal control policies. Acting as a centralized interface, the Infrastructure Maintenance module streamlines material requisition workflows, enabling depots and terminals to efficiently submit, track, and manage requests. Additionally, the system integrates reverse logistics functionality, optimizing the management of returned and recyclable materials, and reinforcing the organization's commitment to environmental sustainability. Collectively, these interconnected modules enhance inventory precision, accelerate material distribution, and minimize manual processes, resulting in substantial gains in overall logistics efficiency. By addressing the limitations of traditional workflows, BTMS Logistic I significantly improves data accuracy, streamlines resource allocation, and promotes sustainable operational practices. Its modular architecture enables independent maintenance and effortless scalability of each system component, ensuring adaptability to the dynamic needs of the organization. The findings demonstrate that a well-designed logistics platform can substantially enhance operational efficiency, increase transparency, and improve responsiveness, empowering transportation enterprises to effectively manage and overcome complex logistical challenges.

Keywords: btms logistic i, logistics system, inventory management, audit management, infrastructure maintenance, reverse logistics, modular design, microservices architecture, agile scrum, data accuracy, resource allocation, sustainability, operational efficie

**BUS TRANSPORTATION MANAGEMENT SYSTEM LOGISTIC II: PROCUREMENT
MANAGEMENT WITH AI DRIVEN VENDOR TRANSIT**

Maikiru Baclason, Joshua Belza, Alexandria Valenzuela,
Monica Pornelos, Quinly Kaye Eralino, Emerson Gelera

Abstract

In the dynamic public transportation sector, persistent procurement inefficiencies such as fragmented vendor coordination, sourcing delays, and lack of transparency continue to undermine operational effectiveness. Farinas Transit Inc., a leading bus operator in the Philippines, regularly confronts these challenges. This study proposes an AI-driven Bus Transportation Management System designed to streamline procurement by implementing a centralized Vendor Transit Portal. This solution aims to enhance vendor collaboration, accelerate sourcing processes, and improve transparency, ultimately driving greater efficiency and reliability in operations. The system was developed using the Agile Scrum methodology, employing iterative sprints, comprehensive sprint planning, and regular sprint reviews. Continuous collaboration between stakeholders and development teams enabled adaptive planning and seamless integration of microservices architecture, DevOps pipelines, and TOGAF enterprise architecture principles. This approach resulted in a system that automates procurement workflows, facilitates real-time tracking, optimizes vendor selection, and delivers insightful performance analytics to support data-driven decision-making. The AI-integrated portal successfully automated critical procurement functions, including order generation, bidding, inventory alerts, and supplier evaluation. It features real-time dashboards for comprehensive vendor performance monitoring and up-to-date order status visibility. Integration with existing systems ensured seamless synchronization of inventory and procurement data. This solution markedly reduced manual errors, shortened procurement cycles, and enhanced communication and collaboration between procurement teams and vendors, thereby driving overall operational efficiency. The project demonstrated that integrating AI into procurement processes can significantly minimize operational delays, strengthen vendor accountability, and facilitate predictive analytics for enhanced strategic planning. The centralized platform fostered greater transparency, ensured regulatory compliance, and improved overall service quality. Key insights underscored the vital importance of continuous stakeholder engagement throughout agile development cycles and revealed the portal's strong potential for scalability across diverse transportation networks and logistics industries.

Keywords: bus transportation management system, ai-driven procurement, vendor coordination, centralized vendor portal, procurement optimization, public transportation efficiency, operational improvement, farinas transit inc., sourcing delays, transparency in p

**BUS TRANSPORTATION MANAGEMENT SYSTEM: HUMAN RESOURCE 1:
(CANDIDATE SCREENING, RECRUITMENT, APPLICANT MANAGEMENT AND NEW
HIRE ONBOARDING) WITH INTELLIGENT RESUME PARSING TOOL**

John Julius Lucaban, Mark Kian Ancheta, Vejay Sam Cayanan,
Russel Lacandula, Jhon Lloyd Tao, Emerson Gelera

Abstract

In today's highly competitive transportation industry, human resource departments face the daunting task of efficiently managing large volumes of job applicants while ensuring timely, compliant, and high-quality hiring decisions. Conventional recruitment processes often lack the efficiency and precision needed to accurately identify the best candidates. To overcome these challenges, we recommend implementing the Bus Transportation Management System: Human Resource 1 (BTMS-HR1), which integrates candidate screening, recruitment, applicant management, and new hire onboarding with an advanced Intelligent Resume Parsing Tool. By harnessing AI capabilities, this system automates and streamlines the hiring workflow, effectively scanning resumes for relevant keywords, skills, and qualifications, thereby enabling HR teams to expedite candidate evaluation with greater accuracy and consistency. The development of BTMS-HR1 followed an Agile methodology, structured into distinct phases to ensure efficient project execution. It commenced with the concept phase, where the product owner defined the project scope and objectives. Subsequently, the product owner and project manager evaluated the development team's capacity and resource readiness to guarantee that the appropriate personnel and tools were allocated. The project then progressed to the construction phase, encompassing the core development activities. During this phase, the team maintained continuous collaboration and promptly resolved any issues to ensure uninterrupted progress. Finally, the system entered the release phase, undergoing comprehensive testing to validate its functionality and performance prior to deployment. BTMS-HR1 transformed HR operations in the transportation sector by leveraging AI-driven resume parsing to drastically reduce manual screening time and enhance candidate shortlisting accuracy. The system streamlined applicant tracking and onboarding workflows, resulting in faster, more organized, and responsive processes. By enabling HR teams to efficiently handle high volumes of applications, BTMS-HR1 significantly increased productivity, minimized errors, and ensured strict adherence to compliance standards. BTMS-HR1 revolutionizes HR operations in bus transportation organizations by harnessing intelligent data extraction and centralized processing to streamline recruitment processes. This system significantly accelerates hiring while improving precision and scalability. Through AI-powered candidate screening, HR teams are empowered to efficiently manage high-volume hiring demands, ensuring consistent quality and strict adherence to compliance standards.

Keywords: bus transportation management system (btms), human resource management, candidate screening, recruitment process, applicant tracking system (ats), new hire onboarding, intelligent resume parsing, automated resume analysis, keyword extraction

**BUS TRANSPORTATION MANAGEMENT SYSTEM: HUMAN RESOURCES II
COMPETENCY, LEARNING, AND TRAINING MANAGEMENT WITH
AUTOMATED FEEDBACK ANALYSIS USING
NATURAL LANGUAGE PROCESSING**

Christian Loberiano, EJ Delos Reyes, Aaron Gabriel Cañete,
Via Geslani, Jhona Buenaventura

Abstract

As the transportation industry expands, there is a growing demand for solutions that improve operational efficiency, reliability, and adaptability in a dynamic market. This study investigates the integration of Natural Language Processing (NLP) into the HR II module, focusing on competency assessment, learning, and training management. Traditional approaches often face challenges in analyzing vast amounts of qualitative data derived from training sessions and performance evaluations. To overcome these limitations, this research proposes an automated NLP-driven method to extract actionable insights from textual data, enabling more accurate, efficient, and data-informed decision-making in employee development and performance management. This research adopts a mixed-methods approach, combining quantitative analysis of HR metrics with qualitative insights extracted through automated Natural Language Processing (NLP) techniques applied to textual feedback. Textual data are gathered from multiple HR processes, including open-ended responses from post-training surveys and performance review comments provided by supervisors and employees. Sentiment analysis is conducted to determine the emotional tone, positive, negative, or neutral, expressed in feedback related to employee performance, competencies, and training effectiveness. Additionally, topic modeling is utilized to identify key themes and topics embedded within the qualitative data. A subset of the collected data serves as training and validation sets for the selected NLP models, with evaluation metrics tailored to the specific analytical tasks to ensure model effectiveness and accuracy. The deployment of an automated feedback analysis system powered by Natural Language Processing (NLP) within the HR II competency, learning, and training management framework is projected to significantly enhance operational efficiency and effectiveness. Beyond measurable quantitative improvements, the system will provide profound qualitative insights by interpreting complex employee feedback, thereby empowering HR professionals to formulate more precise, data-driven strategies that drive meaningful improvements in workforce development and organizational performance. The integration of automated feedback analysis powered by Natural Language Processing (NLP) offers a profound opportunity to revolutionize HR II competency, learning, and training management. While challenges such as data quality, contextual nuances, and system implementation demand careful mitigation, the potential to significantly enhance operational efficiency, extract deeper actionable insights, and foster more informed, data-driven decision-making is substantial. Realizing these benefits requires a deliberate and strategic approach that seamlessly blends cutting-edge technological innovation with the critical judgment and expertise of HR professionals, ensuring the solution is both effective and contextually relevant.

Keywords: automated feedback analysis, natural language processing (nlp), hr competency management, learning and training management, data quality, contextual understanding, implementation challenges, operational efficiency, insight generation, data-d

**BUS TRANSPORTATION MANAGEMENT SYSTEM: IMPROVING TRANSPORTATION
ACCURACY USING AI WITH AUTOMATION OF GENERAL LEDGER.**

Marvel Dulcero, Ronnie Crinan, Ryan Edaña, George Mckentosh Soriano,
Emerson Gelera

Abstract

Our capstone project introduces the Bus Transportation Management System, a cutting-edge solution designed to transform financial management in the bus transportation industry. By seamlessly integrating artificial intelligence (AI) and automation technologies, the system enhances transaction accuracy, automates comprehensive record-keeping, and delivers real-time data analytics to support strategic decision-making. This innovative platform aims to significantly reduce operational costs, eliminate human errors, and boost financial transparency, ultimately driving higher efficiency, profitability, and sustainable growth for transportation businesses. The development process embraced an agile, sprint-based methodology to enable rapid iterations and continuous refinement. Each sprint focused on targeted deliverables, including the integration of automated reporting and advanced anomaly detection tools that meticulously analyze financial transactions to uncover inconsistencies and enhance data integrity. By automating critical ledger functions such as transaction recording, adjustment, and reconciliation, the system leverages AI-powered validation to significantly reduce errors and discrepancies. Additionally, it seamlessly integrates with existing transportation platforms, providing a cohesive and streamlined financial tracking framework that enhances operational efficiency. The deployment of the AI-powered Bus Transportation Management System has profoundly elevated financial accuracy and operational efficiency across transportation firms. Leveraging sophisticated machine learning algorithms, the system continuously monitors and detects anomalies within transactions, safeguarding the integrity and consistency of financial records. By automating routine and complex financial tasks, it significantly reduces manual intervention, streamlines workflows, and mitigates human error. Furthermore, AI-driven predictive analytics equip decision-makers with actionable financial forecasts, enabling proactive identification of growth opportunities and strategic planning. Enhanced interdepartmental collaboration is facilitated through secure, transparent workflows, minimizing risks related to unauthorized access and fraud. Collectively, these capabilities drive substantial cost reductions and strengthen financial governance, positioning transportation companies for sustainable success. AI and automation have markedly improved the precision and efficiency of financial transactions within the system. By automating ledger management and transaction verification, the platform minimizes errors and elevates operational productivity, empowering operators to focus on strategic financial insights and data-driven decision-making. However, challenges such as seamless data integration, initial deployment costs, and evolving cybersecurity threats must be proactively addressed to maximize system effectiveness. Future enhancements are expected to include the deployment of advanced AI models, increased system flexibility, and fortified security protocols to counter emerging risks. Overall, this system establishes a resilient framework that promotes sustainable financial management and growth in the transportation sector.

Keywords: ai in transportation finance, automated ledger management, financial transaction accuracy, operational efficiency, transaction verification automation, data integration challenges, cybersecurity risks, predictive financial analytics, system scalability

**BUS TRANSPORTATION MANAGEMENT SYSTEM: CORE TRANSACTION 1
(INTEGRATED OPERATIONAL MANAGEMENT SYSTEM FOR PROVINCIAL
BUSES THROUGH ROUTE SCHEDULING, FLEET MONITORING,
AND REAL-TIME-DATA INTEGRATION)**

Robert Zimon De Jesus, Janssen Cloyd Pidlaoan, Dianne Dorol,
Maria Cristina Intero, Mariel Fadrogane, Emerson Gelera

Abstract

The escalating demand for efficient and dependable public transportation in provincial areas has emphasized the necessity for a modernized, streamlined approach to bus operation management. To meet these challenges, we propose an Integrated Operational Management System specifically engineered for provincial bus services. This system aims to optimize route scheduling, bolster fleet monitoring capabilities, and facilitate seamless real-time data integration, thereby enhancing overall operational efficiency and service reliability. The system was engineered using modular and scalable web-based architecture, leveraging PHP (Laravel), MySQL, and JavaScript alongside Tailwind CSS to provide a responsive and user-friendly interface. At its core, a centralized database efficiently manages critical data, including routes, buses, drivers, and trip schedules. Real-time bus tracking is achieved through GPS integration with mobile devices, delivering continuous location updates. The route scheduling module enables administrators to seamlessly create, update, and assign routes with precise time slots and bus allocations. Additionally, fleet monitoring is supported by a dynamic live dashboard that presents real-time statuses, active, idle, or off-duty, of all buses, with automatic data synchronization occurring every few seconds to ensure timely and accurate operational insights. The deployment of the system yielded significant improvements in operational efficiency across all facets of bus management. The route scheduling module optimized daily dispatch operations by eliminating route overlaps and maximizing fleet utilization. Real-time data integration empowered decision-makers with critical insights, including average trip durations, bus utilization metrics, and comprehensive driver performance evaluations. Additionally, the fleet monitoring feature provided instant visibility into delays and service disruptions, enabling rapid administrative responses that minimized downtime and enhanced overall service reliability. The system clearly demonstrates that the seamless integration of route scheduling, fleet monitoring, and real-time data analytics not only enhances operational efficiency but also lays a solid groundwork for advanced future capabilities such as predictive maintenance and passenger experience tracking. As a scalable and adaptable platform, this solution equips provincial transport companies with the tools necessary to modernize their operations, optimize service delivery, and stay competitive in an evolving transportation landscape.

Keywords: integrated operational management, route scheduling optimization, fleet monitoring systems, real-time data analytics, predictive maintenance, passenger tracking, scalable transportation solutions, provincial bus services, transportation modernization

**CHEM-BOT; A CHEMISTRY SIMULATION AND LEARNING
APPLICATION FOR INTERMEDIATE LEARNERS**

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Jossa Ensipido, Ronelyn Prias, Carlito Gabriel

Abstract

This study addresses challenges faced by intermediate learners in chemistry, where access to laboratory reagents can be limited by cost, regulation, or availability. It presents Chem-Bot, a simulation and learning application designed to enhance understanding of chemical reactions without the need for physical equipment or chemicals. Chem-Bot allows users to combine virtual reagents and observe reaction outcomes, while providing step-by-step explanations of underlying principles to support conceptual mastery. This study employs a quantitative descriptive design with purposive sampling to evaluate Chem-Bot's acceptability among target users. Two respondent groups, information technology experts and chemistry teachers, completed a structured survey questionnaire that assessed game interface, user experience, learning-progress tracking, reliability, and presentation. Independent t-tests were used to compare mean acceptability scores between groups and determine the presence of any significant differences. Both respondent groups rated Chem-Bot as highly acceptable across all evaluation criteria. IT experts yielded an overall weighted mean of 3.75 (variance = 0.027), and chemistry teachers yielded 3.50 (variance = 0.096). Independent t-tests produced computed t-values of 1.631, which were below the critical value of 1.988 at $\alpha = 0.05$, indicating no significant difference between the two groups' assessments. The findings indicated strong endorsement of Chem-Bot's design and educational value by both technical and subject-matter experts. Recommended enhancements included improving graphics and equipment visibility, expanding the library of virtual experiments, optimizing performance for mobile devices, and simplifying explanations to support student comprehension. These refinements were expected to further increase user engagement and learning effectiveness.

Keywords: chemistry simulation, learning application, intermediate learners, user acceptability, educational technology, chem-bot

**COMPREHENSIVE TALENT ACQUISITION OF SERVICE MANAGEMENT SYSTEM
(RECRUITMENT, APPLICANT MANAGEMENT, NEW HIRE ONBOARD,
PERFORMANCE MANAGEMENT, RECOGNITION)**

Mark Loyd Manibale, Evan Joshua Boneo, Remark Jay Penequito,
John Lloyd Hinagpisan, Jeffrey Escalante, Enrico Pineda

Abstract

This study develops a comprehensive talent acquisition system to address modern recruitment challenges in service management. The system is designed to streamline job posting, applicant tracking, new-hire onboarding, performance management, and employee recognition. By offering a fast, efficient, and user-friendly interface, this system aims to expand candidate reach and improve HR workflow. This project employs Agile Scrum methodology to guide system development. Work is organized into sprints lasting one to two weeks, each targeting specific modules such as job posting features, applicant management, onboarding workflows, performance tracking, or recognition tools. Sprint planning meetings determine objectives, and daily stand-up meetings monitor progress, outline upcoming tasks, and resolve emerging issues. Sprint reviews and retrospectives ensure continual refinement based on stakeholder feedback. Each sprint produced a functional component that was rigorously reviewed, tested, and refined. The Agile Scrum process facilitated regular updates and rapid adjustments in response to feedback, resulting in incremental improvements across all system modules. Key deliverables: job posting interface, applicant tracking dashboard, onboarding workflows, performance metrics module, and recognition features, were successfully implemented and validated. The Agile Scrum approach proved effective in maintaining flexibility and responsiveness throughout development. Regular sprint ceremonies enabled real-time enhancements to design and functionality based on mentor and test-user input. Coordination challenges emerged during module integration, but clear communication and collaborative sprint sessions addressed these issues efficiently. Overall, the methodology supported iterative progress and ensured that the final system met user requirements.

Keywords: talent acquisition, agile scrum, recruitment system, applicant tracking, onboarding, performance management, employee recognition.

**COMPUTER SKILL ASSESSMENT OF GRADE 12 STUDENTS IN BESTLINK COLLEGE
OF THE PHILIPPINES - BULACAN CAMPUS IN ONLINE CREATION TOOLS:
A COMPARATIVE ANALYSIS**

Lhance Owen Borje, John Raven De Castro, John Lloid Del Rio,
Daliah Del Rio, Rica Resus, Ahlen Lamida

Abstract

In the 21st century, digital literacy is a foundational skill necessary not just to achieve academic success but also to navigate the challenges of a fast-changing global work environment. The ability to efficiently use computer technology and web-based creation tools is no longer an added value but a basic prerequisite for those wanting to engage fully with contemporary society. This is especially true for students intending to pursue further education or professional careers. This study focuses on evaluating the computer skills of Grade 12 students, specifically in using online creation tools such as Google Docs, Google Forms, and Google Spreadsheets. In response to the growing importance of digital competencies in academic and professional settings, the research assessed students' strengths, weaknesses, and skill gaps through structured quantitative methods, including surveys and comparative analysis across various demographic and academic groups. The findings aim to inform educators about current proficiency levels, identify influencing factors such as access and prior experience, and suggest strategies for integrating digital tools effectively into the curriculum. By enhancing students' digital literacy and creativity, the study contributes to preparing learners for the demands of a technology-driven society and supports the development of equitable, evidence-based educational interventions.

Keywords: digital literacy; computer skills

**CRANE AND TRUCKING RENTAL MANAGEMENT SYSTEM: DISPATCH
MANAGEMENT, INVENTORY MANAGEMENT, REPORTING AND ANALYTICS WITH
MOBILE ACCESS**

Andrei Lauren Gumahad, Isaac Chustine Briñas, John Cleford Concan,
MJ Bhoy Eugenio, Jobert Jason, Khristian Hoseña

Abstract

The crane and trucking rental industry play a vital role in construction and logistics. However, many companies rely on manual processes for dispatching, inventory tracking, and reporting, which leads to inefficiencies, delays, and poor resource visibility. The absence of integrated digital systems tailored for heavy equipment rental operations has created operational bottlenecks, including a lack of real-time scheduling tools, inaccurate inventory updates, and limited mobile access. This study aims to develop a Crane and Trucking Rental Management System that improves dispatch efficiency, ensures accurate inventory monitoring, and provides real-time reporting via web and mobile interfaces. The system is developed using Agile methodology, incorporating iterative sprints and stakeholder feedback. It is built with modern web technologies for the desktop version and Flutter for the mobile application. Development focuses on four core modules: Dispatch Management, Inventory Management, Reporting and Analytics, and Mobile Access. Functional testing and user acceptance testing are conducted with actual rental operations to ensure real-world applicability. Each module is tested against user stories and backlog items outlined in the product documentation. The system demonstrated significant improvements in operational efficiency. Dispatch scheduling was automated with real-time availability checks, reducing scheduling conflicts by 85 percent. Inventory status updates were synced across platforms, minimizing errors caused by double booking or outdated information. The Reporting and Analytics module provided management with data-driven insights, improving decision-making speed and accuracy. Mobile access enabled on-site personnel to update records directly, reducing delays in information flow. The study highlighted how digital transformation can enhance the performance of traditional rental businesses. By automating key workflows and ensuring access to real-time information, the system bridged the gap between administrative offices and field operations. While the system performed well during initial testing, future research may explore integration with GPS tracking, financial management systems, and predictive maintenance analytics. Additionally, scaling the system to support multiple branches or franchises could further increase its commercial viability. This project presented a scalable and practical solution for modernizing cranes and trucking rental operations.

Keywords: dispatch management, inventory management, reporting and analytics, mobile access, rental management system, digital transformation in logistics

**CRANE AND TRUCKING RENTAL MANAGEMENT SYSTEM: HUMAN RESOURCES II:
(PERFORMANCE MANAGEMENT, INTEGRATION, AND AUTOMATION, BENEFITS
MANAGEMENT, PAYROLL AND COMPENSATION, COMPLIANCE AND REPORTING)
COMPENSATION EQUITY ANALYTICS USING H2O.AI**

Aldrin Arabia, Kenneth Engayas, Alfaro Bangon, Francis Paloma,
Keneth Tillerba, Khristian Hoseña

Abstract

Guzent Inc., a crane and trucking rental company, faces growing challenges in human resource management as operations expand. Manual HR processes, inconsistent performance evaluations, and lack of compensation equity create inefficiencies and risk employee dissatisfaction. This study aims to address these issues by developing and implementing an integrated Human Resource Management System called Crane and Trucking Rental Management System: Human Resources II that focuses on automation, fairness, and scalability. This study employs Agile Scrum methodology, enabling iterative development through sprint cycles with roles such as Scrum Master and Product Owner. Requirements are gathered through consultations with HR personnel and industry stakeholders. The system is developed using PHP and MySQL for backend processing and database management and HTML, CSS, and JavaScript for interface design and interactivity. Deployment is on a secure Indefinite Webhosting server. Key features include automated payroll computation, employee performance tracking, benefits management, compliance monitoring, and compensation equity analytics using H2O.AI. Role-based access control and a user-friendly dashboard ensure ease of use for managers and employees. The implemented system automated major HR processes, significantly reducing manual workload, errors, and delays. Payroll, benefits processing, and compliance reporting were streamlined, improving accuracy and operational speed. The integration of H2O.AI enabled real-time compensation equity analysis, supporting fairer and more transparent salary decisions. The system's interface and access controls facilitated secure, efficient use across departments, while its web-based deployment ensured centralized reporting and 24/7 availability. This study contributed to Guzent Inc.'s digital transformation by providing a scalable and intelligent HR solution. It improved overall HR efficiency, promoted data-driven decision-making, and enhanced employee engagement through performance transparency and compensation fairness. The system demonstrated the value of integrating machine learning into HR information systems, offering practical solutions to industry challenges. Future research may explore integration with GPS tracking, financial management systems, and predictive maintenance analytics. Scaling the system to support multiple branches or franchises could further increase commercial viability.

Keywords: hris, h2o.ai, payroll automation, compensation equity, agile scrum, trucking rental, crane operations, hr automation, compliance reporting, digital transformation, hr dashboard

DATA RECORD INVENTORY SYSTEM FOR TOP G WATCH

Jake Aldred Sevilla, Roi Apolinario, Jasmin Bernadeth Barcenas, Shanlee Bautista,
Jheovix Dianmar Ahmad Valdeavilla, John Christopher Velarde, R-jay Pornasodoro

Abstract

This study presents the development of an inventory system specifically designed to manage product information for Top G Watch, a small business established on January 15, 2025, located at 28 Katipunan Avenue, San Bartolome, Novaliches, Quezon City. The system aims to assist the shop in organizing and monitoring product data more efficiently by transitioning from traditional manual methods to a digital inventory system. The main challenge addressed in this study is the business's reliance on paper-based processes for recording product details, which often leads to inefficiencies and errors. The researchers adopted the Systems Development Life Cycle (SDLC) Waterfall model to guide the creation of the inventory system. This model consists of seven sequential phases: Planning, Analysis, Design, Development, Testing, Implementation, and Maintenance. Each stage was followed systematically to ensure that the system was built according to structured and organized development practices. The developed system successfully supported the shop owners in managing their product inventory. It features product management tools, record tracking, archiving functions, and a search field to streamline the tracking and updating of inventory items. The implementation of the system significantly reduced the need for manual recording and enhanced operational efficiency. Manual inventory recording posed several challenges for Top G Watch, including disorganization and delayed updates. In response, the researchers developed a user-friendly system tailored to the needs of the business. The system's functionality addresses operational inefficiencies by providing a reliable and efficient way to manage inventory data. Its ease of use ensures that the shop can maintain accurate records while minimizing confusion and improving daily processes.

Keywords: inventory system, data management, small business, sdlc waterfall model, product tracking, manual to digital transition, top g watch, business efficiency

DEVELOPMENT OF AN INFORMATION SYSTEM FOR DOcVAPE

Arcel Zamora, Shaira May Lagamson, Rexes Lusanta Jr, Marc Lester Maglalang,
Jake Kent Romanca, R-jay Pornasdoro

Abstract

This study focuses on the development of an information system for DocVape, a vape store established in 2016, to enhance the management of product information, sales, inventory, and transaction reports. The system aims to address the operational challenges currently faced by the business by offering a centralized platform for automating and streamlining customer records, inventory tracking, and report generation. The project followed the Waterfall Model, a structured development methodology consisting of requirements gathering, system design, development, testing, deployment, and maintenance. The system was developed using Java (NetBeans) for application logic, MySQL for database management, and XAMPP as the server environment. This combination ensured system reliability and efficient data handling. Upon completion and deployment, the DocVape information system significantly improved workflow efficiency and accuracy. Key features include automated inventory and sales management, real-time product stock monitoring, and graphical representation of best-selling products. The system also supports CRUD operations, email notifications, and PDF export capabilities for receipts and reports. A built-in print setup facilitated seamless report generation and distribution. A password reset feature with OTP verification via email was also integrated to enhance security. The implementation of the DocVape information system resulted in enhanced data accuracy and operational productivity. The systematic development process and use of robust technologies contributed to a reliable and efficient platform. Automation of tasks such as inventory tracking, report generation, and receipt handling minimized manual data entry and improved overall workflow. Additionally, features like user account management and password recovery improved system accessibility and security. Future enhancements may include integration with external business platforms, advanced data analytics, and interactive dashboard features to support informed decision-making and scalable growth.

Keywords: information system, inventory management, sales automation, java, mysql, xampp, report generation, business efficiency, waterfall model, vape store system

**E-COMMERCE CORE TRANSACTION 3: CONTENT MANAGEMENT
WITH CUSTOMER BEHAVIOR AND TRENDS ANALYTICS**

Ken Jayson Delantar, Joemarc Barcia, Jude Barbero, Stephen Mark Junior Aquino, Alejandro Adovas

Abstract

This capstone project will develop an adaptive e-commerce platform using the Agile Scrum methodology. Scrum is a flexible, iterative approach that divides the development process into two-week sprints, allowing the team to focus on delivering specific features within each cycle. Key components, such as the product catalog, user interface, and recommendation system, will be developed incrementally. At the end of each sprint, a working and testable version of the platform will be presented, encouraging regular feedback and continuous enhancement. This method fosters collaboration, responsiveness to change, and ensures that the final product effectively meets user needs. Each sprint is structured around well-defined tasks, enabling the team to make steady progress through focused development cycles. Daily stand-up meetings support ongoing communication, allowing members to provide updates, address challenges, and align on next steps. This encourages a collaborative and transparent work environment that fosters quick issue resolution. At the end of every sprint, the team conducts a review and retrospective to evaluate progress, gather insights, and refine plans for upcoming sprints. The Scrum framework is ideal for developing our adaptive e-commerce platform, as it offers the flexibility to accommodate shifting user needs and market conditions. By prioritizing high-value features and integrating continuous stakeholder feedback, we ensure the platform remains aligned with user expectations and project objectives. This iterative, user-centered approach enables us to deliver reliable, high-quality outcomes while remaining responsive and agile throughout the development lifecycle. The implementation of the Scrum methodology allowed the team to systematically build a robust, user-centric e-commerce platform by integrating key features such as secure user authentication, intuitive product browsing, real-time inventory management, and a seamless checkout process. Regular sprint reviews were instrumental in identifying and addressing issues early in the development cycle, leading to improved platform stability, performance, and user experience. The incremental delivery model ensured that each module was thoroughly tested, validated, and optimized before being integrated into the broader system. This approach reduced the need for rework, sustained development momentum, and supported continuous adaptation in response to feedback and evolving project requirements. Adopting the Scrum framework allowed the team to remain agile and responsive to ongoing feedback from mentors and end users. This iterative methodology strengthened collaboration, reinforced individual accountability, and deepened the team's understanding of practical project management principles. Complex challenges such as integrating independently developed modules were effectively managed through structured sprint planning, collaborative problem-solving, and regular review sessions. These practices ensured team alignment and enabled timely adjustments throughout the development process. Overall, the project demonstrated the effectiveness of Agile Scrum not only in professional software environments but also in academic capstone settings. Its flexibility, transparency, and focus on continuous improvement proved especially valuable in addressing the evolving demands of e-commerce platform development.

Keywords: agile scrum, e-commerce platform, iterative development, project management, team collaboration, sprint planning, feedback integration, modular integration, continuous improvement, capstone project

**E-COMMERCE FINANCE MANAGEMENT SYSTEM: BUDGET
MANAGEMENT, ACCOUNTS PAYABLE AND ACCOUNTS RECEIVABLE,
COLLECTION, GENERAL LEDGER WITH AUTOMATED PAYMENT REMINDER
SYSTEM**

Ruzzel Serafica, Ninio Melendres, Ira Rafael Gabayeron, Axcel Clarence Calvez,
Jevenry Montilla, Alejandro Adovas

Abstract

With the rapid growth of digital commerce, businesses are facing increasing complexity in managing financial operations effectively. Traditional financial management practices, which often depend on manual processes, are susceptible to errors, processing delays, and elevated operational costs. In today's fast-paced and data-driven environment, the need for automation in financial workflows has become imperative to ensure accuracy, security, and operational efficiency. This research presents the design and development of an automated financial management system aimed at streamlining core financial activities, including budgeting, payment processing, accounts payable and receivable, and collection management. The system integrates features such as automated payment reminders to facilitate timely transactions and maintain a healthy cash flow, ultimately improving financial oversight and organizational performance. The development and implementation of the system were guided by the Agile methodology, encompassing all key phases: planning, design, development, testing, and deployment. The workflow was structured into time-boxed sprints, enabling the Scrum team to manage tasks efficiently and iteratively enhance system functionality. This approach facilitated continuous feedback integration, faster issue resolution, and incremental progress toward a stable final product. The system features real-time monitoring capabilities, allowing users to track cash flow, schedule payments, and manage financial records seamlessly. Additionally, a user-centric design approach was adopted to ensure the platform is intuitive and accessible to both financial professionals and business owners, promoting ease of use and broad adoption across varying levels of technical expertise. The implementation of the financial management system yielded significant enhancements in operational efficiency and accuracy. Automated workflows effectively eliminated the need for manual data entry, reducing the risk of human error and improving data integrity. As a result, businesses experienced accelerated transaction processing, more efficient financial tracking, and improved management of accounts receivable. The inclusion of automated payment reminders led to a measurable reduction in overdue balances, contributing to stronger cash flow and overall financial stability. Furthermore, users reported a highly intuitive experience, citing the system's streamlined interface as a key factor in simplifying the navigation and execution of complex financial tasks. These outcomes underscore the system's capacity to optimize financial operations while promoting user adoption through ease of use and functional clarity. The findings of this study underscore the growing importance of automation in modern financial management, demonstrating its potential to significantly enhance business performance and operational resilience. By eliminating time-consuming manual processes, the developed system enables organizations to shift their focus from routine administrative tasks to strategic planning and growth-oriented initiatives. While the transition from traditional methods presents initial challenges such as user adaptation and system integration, the long-term benefits of automation are evident in improved accuracy, faster processing, and greater financial control. This research contributes valuable knowledge to the evolving role of financial technologies, offering a practical framework that supports the advancement of automated finance systems in e-commerce. It serves as a foundation for future innovations aimed at optimizing financial workflows in increasingly digital business environments.

Keywords: financial automation, digital finance, e-commerce systems, operational efficiency, strategic management, financial control, system integration, financial technology, business performance, workflow optimization

**E-COMMERCE HR MANAGEMENT SYSTEM: PERFORMANCE MANAGEMENT
WITH PERFORMANCE TRACKING & ANALYTICS**

Justine Bagalihog, Domenic Allen Abit, Carl Angelo Elutin,
Jelyn Ragundiaz, James Algie Vizcarra, Alejandro Adovas

Abstract

E-commerce companies face unique and evolving challenges in managing employee performance due to the industry's fast-paced nature and heavy reliance on technology. A key concern is the lack of real-time performance data, which limits managers' ability to make timely, informed decisions. Additionally, integration issues among disparate HR, sales, and operational systems lead to fragmented workflows and hinder comprehensive performance evaluations. The absence of structured, meaningful feedback mechanisms further restricts employee development and alignment with broader business objectives. This thesis identifies data latency, system fragmentation, and inadequate feedback as critical barriers to effective performance management in the e-commerce sector. This project adopts the Agile Scrum methodology to promote adaptability, iterative development, and continuous collaboration between stakeholders and the development team. A microservices-based system architecture serves as the foundation, enabling modular design, independent service deployment, and seamless scalability. DevOps practices are integrated to support efficient development and deployment through continuous integration and continuous delivery (CI/CD), thereby enhancing system responsiveness and reliability. The research follows a comprehensive methodological framework that includes stakeholder identification, detailed requirements gathering, and structured system design, ensuring that the final solution aligns with user needs and organizational goals. The project successfully designed and implemented a robust Human Resource Management System (HRMS) tailored to the operational needs of e-commerce businesses. The system enables precise performance tracking, delivers data-driven insights through advanced analytics, and supports strategic decision-making for HR professionals. User feedback highlights the platform's intuitive interface, smooth functionality, and positive impact on employee engagement and performance management. Overall, the system demonstrates strong potential to optimize HR operations in fast-paced, digitally driven business environments. The system features essential functionalities including goal setting, performance evaluation, progress monitoring, and dynamic analytics dashboards. Through API integrations, it ensures seamless interoperability with existing enterprise systems, enabling unified and efficient data management. Real-time data visualization provides HR managers with immediate access to key performance metrics, supporting timely interventions and informed strategic decisions. This thesis explores the transformative role of data-driven insights in human resource management, highlighting their contribution to improving operational efficiency, aligning workforce performance with organizational goals, and fostering a culture of continuous improvement.

Keywords: human resource management system (hrms), goal setting, performance evaluation, progress monitoring, analytics dashboard, api integration, real-time data visualization, strategic decision-making, operational efficiency, continuous improvement

E-COMMERCE HUMAN RESOURCE MANAGEMENT SYSTEM: HUMAN RESOURCE WORKFORCE ANALYTICS WITH SKILL GAP ANALYSIS TOOLS

Renz Prado, Art Javar Pregoner, Kurven James Palma, Marni Kelli Mangat,
Ronnin Lloyd Balderama, Alejandro Adovas

Abstract

The rapid growth of the e-commerce sector necessitates a workforce that is both adaptable and highly skilled in meeting evolving market demands. However, many organizations continue to depend on legacy Human Resource (HR) systems that lack sophisticated capabilities for comprehensive employee data analysis and precise identification of skill gaps. This deficiency impedes effective talent management, resulting in suboptimal workforce development and stunted organizational progress. To address these challenges, this research proposes the design and implementation of an advanced E-Commerce Human Resource Management System (HRMS) that integrates workforce analytics and skill gap assessment tools. The proposed system aims to empower HR departments with the ability to systematically monitor employee performance, evaluate competency levels, and strategically align workforce capabilities with overarching organizational objectives through data-driven decision-making. This project rigorously applied the Agile Scrum methodology, incorporating meticulous sprint planning and iterative development cycles focused on delivering well-defined features. Daily stand-up meetings ensured continuous progress tracking and fostered effective communication and collaboration within the team. Sprint reviews provided structured opportunities to showcase completed functionalities and integrate stakeholder feedback, thereby aligning development outcomes with user expectations. The adoption of continuous integration practices facilitated frequent code commits and rigorous testing, ensuring system stability and rapid issue resolution. Furthermore, the strategic use of project management and communication platforms enhanced coordination and transparency among team members. Throughout the development process, the team remained committed to Agile principles, prioritizing customer satisfaction and maintaining flexibility to adapt swiftly to evolving requirements and stakeholder input. The system incorporates an interactive dashboard that provides clear visualization of essential workforce metrics, including employee performance, reimbursement workflows, and helpdesk efficiency. Its skill gap analysis module produces detailed reports that assess alignment between current competencies and organizational requirements, highlighting specific areas for improvement. Preliminary evaluations confirmed the system's precision in identifying skill deficiencies and delivering actionable training recommendations. Additionally, usability testing affirmed the dashboard's user-friendly design and its effectiveness in facilitating informed decision-making by HR professionals. Stakeholder feedback was instrumental in enhancing system capabilities and optimizing the user experience. The integration of Agile project management principles with a user-centered development methodology ensured that the platform consistently aligned with organizational goals and the evolving needs of end users. Key challenges such as maintaining real-time data accuracy and ensuring scalable system architecture offered critical insights that will guide future development iterations. Proposed future improvements include augmenting the feedback mechanisms, refining the user interface for greater usability, and incorporating advanced analytical tools to enable ongoing performance monitoring and continuous improvement.

Keywords: stakeholder feedback, agile project management, user-centered development, system functionality, user experience, real-time data accuracy, system scalability, feedback mechanisms, user interface optimization, advanced analytics, continuous improvement

**E-COMMERCE HUMAN RESOURCE MANAGEMENT SYSTEM: ONLINE MONITORING
FOR ATTENDANCE TRACKING, DYNAMIC SCHEDULING AND
AUTOMATED PAYROLL PROCESSING**

Flores Rustom, Kristel Anne Valle, Lyka Alcantara, Chris John Tamayo,
Sunshine Leon, Alejandro Adovas

Abstract

E-commerce enterprises face critical challenges in managing human resource functions efficiently. Reliance on traditional, manual processes for attendance tracking, shift scheduling, and payroll administration often leads to errors, operational delays, and increased administrative burdens. Such inefficiencies not only hamper productivity but also raise compliance risks and adversely affect employee satisfaction and engagement. This study addresses these challenges by proposing the design, development, and thorough evaluation of an automated E-commerce Human Resource Management System. The system is purpose-built to streamline and automate core HR processes, thereby enhancing accuracy and overall operational efficiency. Employing a mixed-methods approach, the research integrates quantitative metrics and qualitative insights to comprehensively evaluate the system's impact on HR management within e-commerce settings. The development and assessment of the Human Resource Management System (HRMS) employed a mixed-methods approach to ensure comprehensive evaluation. Utilizing the Agile Scrum framework, the system was engineered with PHP handling backend operations and MySQL serving as the database platform. The frontend interface was developed using JavaScript, HTML, CSS, and SCSS to provide a seamless and interactive user experience. Its modular design enhances maintainability and facilitates scalability for future updates. Quantitative metrics such as processing speed, payroll accuracy, and system error frequency were collected to evaluate technical performance. Additionally, semi-structured interviews with e-commerce staff and HR personnel provided qualitative feedback on usability, user satisfaction, and the system's effect on daily workflows. The Human Resource Management System successfully incorporated comprehensive attendance monitoring and tracking, a flexible scheduling module that accommodates dynamic shift adjustments, and fully automated payroll processing. Quantitative results demonstrated substantial decreases in payroll processing times and error frequencies, underscoring the system's efficiency. Complementary qualitative feedback reflected heightened user satisfaction, significant reductions in administrative workload, and marked improvements in the accuracy and reliability of attendance and payroll records. The results affirm the hypothesis that automating human resource management processes through a tailored HRMS substantially improves efficiency and accuracy in e-commerce operations. The system's modular design not only supports scalability but also enables seamless integration with existing and future business systems. This study highlights the critical importance of integrating both quantitative metrics and qualitative insights to holistically evaluate the system's effectiveness. Furthermore, the research acknowledges its limitations and outlines avenues for future investigation, including scalability testing with larger datasets and a deeper exploration of user training and adoption strategies.

Keywords: human resource management system, hrms, automation, e-commerce, operational efficiency, accuracy, modular design, scalability, system integration, quantitative evaluation, qualitative insights, user training, future research

**E-COMMERCE LOGISTIC MANAGEMENT SYSTEM: PROCUREMENT WITH
AUTOMATED PERFORMANCE DASHBOARDS, FORECASTING AND ANALYTICS**

Joshua Tulod, Joseph Andoy, John Philip Octaviano, Carl Anthony Olalo,
Thea Nerissa De Guzman, Alejandro Adovas

Abstract

This study tackles critical inefficiencies prevalent in e-commerce logistics, where many businesses rely heavily on manual record-keeping tools such as logbooks, spreadsheets, and simplistic dashboards, that lack real-time data integration and predictive analytics. Such outdated systems lead to frequent delivery delays, inventory discrepancies, and uninformed procurement decisions, all of which detrimentally impact customer satisfaction and competitive positioning. To address these challenges, the researchers propose a comprehensive automated procurement management system that seamlessly combines interactive performance dashboards, sophisticated forecasting models, and advanced analytics. By delivering actionable, predictive insights on demand variability, inventory optimization, and supplier reliability, the system empowers businesses to make data-driven decisions that enhance operational efficiency and drive sustained growth. The project was executed using the Agile Scrum framework, progressing through iterative sprint cycles that encompassed comprehensive phases of planning, daily stand-ups, development, rigorous testing, and review. Dedicated roles including Scrum Master, Product Owner, Business Analyst, Security Specialist, Programmer, and Documentation Specialist, were strategically assigned to uphold clear ownership and accountability from initial scope definition through to deployment. To ensure the system's alignment with real-world needs, the researchers employed a mixed-methods approach, conducting in-depth stakeholder interviews alongside detailed observational analyses of existing e-commerce platforms to capture precise requirements and contextual insights. The implemented system effectively met its goals by automating procurement workflows, enabling real-time inventory visibility, and optimizing logistics coordination. Interactive dashboards deliver comprehensive visualizations of vital metrics such as order accuracy, supplier lead times, and stock levels, while advanced forecasting algorithms project next-month demand based on real-time data analytics. Rigorous integration testing confirmed flawless data synchronization between system modules and third-party delivery APIs, and load testing verified the system's robustness and scalability under peak operational loads. The findings underscore the transformative impact of embedding automated analytics and forecasting into e-commerce logistics operations. Transitioning from reactive record-keeping to proactive, data-driven strategies enables businesses to accurately anticipate demand surges, optimize inventory levels, and proactively mitigate supply-chain disruptions. The Agile Scrum framework facilitated rapid iteration and strong stakeholder alignment, though integrating heterogeneous module architecture and ensuring real-time data integrity posed significant challenges, addressed through robust middleware solutions and rigorous testing. Additionally, user training emerged as a pivotal factor for successful adoption, highlighting the necessity for intuitive user interfaces coupled with comprehensive change-management support.

Keywords: e-commerce logistics, automated analytics, demand forecasting, inventory optimization, supply chain management, agile scrum methodology, middleware solutions, real-time data integration, stakeholder collaboration, change management, user training, sy

E-COMMERCE LOGISTICS MANAGEMENT SYSTEM: A WEB BASED AND MOBILE APPLICATION DOCUMENT TRACKING SYSTEM, VEHICLE RESERVATION INTEGRATION WITH FLEET MANAGEMENT GPS ROUTE OPTIMIZATION USING TRACKING SYSTEM AND REAL-TIME TRAFFIC

Nathaniel Matabang, Mosa Asimuddin, Brix Joshua Cejalbo, Derick John Raymundo,
Romela Kate Santos, Alejandro Adovas

Abstract

E-commerce significantly enhances business profitability and operational efficiency. However, logistical challenges, such as inadequate shipment monitoring, can negatively impact customer satisfaction. The goal of this project is to improve the logistics framework of Far East Café by creating an E-commerce Logistics Management System. This system will include features such as document tracking for greater accuracy and visibility, a vehicle reservation module to optimize transport scheduling, GPS-based route optimization to reduce travel time and costs, and real-time traffic monitoring to avoid delays. These integrated features are designed to streamline delivery operations. The system was developed using the Agile Scrum approach, allowing for continuous improvement through iterative sprints lasting two to four weeks. This methodology enabled regular feedback from stakeholders and supported ongoing development. The process included several key stages: initial planning, gathering stakeholder information, designing the system architecture, programming, testing, deployment, and continuous evaluation. The main features of the system include document tracking, which enhances logistics visibility and reduces errors; a vehicle reservation module that streamlines transport scheduling and resource allocation; and GPS-based route optimization with real-time traffic updates. The implemented system significantly improved operational efficiency by minimizing supply delays. Real-time traffic monitoring allowed for the identification of optimal delivery routes, leading to reduced fuel consumption. Document tracking decreased errors, improved decision-making, and strengthened accountability in logistics operations. Additionally, features such as real-time notifications, estimated delivery reports, and supplier tracking improved communication. Feedback from stakeholders played a vital role in improving system functionality and optimizing the user experience. By implementing agile project management and a user-centered development approach, we ensured that the platform aligned with both business objectives and user needs. We faced challenges like ensuring real-time data accuracy and system scalability, which offered valuable lessons for future iterations. For future improvements, we suggest enhancing the feedback mechanism.

Keywords: e-commerce logistics, document tracking system, vehicle reservation system, fleet management, gps route optimization, real-time traffic monitoring, web-based application, mobile application, logistics management, route planning, fleet tracking, traffic

**E-COMMERCE: ADMINISTRATIVE DOCUMENT MANAGEMENT SYSTEM:
A WEB-BASED INTEGRATED DOCUMENT MANAGEMENT USING
AUTOMATED SORTING WITH CUSTOM NOTIFICATION ALERT**

Felisha Dyne Sy, Daryl Justine Gempesaw, John Lester Pines,
Marvin Manibale, Marjorie Valet, Alejandro Adovas

Abstract

Effective document management is crucial for organizations to succeed in today's fast-paced digital landscape. Our project, the E-Commerce Administrative Document Management System, aims to enhance how businesses handle their documents through an integrated web-based platform. The system features automated document sorting, enabling users to quickly organize and retrieve files while reducing errors. Additionally, it provides personalized notifications to keep users informed about important updates and deadlines. By streamlining administrative processes, this project offers a reliable solution to help organizations stay organized, improve efficiency, and enhance responsiveness in their daily operations. Throughout the development of this project, we considered various approaches. One effective technique we implemented was the Agile Scrum Methodology, which helped us manage our time effectively and meet the deadlines for each sprint. To ensure we stayed on track, the developers divided the project into smaller, manageable sprints. With proper planning utilizing the Agile Scrum methodology, the development team successfully created and developed various components of the system during the sprints. Although there are still some features that need to be added, this work remains within the timeline of the planned sprints and will be completed as soon as possible. The implementation of the Administrative Document Management System has yielded promising results that align with the project's objectives. Through the Agile Scrum methodology, the team effectively developed and deployed essential system modules during the planned sprint cycles, including document sorting, custom notification alerts, user management, and legal and facilities documentation. The proposed system includes essential features such as user management with role-based access control, the ability to track legal and facilities documents, visitor monitoring, and a dynamic alert mechanism that notifies users about document updates, deadlines, and tasks. It is built on microservices architecture, allowing each module to operate independently with its own database while communicating seamlessly through an API gateway. This design enhances scalability, security, and ease of maintenance. Additionally, the project complies with enterprise architecture standards by integrating business process mapping, application design, network structure, and a CI/CD deployment pipeline.

Keywords: e-commerce, administrative document management, web-based system, integrated document management, automated sorting, notification alerts, document tracking, workflow automation, digital filing system, custom alerts, document organization, user notification

EIS: FREIGHT MANAGEMENT SYSTEM CORE 2: “SHIPMENT TRACKING AND VISIBILITY MANAGEMENT WITH CUSTOMER-CENTRIC SHIPMENT THROUGH GPS WITH REAL-TIME UPDATES AND NOTIFICATION”

Rose Ann Tantiado, Ralph Ace Santos, Francis Mark De Vega,
Cyril Gad, Ian Lou Alfaro, Gerald Dela Cruz

Abstract

The Freight Management System is a transformative tool in modern logistics, designed to streamline the way shipments are tracked and managed. For many companies, it marks the first step toward full digital integration, replacing outdated manual processes with real-time, centralized visibility. Common setbacks such as delayed updates, inefficient tracking, and weak communication between logistics handlers and clients have long hindered supply chain performance. By adopting this system, organizations can boost operational accuracy, enhance customer experience, and foster stronger collaboration across all supply chain partners. To ensure the Freight Management System was both intuitive and performance-driven, the development team employed the Agile methodology, allowing for rapid iteration and ongoing collaboration with key stakeholders. Continuous feedback was gathered through structured interviews with warehouse operators, shipment coordinators, and logistics managers. Their insights guided the implementation of critical features, including GPS-enabled real-time tracking, automated delivery confirmations, live shipment status notifications, and data-driven performance analytics. The system architecture leveraged robust technologies Node.js for efficient, scalable backend processing and MongoDB Atlas for secure, cloud-based data storage with high availability. To protect system integrity and ensure only authorized access, email-based authentication protocols were implemented, reinforcing data privacy and user security. This human-centered and technology-backed approach ensured the system effectively addressed real-world logistics challenges. The Freight Management System streamlines logistics by integrating real-time GPS tracking with smart alerts for delays and route deviations. Secure email authentication ensures that only authorized users can access the system, safeguarding data integrity. Core modules support historical tracking, automated delivery reporting, and real-time status updates, providing end-to-end shipment visibility. The inclusion of geo-fencing and data-driven analytics enhances operational accuracy, promotes accountability, and empowers logistics teams to make faster, more informed decisions, resulting in fewer delays and minimized tracking errors. The Freight Management System offers transformative benefits to logistics providers and their clients by resolving persistent issues in freight visibility. It enhances delivery timeliness, streamlines route planning, and significantly improves customer satisfaction. Developed with continuous input from key stakeholders, the system's features are tailored to address real-world operational challenges. As a result, it stands as a robust, user-driven solution that not only improves logistics performance but also raises industry standards across the entire supply chain.

Keywords: freight management system, logistics innovation, shipment tracking, digital integration, real-time visibility, operational accuracy, customer experience, communication gaps, supply chain optimization

**EIS: FREIGHT MANAGEMENT SYSTEM: LOGISTICS 2: VENDOR PORTAL
WITH AI CHATBOT SUPPORT, ADVANCE DOCUMENT TRACKING,
AUTOMATED ALERTS AND CUSTOM REPORTING**

Ricafranca Rhica Mhay, Rona Irader, Ma Angelica Olavidez,
Brian Joseph Pura, Louise Joshua Dollosa, Gerald Dela Cruz

Abstract

Freight management plays a pivotal role in modern supply chains, facilitating the smooth and timely movement of goods among suppliers, vendors, and customers. Despite its importance, many logistics operations still rely on outdated, manual systems that lack automation, real-time communication, and integrated analytics. These inefficiencies often lead to delays, miscommunication, and increased operational costs. Procurement and inventory management processes are particularly affected. In many organizations, these functions remain siloed and dependent on manual oversight, resulting in frequent errors, shipment delays, and missed opportunities for cost optimization. Suppliers often operate with limited visibility into the status of orders, deliveries, and payments while procurement teams struggle to monitor inventory levels, track shipments, and coordinate invoicing in real time. To bridge these gaps, the proposed Freight Management System introduces a centralized, intelligent platform that automates procurement workflows, enhances communication with suppliers, and offers real-time shipment tracking. With features such as automated alerts, dynamic reporting, and end-to-end visibility, the system is designed to streamline logistics operations, increase transparency, and drive cost-effective, data-informed decision-making across the supply chain. While essential to logistics efficiency, freight management systems often struggle with issues like tracking inefficiencies, communication gaps, and operational bottlenecks. To effectively address these problems, companies must adopt a holistic strategy: revising modern technologies, refining workflows, and aligning logistics practices with real-time data insights. Such an approach not only resolves recurring issues but also drives smoother, faster, and more transparent freight operations. The Freight Management System (FMS) revolutionizes logistics by integrating AI-driven technologies to streamline the transportation of goods and reduce overall costs. It offers real-time shipment tracking, intelligent route optimization, and faster delivery times, all while enhancing supply chain visibility. By addressing key challenges such as rising operational expenses, regulatory complexities, and customer demand for transparency, FMS not only boosts service efficiency but also supports a more resilient and sustainable logistics ecosystem. The Freight Management System redefines logistics by integrating artificial intelligence and cutting-edge technologies to streamline transportation processes, reduce operational costs, and elevate customer satisfaction, paving the way for a smarter, more resilient, and sustainable supply chain.

Keywords: freight management system, logistics, artificial intelligence, technology integration, transportation efficiency, cost reduction, customer satisfaction, sustainable supply chain, operational improvement

EVACUATION CENTER TRACKING MANAGEMENT SYSTEM (REAL-TIME DATA MANAGEMENT, RESOURCE ALLOCATION, COMMUNICATION TOOLS, FACILITY MANAGEMENT SECURITY AND PRIVACY, COLOR MAPPING)

John Michael Medina, Alfren James Pangasian, Dave Josh Arcenal,
Edsa John Stephen Mora, Allenson Manluctao, Rosauro Villalon

Abstract

The Evacuation Center Tracking Management System (ECTMS) was designed for Local Government Unit 2 (LGU 2) in the Philippines to enhance disaster preparedness and streamline emergency response efforts. The system allows for the real-time monitoring of evacuees, improves resource distribution, and strengthens inter-agency coordination during crises. Key features include modules for Real-Time Data Management, Facility Monitoring, Communication Tools, and Color-Coded Mapping. ECTMS is also integrated with the Barangay Census and the Disaster Relief Service System, enabling more efficient and data-driven decision-making in emergencies. The development of the Evacuation Center Tracking Management System (ECTMS) employed the Agile Scrum methodology, facilitating iterative development cycles, continuous stakeholder engagement, and dynamic adaptation to evolving requirements. The system was designed using contemporary web development technologies and structured around a modular, microservice-oriented architecture, promoting scalability, resilience, and maintainability. It integrates diverse datasets, including barangay-level census information, facility utilization records, and disaster relief inventory logs, to support informed decision-making. Furthermore, the system implements comprehensive security measures to ensure the confidentiality, integrity, and availability of sensitive data, adhering to recognized information security standards. The system empowers LGU2 administrators and disaster response teams to efficiently monitor evacuee status, facility conditions, and resource distribution across multiple evacuation centers. By offering real-time data visualization and seamless integration with barangay census and disaster relief systems, it supports proactive decision-making and streamlined coordination. Initial testing demonstrated enhanced responsiveness and improved operational efficiency during emergency drills and preparedness planning. The implementation of the Evacuation Center Tracking Management System (ECTMS) significantly strengthened LGU2's disaster preparedness and response capabilities by providing a real-time digital platform for resource management, operational transparency, and inter-agency coordination. Despite challenges such as ensuring consistent data accuracy, training end-users at the local level, and establishing long-term maintenance strategies, the system proved to be a valuable tool in bridging critical gaps in local disaster governance. Additionally, it supports the achievement of key Sustainable Development Goals by promoting resilient communities, efficient institutions, and inclusive, technology-driven infrastructure.

Keywords: evacuation center tracking management system, lgu2, disaster preparedness, real-time monitoring, resource management, transparency, coordination, data accuracy, user training, system maintenance, disaster governance, sustainable development goals

**FILIPINO DIALECT TRANSLATOR: AN APPLICATION FOR
LANGUAGE LEARNING AND REGIONAL CONNECTIVITY**

Denmark Puchero, Nicole Capongcol, Laurice Nicole Ylanan,
Gurjet Singh, Sandile Guadiz, Carlito Gabriel

Abstract

The Philippines is home to over 180 dialects, creating linguistic barriers that hinder education, communication, and cultural integration. While the Mother Tongue-Based Multilingual Education (MTB-MLE) program aims to bridge these gaps, its implementation faces challenges, particularly due to educators' limited fluency in multiple dialects. To address this issue, the study introduces the Filipino Dialect Translator, a web-based application designed to support language learning and promote regional inclusivity. The application integrates speech-to-text, text-to-speech, and AI-powered dialect translation to facilitate more effective and accessible communication across dialects. This research assesses the application's acceptability in terms of user interface design, translation accuracy, ease of use, functionality, and visual presentation. This study adopted a descriptive research design and employed purposive sampling to select ten qualified respondents, comprising five Information Technology (IT) professionals and five Filipino language educators. A validated survey questionnaire was utilized to assess the level of acceptability of the Filipino Dialect Translator application. Data was systematically analyzed using frequency, percentage, and weighted mean to interpret the responses, while an independent samples t-test was conducted to determine whether significant differences existed between the evaluations of the two respondent groups. The Filipino Dialect Translator application was evaluated as "Acceptable," with an overall weighted mean score of 2.65. Ratings from IT experts averaged 2.77, slightly higher than the 2.54 mean score given by Filipino language teachers. Among the five evaluation criteria, the highest rating was recorded for user interface (2.94), followed by ease of use (2.68), translation accuracy (2.66), presentation (2.52), and functionality (2.46). Results from an independent samples t-test revealed no statistically significant difference between the two groups' assessments ($t_{\text{computed}} = 1.297$, $t_{\text{critical}} = 2.306$). While the overall evaluation was positive, respondents cited notable issues, including inaccurate or inconsistent translations, loss of contextual meaning, and challenges in translating specialized or technical terms. Based on these findings, the study recommends: (1) incorporating native speaker contributions to improve linguistic accuracy; (2) enhancing context-aware translation algorithms; (3) refining system functionality; and (4) improving the user interface to ensure a more intuitive and user-friendly experience. The findings reveal that the Filipino Dialect Translator application is generally perceived as acceptable by both IT experts and Filipino language educators, particularly in terms of its user interface and overall usability. Nonetheless, concerns remain regarding the accuracy and contextual relevance of translations, indicating areas that require further development. The consistent evaluations from both groups underscore the application's potential for cross-disciplinary application and educational value. To enhance its functionality and impact on language learning and regional communication, the study recommends the integration of native speaker contributions, optimization of system performance, and the inclusion of culturally sensitive and context-aware translation features.

Keywords: filipino dialect translator, multilingual education, user interface, translation accuracy, cross-disciplinary, contextual relevance, native speaker input, cultural accuracy, usability, language learning.

**FREIGHT MANAGEMENT SYSTEM FINANCE: CONNECTING QR CODE SOLUTIONS,
PREDICTIVE FINANCIAL ANALYTICS, AND LEDGER SYSTEMS
FOR SEAMLESS AND EFFICIENT OPERATIONS**

Jelly Plazo, Mark Aaron Oasay, Ma Joanna Benize Libao, Denmark Nini, Gerald Dela Cruz

Abstract

The Freight Management System Finance is designed to optimize and accelerate financial operations within the logistics sector by enhancing accuracy, transparency, and cross-functional integration. It seamlessly incorporates QR code technology, predictive analytics, and a centralized digital ledger to bridge the gap between finance and logistics workflows. QR codes facilitate instant and error-free tracking of shipments and invoices, significantly reducing manual processing and administrative bottlenecks. Predictive analytics empowers data-driven financial planning by accurately forecasting expenses and cash flow, relying on clean, structured data for optimal performance. The digital ledger functions as a unified financial hub, consolidating all transactions, payments, invoices, and payroll records into a single, accessible platform. Collectively, these innovations drive operational efficiency, reduce financial risk, and enable real-time collaboration across freight finance functions. The Freight Management Finance System integrates advanced technologies to optimize transparency, accuracy, and efficiency across logistics operations. QR codes are used to capture and update shipment information at critical stages, loading, transit, and unloading, enabling real-time visibility and minimizing tracking errors. Predictive financial analytics models analyze historical data to forecast expenditures, revenues, and risk patterns, offering strategic insights that support proactive financial planning. A centralized digital ledger automates invoicing, payment processing, and reconciliation, while recording all financial transactions in real time. By consolidating these components into a single intelligent platform, the system ensures a seamless flow of data between logistics and finance, fostering informed decision-making, operational agility, and financial precision across the supply chain. The integration of QR code technology, predictive financial analytics, and a digital ledger system within the Freight Management System Finance has driven substantial improvements in automation, precision, and operational efficiency. QR codes facilitate real-time tracking and seamless data capture throughout the freight lifecycle, from loading to delivery, minimizing manual input and reducing the risk of human error. Predictive analytics provides actionable financial insights by accurately forecasting costs, revenues, and potential risks, enabling proactive, data-driven decision-making. The digital ledger automates invoicing and payment processes while offering transparent, real-time tracking of all financial transactions, ensuring accountability and streamlined financial operations. The integration of QR code technology, predictive financial analytics, and digital ledger systems within a freight management platform creates a highly efficient, automated solution that optimizes both logistics and financial operations. QR codes enable real-time shipment tracking and accurate data capture across loading, transit, and delivery stages, minimizing delays and human error. Predictive analytics provides actionable insights by forecasting expenses, revenues, and financial risks, allowing for proactive, data-driven decision-making. Meanwhile, the digital ledger streamlines financial processes by automating invoicing, payment reconciliation, and transaction recording with precision and transparency. Collectively, these technologies reduce manual workloads, enhance operational accuracy, and elevate the overall effectiveness of freight and finance management.

Keywords: freight management system, qr code tracking, predictive financial analytics, digital ledger, automation, real-time data, invoicing, payment reconciliation, operational efficiency, financial forecasting, logistics technology.

FREIGHT MANAGEMENT SYSTEM HUMAN RESOURCE 2: "RECRUITMENT AND ONBOARDING MANAGEMENT SYSTEM WITH AI-DRIVEN RESUME SCREENING"

Paolo Abina, Pedjovent Sindol, Justin Agelir, Rusty Villasan, Angel Abon, Gerald Dela Cruz

Abstract

Human Resource Management (HRM) plays a vital role in shaping a company's workforce by attracting competitive, skilled, and goal-driven individuals. However, traditional HR systems often face challenges such as delays in recruitment and inconsistent candidate experiences. To address these inefficiencies, AI-driven resume screening has emerged as a smart solution. This technology automates the analysis and shortlisting of candidates based on their qualifications, experience, and alignment with the company's values and culture. This study focuses on Freight Management System Human Resource 2: Recruitment and Onboarding Management System with AI-Driven Resume Screening, which aims to modernize and streamline the hiring process, enhance candidate evaluation, and improve overall onboarding efficiency. A mixed-methods approach was employed to assess the effectiveness of the capstone project in enhancing applicant onboarding and operational efficiency. The study combined qualitative interviews and the Agile development methodology. Interviews with the owner of GGP's Company provided valuable insights into the existing recruitment process and informed the system's design. The Agile methodology, consisting of planning, design, development, testing, and deployment phases, enabled a flexible and iterative development process, allowing for continuous improvement based on stakeholder feedback. The capstone project significantly enhanced the efficiency of the hiring process and improved the readiness of new employees. At its core is an AI-driven resume Screening tool (powered by Claude 3 Sonnet API), which intelligently analyzes and ranks candidates based on qualifications, experience, and job relevance. This automation reduces manual screening time and increases the precision of candidate selection. The system also features a comprehensive Applicant Tracking System (ATS), real-time candidate monitoring, streamlined interview scheduling, and seamless integration with other HR modules, creating a unified, end-to-end recruitment and onboarding solution. Human Resource 2 showcases the transformative potential of integrating intelligent automation, personalized data handling, and modular system design into recruitment and onboarding processes. The system significantly accelerates and simplifies hiring, while enhancing the overall experience for both HR personnel and applicants. Its forward-compatible architecture also enables seamless expansion, supporting future integrations such as LinkedIn and Indeed connectivity, AI-powered job recommendation engines, advanced data analytics, and performance optimization through caching.

Keywords: human resource management, recruitment and onboarding, ai-driven resume screening, automation, applicant tracking system (ats), interview management, hr integration, data analytics, job recommendation system, system efficiency, claude 3 sonnet api, a

**FREIGHT MANAGEMENT SYSTEM: ADMINISTRATIVE CREATING AN
ALL-INCLUSIVE TOOLKIT FOR EFFICIENT FREIGHT MANAGEMENT**

Maricar Dela Cruz, Marjorie Daleja, Ryan Sangasina, Reneelet Lewis Padayao,
John Christian Vega, Gerald Dela Cruz

Abstract

This initiative introduces a comprehensive administrative dashboard within the Freight Management System, designed to optimize shipment monitoring, vehicle allocation, and route planning. By centralizing operational control and automating critical logistics workflows, the system significantly boosts efficiency while delivering real-time, data-driven insights. These capabilities empower logistics managers to make timely, informed decisions that enhance overall freight operations and resource utilization. The Freight Management System (Administrative) was developed through a systematic, phased approach. The process began with gathering detailed requirements by engaging with users to understand the complexities of freight operations. Following this, the system architecture and database design were established. The application was built using the MERN stack (MongoDB, Express.js, React.js, and Node.js) to ensure a modern, robust, and scalable solution. Key modules such as user management, shipment tracking, vehicle allocation, and route planning were developed independently for modularity and ease of maintenance. The system was also integrated with GPS tracking and notification services via APIs to provide real-time updates. After thorough testing, the system was deployed on a cloud server, offering administrators secure and convenient access from anywhere. The deployment of the Freight Management System (Administrative) markedly enhanced the efficiency and effectiveness of freight operation oversight. Administrators are now empowered with real-time shipment monitoring, streamlined vehicle allocation, and optimized route planning, alongside seamless user role management. Automated notifications and detailed reporting mechanisms have significantly improved communication channels and expedited decision-making processes, substantially reducing the time previously spent on manual tasks. The system's precision in tracking shipments and assigning vehicles has minimized errors, thereby boosting operational reliability. Feedback from users consistently emphasized strong satisfaction with the system's intuitive interface and the timely delivery of live updates, underscoring its positive impact on daily logistics management. The Freight Management System markedly advanced freight operations by providing real-time tracking, automated notifications, and efficient vehicle management. These features reduced administrative burdens and improved data accuracy, resulting in streamlined logistics workflows. Nevertheless, the system's performance is contingent upon the quality of data inputs and the competency of its users. Future development could focus on integrating AI-driven decision support, sophisticated predictive analytics, and enhanced mobile accessibility to elevate operational agility. While the system successfully achieved its core objectives, ongoing refinement and thorough scalability assessments are essential to accommodate expansion into larger, more complex freight environments.

Keywords: freight management system, real-time tracking, automated alerts, vehicle management, data accuracy, ai-driven decision making, predictive analytics, mobile responsiveness, operational efficiency, scalability

**FREIGHT MANAGEMENT SYSTEM: HUMAN RESOURCE 3: OPTIMIZING PAYROLL
AND BENEFITS MANAGEMENT WITH REAL-TIME INTEGRATION
AND AI-DRIVEN AUTOMATION**

Khrystell Kristine Barroga, Angelen Argomido, Jewelyn Castor,
Arriana Garinga, John Carlo Gustilo, Gerald Dela Cruz

Abstract

Freight management systems are rapidly evolving to meet growing demands for operational efficiency, real-time responsiveness, and accuracy. One critical area in need of transformation is human resource (HR) management, where outdated manual processes often result in delays, inconsistencies, and administrative inefficiencies. This study explores the integration of a Human Resource Information System (HRIS) into the freight management environment to modernize HR functions. The system emphasizes payroll automation, benefits administration, and compliance with labor regulations. Through real-time data integration and automated workflows, it aims to reduce manual workloads, minimize errors, enhance decision-making, and boost workforce productivity. To comprehensively evaluate the impact of Human Resource Information System (HRIS) integration within freight management, a mixed-methods research approach was employed. Quantitative data was gathered through rigorous system testing, capturing key performance indicators such as processing time, error frequency, and compliance adherence before and after implementation. In parallel, qualitative insights were obtained through structured interviews with HR personnel, employees, and organizational leaders to assess user experience, transparency, and overall satisfaction. The system development followed the Agile methodology, emphasizing iterative design, adaptive planning, and continuous stakeholder engagement. This approach ensured that the solution remained flexible, user-centric, and aligned with the evolving operational needs of the organization. The study's findings revealed notable enhancements in payroll efficiency through automated time tracking and real-time tax computation, which significantly reduced processing delays and manual input errors. Employee interviews highlighted improved transparency, fostering greater trust in HR processes, particularly in payroll accuracy and benefits administration. Additionally, the integration of role-based access control and advanced encryption technologies ensured stringent data security and reinforced compliance with regulatory standards governing employee information management. The integration of a Human Resource Information System (HRIS) within freight and logistics operations presents a forward-looking, scalable solution for modernizing HR processes. By automating critical functions such as payroll, attendance tracking, and benefits administration, the system significantly reduces manual errors, administrative workload, and regulatory risks. Enhanced transparency and data accessibility also contribute to stronger employee engagement and trust. While the initial rollout demands investment in training and organizational adaptation, the long-term outcomes improved productivity, cost efficiency, and informed decision-making, validate the strategic value of HRIS adoption. These insights serve as a robust foundation for logistics organizations aiming to digitalize their HR functions and remain agile in a competitive, rapidly evolving industry landscape.

Keywords: hris integration, freight logistics, hr automation, employee data management, payroll system, regulatory compliance, workforce efficiency, employee engagement, digital hr transformation, operational scalability

FREIGHT MANAGEMENT SYSTEM: HUMAN RESOURCES 4: "TRAINING AND DEVELOPMENT MANAGEMENT SYSTEM WITH AI-DATA DRIVEN AND DYNAMIC SKILL MATCHING LEARNING MANAGEMENT SYSTEM"

Bench Manuel, Cristy Jean Ofianga, Angelyn Guma, Laderfort Malabad,
Hannah Kristine Tidoso, Gerald Dela Cruz

Abstract

The Freight Management System: Human Resource 4 project is designed to elevate workforce capabilities and strengthen regulatory compliance in the logistics sector by integrating a robust Training and Development Management System that streamlines skill enhancement, certification tracking, and employee development initiatives. The system incorporates comprehensive modules such as Learning Management, Training Management, Talent Development, Training Operations, Employee Engagement, and Budget Oversight. Leveraging data-driven insights and AI-powered dynamic skill matching, the system identifies skill gaps, accelerates training initiatives, and promotes a culture of continuous learning. The project's effectiveness was evaluated using the Agile methodology, complemented by structured interviews with key stakeholders to ensure adaptability, relevance, and user satisfaction. The results indicate notable progress in employee development and training within the logistics industry, as data-driven training initiatives and real-time skill gap assessments have enabled more effective alignment of workforce capabilities with current industry standards and needs. The Learning Management System (LMS) cultivates a culture of continuous learning, driving competitiveness and sustainable growth within the logistics industry. Through its integration with the AI-powered Training and Development Management System (TDMS), it offers personalized learning pathways by utilizing data analytics and dynamic skill-matching technology. This enables the system to address urgent reskilling and upskilling demands in the fast-paced freight sector. Moreover, the TDMS enhances knowledge sharing, encourages collaboration, and supports data-informed decisions for training investments and strategic workforce planning.

Keywords: training and development management system (tdms), learning management system (lms), logistics industry, artificial intelligence (ai), dynamic skill matching, continuous learning, workforce planning, employee upskilling, knowledge sharing, d

**FREIGHT MANAGEMENT SYSTEM: LOGISTICS 1, VEHICLE AND
DRIVER MANAGEMENT, MAINTENANCE MANAGEMENT,
SCHEDULE MANAGEMENT, WAREHOUSING**

Abdon Gerald Fuertes, Algie Marcaida, Yuri Degollacion,
Jayson Dejesus, Nathaniel Lumilay, Gerald Dela Cruz

Abstract

The freight industry continues to face challenges in optimizing logistics operations, including vehicle and driver management, timely maintenance, scheduling efficiency, and warehouse coordination. This capstone project, "Freight Management System: Logistics 1," offers a comprehensive digital solution aimed at improving operational performance, especially for small and emerging freight companies. The system targets critical areas such as inbound and outbound processing, load planning optimization, real-time vehicle tracking with automated alerts, and enhanced supply chain visibility. The Freight Management System was developed using the Agile Scrum methodology, enabling iterative progress through defined sprint cycles and fostering close collaboration among designated roles, including the Scrum Master, Product Owner, Developers, and Researchers. A Microservices Architecture was strategically implemented to promote modular scalability, allowing independent deployment and maintenance of core services such as Vehicle Management, Receiving and Dispatching, and Load Planning. To streamline deployment and ensure rapid, reliable updates, a DevOps approach was integrated through Continuous Integration/Continuous Deployment (CI/CD) pipelines utilizing Git and GitHub. Comprehensive requirements gathering was conducted through stakeholder interviews, direct workflow observation, and analysis of existing documentation, ensuring that the system aligned closely with real operational needs. The technology stack was selected for its efficiency and scalability: Node.js with Express.js powered the backend, React.js was used for a dynamic and responsive frontend, and MongoDB provided a flexible NoSQL database solution. Security was prioritized through JSON Web Tokens (JWT) and bcrypt, safeguarding user authentication and sensitive operational data. The project culminated in the development of a robust Freight Management System featuring integrated modules for vehicle and driver management, maintenance scheduling, dispatch coordination, and warehousing operations. Notable outcomes include the deployment of a scalable, modular system architecture supported by RESTful APIs for seamless integration with external services. The system ensures secure user authentication through JSON Web Tokens (JWT) and bcrypt encryption and is accompanied by comprehensive technical documentation. Key functionalities include real-time shipment tracking, automatic tracking number generation, and intelligent load planning to maximize cost-efficiency and capacity utilization. With its user-friendly interface and flexible design, the system is well-positioned to support future expansion and continuous improvement. This Freight Management System revolutionizes logistics operations for small to medium-sized freight companies by addressing challenges such as manual inefficiencies, limited real-time visibility, and inefficient resource utilization. Built using Agile Scrum methodology and a Microservices Architecture, the system offers a modular, scalable solution that streamlines scheduling, shipment tracking, and maintenance workflows. Through intelligent automation, it enhances operational efficiency, reduces overhead costs, improves service delivery, and empowers data-driven decision-making.

Keywords: freight management system, logistics, automation, small to medium-sized enterprises (smes), agile scrum, microservices architecture, real-time tracking, scheduling, maintenance, operational efficiency, cost reduction, resource optimization, data-driv

HOSPITAL MANAGEMENT SYSTEM ADMINISTRATION AND SUPPORT SERVICES USING DISASTER RECOVERY AND BACKUP MANAGEMENT WITH AI DRIVEN TOOL

Vince Francis Ortego, Adrian Laroza, Rey Daniel Daitol, Mark Gil Casaña,
Nick David Montoya, Ronald Roldan Jr

Abstract

This Hospital Management System (HMS) serves as both an administrative and support platform, prioritizing uninterrupted healthcare delivery through proactive infrastructure and robust data protection. It incorporates disaster recovery (DR) planning, secure backup protocols, and fault-resistant systems to ensure operational continuity. The system provides administrators with essential tools for user management, real-time monitoring, and rapid recovery, all aimed at maintaining secure access to resources. By leveraging automation and real-time maintenance capabilities, the HMS enhances the quality of patient care and strengthens overall operational resilience. The Hospital Management System (HMS) administration and support structure is built on proactive disruption planning, incorporating robust disaster recovery (DR) strategies and secure backup mechanisms. The system is developed with a well-organized framework that addresses both essential administrative functions and practical operational needs, such as automated backups and real-time monitoring. It undergoes thorough testing informed by user feedback and is continuously improved through vulnerability management and active system evaluation. These measures collectively ensure the long-term reliability, security, and efficiency of healthcare technology infrastructure. The integration of this HMS administration and support system is expected to significantly enhance healthcare delivery through a proactive approach that minimizes service interruptions. By incorporating disaster recovery (DR) protocols and secure backups, the system ensures smooth operations and high data availability. It enables secure and efficient resource access, supports streamlined care delivery, and automates routine processes. Real-time monitoring and elevated administrator access allow for effective system oversight, while data-driven decision-making, especially at lower administrative levels, enhances workflow efficiency. Ultimately, the system strengthens patient care, boosts operational resilience, and improves the overall reliability of healthcare technology across facilities. This highlights the critical need for a durable and actively maintained Hospital Management System (HMS) built upon a robust, advanced infrastructure. Such a system must incorporate disaster recovery and backup management to ensure continuous operation, safeguard vital healthcare data, and maintain system reliability. It should offer comprehensive administrative tools, integrate security and resilience, and follow a structured approach that includes systematic planning, progressive enhancement, and core administrative functionality. Key features such as automated backups, step-by-step recovery processes, thorough user-informed testing, and proactive performance monitoring, are essential to sustaining optimal system performance. Altogether, these elements underscore the importance of foresight, continuous evaluation, and dependable technological solutions within the healthcare sector.

Keywords: hospital management system, disaster recovery and backup management system

HOSPITAL MANAGEMENT SYSTEM CORE 1: (INPATIENT AND OUTPATIENT CARE THROUGH PREDICTIVE ANALYTICS WITH PATIENT RISK PREDICTION, LENGTH OF STAY PREDICTION, PREDICTIVE SCHEDULING AND FOLLOW UP NEEDS)

Inard Archey Baño, Paul Niko Vincent Royo, Marwin Colinayo,
John Paul Oco, Mecco Lagne, Ronald Roldan

Abstract

The rapid growth of the healthcare industry is driven by advancements in medical technology and a continued rise in patient demand for high-quality care. However, current hospital systems often lack the capacity for real-time predictive capabilities, creating a gap in proactive healthcare management. This study addresses these challenges by introducing a Hospital Management System (HMS) that incorporates predictive analytics to support both inpatient and outpatient care. By leveraging machine learning, the system aims to detect potential health issues early, optimize scheduling accuracy, and recommend effective treatment strategies. This research provides a timely and innovative solution to enhance patient outcomes and improve operational efficiency in modern healthcare settings. Our project adopts the Agile methodology, which is highly effective for managing complex software development due to its adaptability and iterative structure. The process begins with the planning phase, where client data is gathered to establish a strong foundation and ensure the system aligns with specific requirements. Development then moves forward by translating these needs into functional components, allowing for continuous integration, testing, and refinement throughout the project lifecycle. The primary objective of this project is to optimize both inpatient and outpatient care services by integrating advanced predictive analytics and automated workflows. The system is designed to enhance hospital efficiency, elevate the quality of patient care, and streamline administrative operations through data-driven insights and real-time monitoring. Key focus areas include patient risk prediction, length of stay forecasting, predictive scheduling, and follow-up care management, each contributing to more informed decision-making and improved healthcare outcomes. Integrating predictive analytics into hospital care has the potential to revolutionize patient treatment by shifting from a reactive to a proactive approach. Hospitals can anticipate potential patient risks, more accurately estimate length of stay, and optimize appointment scheduling, ensuring continuity of care even after discharge. This data-driven approach supports healthcare professionals in making faster, more informed decisions, ultimately enhancing operational efficiency and improving the overall patient experience.

Keywords: healthcare industry, ai in healthcare, hospital care, predictive analytics, automated workflows

HOSPITAL MANAGEMENT SYSTEM FINANCE: BUDGET PREPARATION, CAPITAL PLANNING & INSURANCE CLAIMS WITH AI DECISION SUPPORT

Prince Joshmyr Viray, Klarence Bilaro, Hannah Jay Quiamco,
Renie Faith Diama, Arron King Pontay, Ronald Roldan

Abstract

As hospital financial tasks become increasingly complex, the demand for reliable, accurate, and adaptable systems has grown essential for managing resources and supporting informed decision-making. During interviews with several finance officers, we noted a common concern: the rising capabilities of AI have sparked fears about job displacement, particularly among hospital leadership recognizing AI's potential. In response, the Hospital Finance Management System was designed not to replace, but to empower financial teams. It offers robust solutions for budget planning, capital allocation, and insurance claim processing, all tailored to the modern healthcare landscape. By integrating AI-powered decision support tools, the system enhances financial oversight and operational efficiency while still valuing and preserving the critical role of human expertise in financial management. The system was developed on the foundation of proven financial management principles, enhanced by advanced machine learning techniques. Its AI capabilities analyze historical financial data to forecast future budget needs, optimize fund allocation, and assess risks associated with insurance claims. Throughout development, stakeholder feedback, iterative prototyping, and rigorous testing were used to ensure the platform remains user-friendly, accurate, and dependable in processing sensitive financial information. Following the system's implementation, there was a marked improvement in budget forecasting accuracy, accompanied by a 35% reduction in the time typically needed for capital planning. Additionally, the efficiency of insurance claim processing increased by 45%. The AI-powered decision support feature delivered timely recommendations and predictive insights, enabling hospital administrators to make well-informed, data-driven financial decisions. This project showcases how merging conventional financial management tools with AI can meet the rising challenges faced by healthcare finance departments. Beyond automating everyday financial processes, the system also delivers intelligent support to aid in long-term planning and the efficient distribution of resources. Looking ahead, the platform has the potential to evolve by incorporating real-time medical data and built-in compliance checks, offering even greater stability and adaptability for hospital financial operations.

Keywords: hospital finance management, ai decision support, budget forecasting, capital planning, insurance claims

HOSPITAL MANAGEMENT SYSTEM: HUMAN RESOURCE 3 (EMPLOYEE ENGAGEMENT, EMPLOYEE ASSISTANT PROGRAM, TIME AND ATTENDANCE AND PAYROLL SYSTEM) WITH AI-DRIVEN BIOMETRIC AUTHENTICATION AND FRAUD PREVENTION

Jayvee Abat, Melvin Bardon, Rose Villa Cabigayan, Harvey Ronolo,
Mark Kenneth Cadena, Ronald Roldan

Abstract

The Hospital Management System: Human Resource Module is designed to automate and enhance human capital functions within the healthcare industry. It focuses on key areas such as employee engagement, Employee Assistance Programs (EAPs), time and attendance tracking, and payroll management. By integrating AI-based biometric authentication and fraud prevention technologies, the system introduces a new level of security, efficiency, and intelligence to hospital workforce management. During the development of the NODADO Hospital Management System Core II, we employed an Agile project management approach to ensure the system remained flexible, adaptable, and capable of delivering valuable features through frequent, incremental cycles. This methodology is essential for addressing the complexities of the healthcare industry, where requirements are continually evolving. As an integral part of the hospital's daily operations, the system requires ongoing enhancements and updates to effectively support healthcare professionals, hospital administrators, and patients. During the development of the NODADO Hospital Management System Core II, we adopted an Agile project management approach to ensure the system remains flexible, adaptable, and capable of delivering valuable features in frequent, incremental cycles. Agile methodology is essential for managing the complexities of the healthcare sector, where requirements are often dynamic and subject to change. As a core component of the hospital's daily operations, the system requires continuous improvement and regular updates to effectively meet the evolving needs of healthcare professionals, hospital administrators, and patients. The creation and implementation of the Hospital Management System: Human Resource³ represent a significant shift in how healthcare organizations manage and support their workforce. By integrating AI-powered biometric identification and anti-fraud measures, the system streamlines administrative processes while addressing critical issues such as staff engagement, employee wellbeing, attendance accuracy, and payroll precision. This paper explores the system's impact, the challenges encountered during its development, and the broader implications of adopting advanced technologies in hospital human resource management.

Keywords: hospital management system: human resource, healthcare organizations, ai-powered biometric identification, anti-fraud measures, administrative processes, staff engagement, employee we

HOSPITAL MANAGEMENT SYSTEM: HUMAN RESOURCES 1: FOR RECRUITMENT STRATEGY, JOB ROLE DEFINITION, HIRING PROCESS MANAGEMENT, STAFFING NEEDS ASSESSMENT, SUCCESSION PLANNING, AND CONTRACT MANAGEMENT WITH PREDICT AND PREVENT EMPLOYEE BURNOUT.

Armel Esteves, Marvin Tariman, Jhongoten Paul Castilla, Ma Xena Osabel,
Chester Kim Alviola, Ronald Roldan Jr.

Abstract

In the healthcare industry, the efficiency of Human Resource (HR) operations plays a crucial role in the overall quality of service delivery. This study presents a hospital management system specifically designed to optimize HR functions, including recruitment strategies, job role definition, hiring processes, staffing assessments, succession planning, and contract management. Furthermore, the system incorporates predictive features aimed at preventing employee burnout, an increasingly pressing concern in high-stress environments such as hospitals. An Agile project management strategy was employed, dividing the process into five distinct phases: Planning Phase: The product owner defined the system's goals, scope, and key features, setting the overall direction for development. Team Setup Phase: Team members were selected based on their skills and availability and were provided with the necessary tools and resources. Development Phase: During this build stage, the team worked in sprints to implement and refine core features through continuous development and testing. Stabilization Phase: The system was polished, bugs were resolved, and performance was monitored to ensure operational stability. Support mechanisms were also put in place to maintain smooth functionality. Finalization Phase: The QA team conducted final testing to confirm the system's full functionality before release. This phase also included preparations for future updates and scalability. The resulting system successfully centralized and automated key HR operations. It delivered real-time analytics to support more informed staffing decisions, streamlined the recruitment workflow, and incorporated early warning mechanisms to detect potential employee burnout. User testing with sample data demonstrated improved efficiency and accuracy in managing HR tasks compared to traditional manual methods. The implementation of this system demonstrates how digital tools can effectively address common HR challenges in hospital settings. It not only improved the efficiency of HR tasks but also supported employee well-being by helping to prevent burnout. Future enhancements could include AI-driven decision support and mobile access, making the system more intelligent and accessible anytime, anywhere.

Keywords: hr management, recruitment strategy, workforce planning, burnout prevention, ai candidate matching.

**HOSPITAL MANAGEMENT SYSTEM: HUMAN RESOURCES 2 (LEARNING
MANAGEMENT AND TRAINING MANAGEMENT, SUCCESS PLANNING)
WITH RECOMMENDATION SYSTEMS USING TENSORFLOW**

Aaron Kier Palarca, Justin Paul Bautista, Vincent Victore,
Kenneth Soriano, Jerwin Ray Veloso, Ronald Roldan Jr.

Abstract

In the dynamic landscape of hospital operations, human resource management plays a crucial role in ensuring that healthcare professionals are not only well-trained but also aligned with institutional goals. Traditional systems often lack intelligent recommendations and actionable insights, resulting in inefficiencies in training pathways and succession planning. To address this gap, this study proposes an advanced Hospital Management System: Human Resources 2, which integrates learning management, training management, and succession planning enhanced by TensorFlow-based recommendation systems. The goal is to develop a data-driven, AI-powered HR system that personalizes employee learning paths, aligns training with organizational objectives, and supports long-term success planning within the healthcare environment. The system was developed using a microservices architecture with a modular PHP-based backend integrated with a MySQL database. Front-end components were built using HTML5, CSS3, and JavaScript. TensorFlow was utilized to develop a collaborative filtering recommendation engine that analyzes user interactions, training history, and performance evaluations to deliver personalized learning content and career development plans. The Agile Scrum methodology guided the system's iterative development, incorporating stakeholder feedback and enabling continuous refinement. Key HR processes mapped in the system include training analysis, workshop planning, performance and leadership tracking. The result was a functional and scalable hospital HR system that delivered customized training recommendations, predicted employee growth trajectories, and optimized the use of training resources. Powered by TensorFlow, the recommendation engine achieved an accuracy rate of over 87% during internal testing and showed strong relevance in recommended courses and career development opportunities. Additionally, the implementation reduced manual time spent on training assignments by 40%, improved employee satisfaction scores related to professional growth by 32% and increased overall utilization of hospital-wide training modules by 58%. These outcomes support the adoption of AI as a transformative technology for HR functions in the healthcare sector. Compared to existing HRIS platforms, this system distinguishes itself by leveraging machine learning to deliver skill-based training recommendations, effectively reducing HR workload and boosting employee participation. Built-in scalability and security features ensure the system is well-prepared for real-world deployment in hospital environments.

Keywords: human resources, ai powered, health care

**HOSPITAL MANAGEMENT SYSTEM: HUMAN RESOURCES 4 (COMPENSATION
MANAGEMENT AND BENEFITS ADMINISTRATION) WITH AI PREDICTIVE
ANALYTICS AND MACHINE LEARNING FOR INTEGRATED OVERTIME,
INCENTIVES AND BENEFITS FORECASTING**

Ralph Lawrenze Apil, Emar Jhon Andaya, Jhoncent Trunks Castilla,
Emjhay Dela Cruz, Edmund Domingo, Ronald Roldan Jr.

Abstract

Effective human resource management is essential for healthcare operational efficiency and employee well-being. However, compensation management and benefits administration remain highly resource-intensive for HR departments. This often results in inefficiencies, miscalculations in compensation, and delays in administering benefits. The objective of this project is to develop an AI-driven HR system that automates compensation and benefits administration, forecasts overtime hours and incentives, reduces administrative workload, and supports better decision-making for HR personnel. The HMS is developed using the Agile Scrum methodology, which involves recurring cycles of planning, development, testing, and feedback. Each sprint focuses on features such as real-time compensation tracking, overtime and incentives forecasting, and benefits and leave administration. The system is built on the MERN tech stack, using JavaScript for coding and MongoDB for database management. Its core feature leverages historical HR data, drawing on employee records to forecast overtime hours and benefits eligibility. By applying statistical and computational techniques to this data, the system generates predictions that help HR departments make better decisions and allocate resources more effectively. The system significantly enhanced HR management in compensation and benefits. The overtime forecasting model accurately predicted overtime requirements, enabling HR practitioners to plan resources more effectively. It also simplified tracking and ensured the timely delivery of employee benefits. Furthermore, the system's predictive functions and efficient data management minimized the need for manual effort, allowing HR personnel to focus on more strategic functions. The project successfully developed an AI-driven HMS that automates core HR functions, improving overtime forecast accuracy, reducing administrative burdens, and increasing HR personnel productivity. Its seamless integration with existing hospital infrastructure ensures minimal disruption during implementation. Although the outcomes are positive, regular updates to the system and AI models are necessary to address evolving healthcare needs. In conclusion, the system represents a significant step forward in the redesign of HR functions, contributing to improved patient care, greater employee satisfaction, and enhanced operational performance.

Keywords: hospital management system, human resources management, compensation management, benefits administration, ai-driven, predictive analytics, machine learning, mern stack

**HOSPITAL MANAGEMENT SYSTEM: LOGISTICS 2 MEDICINE DISPATCH AND
VENDOR SELECTION FOR HOSPITAL SUPPLY CHAINS WITH REAL-TIME
TRACKING, EMERGENCY EXPRESS DELIVERIES, MULTI-VENDOR
COORDINATION USING MICROSERVICES**

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Abstract

This capstone project presents a hospital supply logistics management system designed to enhance drug dispensing, vendor management, and supply coordination. Its primary objective is to minimize delays and increase transparency in hospital supply chains through real-time tracking, express emergency delivery, and the use of microservices. Many hospitals still rely on traditional methods, which often result in stockouts, overstocking, and inefficient vendor coordination. To address these challenges, the system incorporates modules for vendor evaluation, emergency dispatch management, and stock tracking with expiry-date reminders. Developed through iterative sprint cycles, each module was designed and tested to ensure system functionality and reliability. The project adopted the Agile Scrum framework, dividing development into sprint cycles that addressed tasks such as database configuration, vendor selection, and order tracking. Key roles in the process included a system analyst, quality assurance staff, and a Scrum Master. The system was built using the MERN stack (MongoDB, Express.js, React.js, and Node.js) and employed microservices to support modular and scalable development. Cloud databases were used to manage vendor and inventory information, complemented by security features such as role-based access control and encryption. Simulations and real-time testing were carried out to evaluate the system's performance in handling emergency deliveries. Following multiple development cycles and rigorous testing, stock discrepancies were reduced by more than half, with system reports showing over 90% improvement in inventory management accuracy. Simulated emergency dispatch scenarios demonstrated a nearly 60% reduction in response times. Furthermore, stress testing confirmed that the microservices architecture could sustain very high levels of concurrent transactions, maintaining system stability with nearly 100% uptime in test environments. This project highlighted key challenges in hospital supply chains, particularly in medicine dispatch. To address these, we implemented real-time tracking to notify staff and prioritize emergency express delivery to reduce delays in patient treatment. The use of microservices facilitated system organization, making it easier to test and update, while the Agile Scrum approach enabled efficient workload management. Although issues such as microservices integration and internet reliability posed challenges, the system performed effectively during testing and demonstrates strong potential to streamline hospital logistics and medicine delivery, with further refinements still required.

Keywords: hospital management system, medicine dispatch, vendor selection, mern stack, real-time tracking, emergency express deliveries, multi-vendor coordination

**HOSPITAL MANAGEMENT: LOGISTICS MANAGEMENT SYSTEM, STOCK LEVEL
MANAGEMENT, ABC ANALYSIS WITH DEMAND FORECASTING
USING MACHINE LEARNING**

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Abstract

Inventory management involves purchasing, storing, utilizing, and selling a company's stock, including components, raw materials, and finished goods. This capstone project applies technology-driven inventory management to improve hospital logistics. The system incorporates cloud-based databases for storing critical documents to optimize space, artificial intelligence (AI) for demand forecasting, and a user-friendly website to enhance accessibility. By adopting modular, scalable, and secure architecture, the system improves efficiency, reduces human error, and enables real-time decision-making. To support the development and continuous improvement of hospital logistics, this study employed the Agile Scrum methodology. Each component of the system, including inventory management, listings, bidding and awarding, and demand forecasting, operates independently but is interconnected through RESTful APIs. The system was developed using microservices architecture. MongoDB was selected for listings and inventory management due to its schema flexibility and strong performance with large data and user volumes, while Mongoose was used to facilitate database communication, reduce redundancy, and improve data retrieval speed. The predictive analytics module applies time series models to forecast demand, with a TensorFlow-based model trained on historical inventory data. This approach helps reduce shortages and overstocking while ensuring optimal stock levels. The deployment of the Hospital Logistics System led to significant improvements in tracking, efficiency audits, and inventory infrastructure management. Real-time inventory updates were integrated to maintain consistent stock levels, while the system also monitored items nearing expiration and facilitated their location within the warehouse. The AI-powered demand forecasting algorithm generated highly accurate predictions, enabling staff to make real-time replenishment decisions based on forecasted demand. The findings demonstrate that automating inventory processes significantly improve productivity while reducing human error. Integrating AI for demand forecasting provides a proactive approach to inventory management, ensuring that stock levels align effectively with demand patterns.

Keywords: hospital, logistics, inventory management, listings, stock management, demand forecasting, warehousing,

**HOTEL AND RESTAURANT MANAGEMENT SYSTEM: CORE 3 – ROOM CLEANING
& SERVICE MANAGEMENT, MAINTENANCE MANAGEMENT,
AND AI-POWERED TASK ALLOCATION**

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Abstract

In today's fast-paced hospitality industry, the speed and quality of service delivery directly impact guest satisfaction. Traditional manual systems often result in delays, inefficient task distribution, and limited oversight. To address these challenges, we developed a Hotel and Restaurant Management System (HRMS) focused on three key areas: Room Cleaning and Service Management, Maintenance, and AI-powered Task Allocation. The system streamlines operations by automating routine processes while providing staff and administrators with real-time access to tasks and updates. Guests can connect to the system via QR codes, enabling them to submit service requests, step-out notifications, and food orders directly from their own devices. The system was developed using an agile approach, with PHP as the core technology, and was structured into modular components to ensure scalability and maintainability. The Room Cleaning and Services module features a dashboard for monitoring room cleanliness status, task progress, and lost-and-found items. Task allocation is managed by an AI engine that assigns duties based on employee availability, urgency, and location. Through their portal, housekeepers can view and complete tasks, report maintenance issues, and update room status. A UUID tracking system ensures that only authorized company devices are used by staff. Maintenance operations are supported by an admin portal for scheduling tasks and a staff portal for execution, where employees can access their schedules and request assistance when needed. The Inventory Module tracks supplies and can automatically generate restocking requests through a warehouse API. Guests interact seamlessly with hotel services through the QR-based Guest Portal, which enables direct access to service requests and other amenities. The system minimized delays and manual coordination by automating task assignments. Administrators were able to monitor service progress in real time and reroute tasks when necessary, while housekeepers benefited from clearer task assignments and streamlined reporting. Maintenance staff valued the structured scheduling system and the built-in assistance feature for complex tasks. Guest satisfaction also increased, driven by faster response times and the convenience of mobile service access. HRMS – Core 3 demonstrates how the integration of automation, smart scheduling, and centralized task monitoring can transform hotel operations. By providing real-time insights and automated workflows, the system enhances operational efficiency while maintaining flexibility for future upgrades and expansions.

Keywords: hotel system, qr guest portal, smart task assignment, housekeeping tools, maintenance tracker, inventory sync, staff device logging, workflow automation

**HOTEL AND RESTAURANT MANAGEMENT SYSTEM: HUMAN RESOURCE 3 – TIME
AND ATTENDANCE MANAGEMENT, SHIFT SCHEDULING AND ROSTER
MANAGEMENT, LEAVE MANAGEMENT WITH PREDICTIVE ANALYTICS USING
TENSORFLOW,
AND COMPLIANCE AND LABOR LAW ADHERENCE**

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Abstract

Managing shift work in the hospitality sector is challenging due to variable staff availability, leave requests, and the need to comply with labor laws. Seasonal trends, special events, and economic fluctuations further demand a flexible yet structured HR responses, something conventional systems often fail to provide due to limited adaptability and forecasting capabilities. This study proposes the development of an integrated Hotel and Restaurant Management System (HRMS) with core HR modules for Time and Attendance, Shift Scheduling, Leave Management, and Labor Compliance. By incorporating predictive analytics through TensorFlow, the system supports data-driven decision-making to forecast staffing requirements, anticipate absenteeism, and optimize workforce planning. Ultimately, this solution addresses inefficiency, compliance risks, and the lack of workforce insights, equipping HR managers with intelligent tools for proactive, goal-oriented decision-making. This study employs the Agile Scrum methodology to develop a Human Resource Management System (HRMS) for hotels and restaurants. The system includes modules for time tracking, shift scheduling, leave management, and labor law compliance, along with features such as biometric sign-ins and real-time notifications. It also integrates TensorFlow-based predictive analytics to forecast staffing requirements and anticipate absenteeism. Development was guided by daily stand-ups, reviews, and retrospectives to ensure continuous progress. Upon completion, the system was thoroughly tested, documented, and deployed to maximize functionality. The system effectively addressed key HR challenges in hotel and restaurant operations. It automated time tracking, optimized shift scheduling, and streamlined leave management. Compliance features ensured adherence to labor laws through real-time alerts. With TensorFlow integration, the system accurately forecasted staffing requirements and absenteeism, enabling managers to plan proactively. Overall, it improved efficiency, reduced manual workload, and supported smarter, data-driven HR decision-making. This project represents a significant improvement in workforce automation and HR management. By integrating TensorFlow-based predictive analytics with robust biometric authentication, the system streamlines timekeeping, scheduling, and leave management. It provides data-driven insights that enable management to anticipate challenges, optimize staff deployment, ensure compliance, and enhance overall efficiency and operational continuity.

Keywords: human resource management system, time and attendance, shift scheduling, leave management, labor law compliance, predictive analytics, tensorflow, agile scrum, microservices architecture, dev

HOTEL AND RESTAURANT MANAGEMENT SYSTEM: HUMAN RESOURCES 1 (JOB POSTING AND RECRUITMENT, APPLICATION MANAGEMENT, APPLICANT TRACKING SYSTEM, ONBOARDING) AUTOMATED PARSING WITH AI DRIVEN TOOL HIRETUAL

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Abstract

The hospitality industry is inherently dynamic, with human capital serving as a vital component of both service quality and operational excellence. Nearly all areas of the sector from hotels to restaurants, depend heavily on human talent, yet face persistent challenges such as high employee turnover, lengthy hiring processes, inefficient applicant tracking, and fragmented onboarding systems. These issues contribute to reduced productivity, increased costs, and lower customer satisfaction. While large corporations often struggle with the transition to new HR technologies, small and medium enterprises (SMEs) face additional constraints, as access to advanced HR solutions is limited rather than standard. To address these challenges, this study proposes the Human Resource Management System 1 (HRMS-HR1), an AI-driven platform specifically designed to automate HR processes in the hotel and restaurant industry. During the development of HRMS-HR1, the Agile Scrum methodology was employed to enable iterative progress and incorporate real-time feedback throughout the process. The application was built on microservices-based architecture to ensure scalability and modularity, allowing for seamless future upgrades and expansions. Core functionalities include automated job postings across multiple platforms, a centralized Applicant Tracking System (ATS) for employment marketing and application management, AI-driven resume filtering, and a structured onboarding module designed to streamline and standardize the induction of new hires. The implementation of HRMS-HR1 significantly improved HR operations. The AI-powered resume parser reduced manual screening time by more than 50%, enabling recruiters to quickly identify top candidates based on skills, qualifications, and relevance. The ATS provided a centralized dashboard for tracking applicants throughout the hiring process, while automated job postings streamlined recruitment by distributing vacancies across multiple platforms. The onboarding module further enhanced efficiency by automating document collection, task assignments, milestone tracking, and progress monitoring, ensuring the smooth integration of new hires. The study introduces HRMS-HR1, an AI-powered tool using Hiretual to streamline recruitment and onboarding in hospitality, cutting screening time by 50% and boosting hiring accuracy, speed, and efficiency.

Keywords: hrms, ats, ai parsing, recruitment automation, onboarding, hospitality hr

**HOTEL AND RESTAURANT MANAGEMENT SYSTEM: HUMAN RESOURCES 4 –
(PAYROLL PROCESSING, BENEFITS & COMPENSATION MANAGEMENT,
AND EMPLOYEE SELF SERVICE PORTAL) UPGRADED WITH
SMART PAYROLL HELPDESK**

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Abstract

The hospitality industry faces growing challenges in human resource management, including high employee turnover, irregular work schedules, and evolving compliance requirements. Traditional HR systems frequently contribute to payroll errors, delayed benefits, and administrative inefficiencies. To address these issues, this study introduces the Hotel and Restaurant Management System: Human Resources 4 (HRMS 4), developed for Paradise Hotel. HRMS 4 integrates Payroll Processing, Benefits and Compensation Management, and an AI-powered Payroll Helpdesk within an Employee Self-Service Portal. By automating key HR functions, the system reduces errors, enhances efficiency, and ensures regulatory compliance. This study employed a mixed-methods approach within the Agile Scrum framework, with system development carried out through iterative sprints. Requirements were collected from Paradise Hotel staff using interviews and surveys to ensure user-centered design. The system was built on a microservices architecture to guarantee modularity and scalability, supported by security features such as encryption and role-based access control. DevOps practices and continuous integration/continuous deployment (CI/CD) facilitated ongoing development and deployment. Testing included unit, integration, and user acceptance tests to validate functionality and reliability. The implementation of HRMS 4 at Paradise Hotel substantially improved the efficiency and accuracy of HR operations. Automated salary computation and deductions reduced payroll errors by nearly 80%. Employee satisfaction rose, with 90% of staff reporting enhanced access to payslips, leave requests, and benefits through the Employee Self-Service Portal. The AI-powered Smart Payroll Helpdesk accelerated inquiry response times while easing HR workload. In addition, real-time validation, audit trails, and secure data processing strengthened compliance with labor and tax regulations. Benefits and compensation processes were streamlined, reducing manual administrative tasks by 60%. The findings confirm that integrating automation and AI into HR systems enhances both operational efficiency and employee engagement. HRMS 4's modular architecture enables seamless integration of payroll, benefits, and employee services, significantly reducing manual processes. The AI-powered Smart Payroll Helpdesk further improved transparency and reduced HR workload by supporting self-service inquiries. Although initial training was required to facilitate adoption, the system's scalability allows for future enhancements, such as biometric attendance tracking. Overall, HRMS 4 sets a benchmark for digital transformation in hospitality workforce management.

Keywords: hotel management system, payroll automation, human resources, employee self-service portal, ai helpdesk, benefits management, agile scrum, hospitality industry, microservices, compliance

**HOTEL AND RESTAURANT MANAGEMENT SYSTEM: LOGISTIC 1 (WAREHOUSE
AND VEHICLE RESERVATION) WITH SYSTEMATIZED INVENTORY
REPLENISHMENT,
AND ITEM TRACKING CAPABILITIES.**

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Abstract

Our system addresses the critical need for efficient supply chain coordination within the hotel industry. Existing logistical systems often lack the structure and agility required to meet the demands of modern hotel and restaurant operations. To overcome these limitations and enhance efficiency, we propose the Hotel and Restaurant Management System: Logistics 1, which integrates warehouse management, vehicle reservation, and ordering modules. The system supports systematic inventory replenishment and advanced item tracking, consolidating logistics processes to minimize resource waste, ensure timely restocking, and provide real-time visibility of assets and inventories. This approach enhances delivery performance and operational agility. An agile project management methodology was employed, dividing development into multiple iterative phases. Concept Phase: The product owner outlined the overall project scope, emphasizing the integration of warehouse operations, vehicle reservations, and ordering into a unified logistics framework. Inception Phase: The development team was formed to initiate system planning and design. During this stage, key requirements were established, including item tracking capabilities and systematic inventory replenishment. The deployment of the Hotel and Restaurant Management System: Logistics 1 has markedly enhanced operational efficiency and resource management. By automating warehouse monitoring, truck dispatching, and order processing, the system minimizes human error and reduces reliance on manual labor. Systematic inventory replenishment ensures optimal stock levels, preventing both shortages and overstocking. Real-time item tracking and unified data administration provide greater transparency and responsiveness in logistics operations. Collectively, these improvements enable businesses to deliver services more effectively, avoid operational delays, and streamline logistics processes through data-driven decision-making. The integration of ordering procedures, inventory replenishment, warehouse administration, vehicle reservations, and item tracking into a unified platform represents a paradigm shift in hospitality logistics. The Hotel and Restaurant Management System: Logistics 1 delivers a comprehensive solution to the complex supply chain challenges faced by modern hotels and restaurants. By consolidating these critical logistical activities, the system enhances coordination, reduces inefficiencies, and equips organizations with the agility required to meet evolving operational demands.

Keywords: hotel and restaurant management system, integrated logistics platform, warehouse operations, vehicle reservation module, smart ordering system, systematized inventory replenishment, real-time

HOTEL AND RESTAURANT MANAGEMENT SYSTEM: LOGISTICS 2 (PROCUREMENT, VENDOR PORTAL, AUDIT MANAGEMENT) WITH PREDICTIVE ANALYTICS

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Abstract

The hospitality industry, like many others, is undergoing digital transformation, requiring advanced systems to manage complex operations. In hotel and restaurant management, logistics is vital for efficient procurement, vendor communication, and audit organization. Common challenges include inefficiencies, data silos, and difficulties in demand forecasting and anomaly detection. This study proposes two logistics modules to be integrated into a Hotel and Restaurant Management System (HRMS) to enhance vendor collaboration and audit transparency by leveraging predictive analytics. The HRMS Logistics 2 system was developed using Agile methodology, with feedback incorporated at each iteration. It includes three main modules: Procurement Management, automating purchase requests, inventory-based reordering, and supplier selection; Vendor Portal, offering role-based access for vendors to view orders, manage profiles, delivery schedules, and KPIs; and Audit Management, providing automated audit trails and compliance checks. Predictive analytics supports forecasting inventory needs, anomaly detection, and vendor optimization. The Logistics 2 modules were seamlessly integrated into the HRMS and tested with simulated data from a medium-sized hotel chain. Key results included automated procurement and predictive restocking, improved vendor satisfaction, and enhanced transparency through real-time performance dashboards. The system also achieved high audit accuracy and reliable monthly demand forecasting, significantly reducing stockouts and overstocking. Predictive analytics in procurement and audit processes greatly enhances decision-making for hotel and restaurant management. The system empowers managers to act proactively by providing real-time insights and forecasts. Enhanced transparency strengthens vendor relationships, while automated tracking improves audit compliance. Future developments may incorporate machine learning-based vendor scoring, natural language processing interfaces, and blockchain technology to secure audit trails.

Keywords: predictive analytics, procurement, audit compliance, hotel management, restaurant management, real-time insights, vendor relationships, machine learning, natural language processing, blockchain

HOTEL FEEDBACK DEVICE FOR IMPROVING HOTEL RATINGS USING RASPBERRY PI

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Abstract

Guest feedback is vital in the hospitality industry for enhancing service quality and maintaining hotel ratings. Traditional methods, however, often yield low participation and delayed responses. This study introduces a Hotel Feedback Device that enables real-time, efficient, and engaging collection of guest feedback. The device features a Raspberry Pi Zero 2 W with a touchscreen interface, enabling guests to easily provide feedback. Submitted responses are instantly sent via Bluetooth to hotel management, allowing quick access without the need for internet or complex storage solutions. Testing demonstrated that the device increased guest feedback participation and enabled staff to receive responses immediately. This led to faster issue resolution and enhanced the hotel's overall service quality. Implementing the feedback device allowed hotel management to efficiently track guest satisfaction. Real-time Bluetooth feedback proved practical and effective, serving as a valuable tool for ongoing operational improvement.

Keywords: hotel feedback system, guest satisfaction, real-time feedback, raspberry pi zero 2 w, touchscreen interface, bluetooth data transfer, hospitality management, service quality improvement.

**IMPACT OF EXCESSIVE USE OF TECHNOLOGY THAT INCREASE
THE STRESS AND ANXIETY LEVEL FOR TEENAGERS**

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Abstract

Stress is a form of mental or physical tension triggered by factors that cause frustration or keep individuals in a state of heightened alertness. Anxiety manifests as feelings of fear, worry, or discomfort, which can occur even without an identifiable cause. Among Grade 12 students, excessive technology use has been linked to increased anxiety and depression, particularly when they encounter hate messages online. Overexposure to technology negatively impacts teenagers' physical and mental well-being, impairing concentration and weakening their overall health, potentially leading to illness and depression. These effects are intensified by experiences of cyberbullying and exposure to harmful online content. To address these challenges, students must learn effective strategies to limit their screen time and manage their use of technology responsibly. This study adopts a qualitative approach to examine the complex relationship between excessive technology use and increased stress and anxiety among Grade 11 and 12 students at Bestlink College – Bulacan Campus. Data will be collected through a survey employing a Likert scale to gather students' perceptions and attitudes toward technology-related stress and anxiety. The responses will be analyzed using thematic analysis to uncover the underlying causes of stress and anxiety linked to technology use. This capstone research examines the impact of excessive technology use on the stress and anxiety levels of Grade 11 and 12 students at Bestlink College of the Philippines. The study aims to identify effective strategies to reduce technology use and mitigate stress and anxiety among teenagers. Employing a qualitative approach, data was collected through surveys and interviews involving 40 respondents from Grades 11 and 12. The research sheds light on the underlying factors contributing to heightened stress and anxiety associated with technology use among students. This study explores the adverse effects of excessive technology use on the psychological well-being of adolescents, with particular emphasis on its contribution to heightened stress and anxiety levels. It investigates the relationship between excessive technology use and increased stress and anxiety, identifying possible contributing factors and consequences. The study aims to provide insights that can guide efforts to reduce excessive technology use and improve the physical and mental health of adolescents.

Keywords: excessive technology use, adolescents, psychological health, stress, anxiety, mental health, physical health, technology impact, youth well-being

INFORMATION SYSTEM FOR CHRIST THE POWER AND WISDOM OF GOD CHURCH

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Abstract

An information system is a set of interconnected components that collect, process, store, and share information to support decision-making and operations within organizations. The Christ the Power and Wisdom of God Church, established to spread the word of God, utilizes an information system to effectively manage data and help achieve the Church's goals. This study focused on a single-case organization, Christ the Power and Wisdom of God Church, Inc. The researchers employed the Waterfall methodology and used Java, Apache NetBeans IDE 25, MySQL, and SQL Yog to develop the information system. To identify the church's problems and requirements, the researchers conducted interviews with the church administrator. Throughout the development and implementation process, the researchers collaborated closely with the church administrators and staff. The developed information system effectively resolved issues related to unclear membership records, paper-based documentation, disorganized information, and unsecured church data. Testing results demonstrated that the system is efficient, user-friendly, and reliable. It offers a secure and organized approach to storing and retrieving church information, while also supporting decision-making processes for managing reports and events. The findings indicate that the system can be adopted by other churches and organizations to enhance their information management capabilities. Its user-friendly interface and ease of use make it accessible to users with diverse levels of technical expertise. Overall, this study highlights the potential of information systems to increase the efficiency and effectiveness of church operations.

Keywords: information system, church management, waterfall methodology, java, mysql, data security, user-friendly interface, organizational efficiency, report management, event management

**INVENTORY MANAGEMENT SYSTEM FOR RHEA MERCADO HAIR AND
MAKE-UP SALON FOR MEN & WOMEN**

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Gian Rhay Pardillo, Renelyn Joy Mata, R-jay Pornasodoro

Abstract

Effective inventory management is vital for service-based businesses like Rhea Mercado Hair and Make-up Salon for Men & Women. Manual product tracking often results in errors, inefficiencies, and poor decision-making, which can disrupt salon operations. Since the timely availability of hair and make-up products is essential, delays in stock monitoring can negatively impact service delivery. Although digital inventory systems have been proven to improve accuracy, reduce waste, and streamline stock management, many small salons still rely on manual methods. This highlights a gap in adopting modern solutions. Implementing a digital inventory system would enable the salon to enhance inventory control, improve operational efficiency, and make better-informed decisions. Data was gathered through interviews and surveys conducted with the salon owner and staff involved in inventory management. Using their input, the researchers defined the system requirements and developed the inventory management system with NetBeans for the user interface, Java for programming, and MySQL for the database. The development process comprised requirement analysis, system design, coding, testing, and incorporating user feedback. The system was subsequently tested by the salon staff to ensure it met their inventory tracking and stock management needs. The inventory management system developed for Rhea Mercado Hair and Make-up Salon for Men & Women successfully achieved its objectives. It provided real-time inventory tracking, generated comprehensive reports, and optimized the overall inventory process. System testing confirmed smooth operation, significantly reducing manual errors and the time needed for stock monitoring. All intended features were effectively implemented, and the system performed efficiently during practical use. The inventory management system developed for Rhea Mercado Hair and Make-up Salon for Men & Women effectively resolved the salon's inventory challenges by improving real-time tracking, reducing manual tasks, and facilitating easier report generation. These results are consistent with prior studies emphasizing the benefits of digital systems in enhancing efficiency and reducing errors. However, the study was limited to a single salon and a brief testing period. Future research should consider involving more users and extending the evaluation timeframe. Overall, the system proved to be a practical solution for small business inventory management and can serve as a model for similar enterprises.

Keywords: inventory management system, real-time tracking, digital inventory, report generation, small business, efficiency, error reduction, hair and make-up salon, system evaluation

**LGU: HEALTH AND SANITATION MANAGEMENT SYSTEM (ENHANCE A
DIGITAL SOLUTION FOR STREAMLINING BARANGAY BUSINESS
PERMITS AND HEALTHCARE CENTER RECORDS)**

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Vince Jerald Quiobe, Rosauo Villalol

Abstract

There is an increasing demand for more efficient and transparent public services at the barangay level. The limitations of manual system such as delays, data loss, and restricted accessibility, have significantly hindered the effectiveness of service delivery and decision-making. In response, this study introduces the Health and Sanitation Management System, a digital initiative aimed at improving the management of barangay business permits and healthcare records. The system seeks to address operational inefficiencies by leveraging digital transformation to streamline administrative and health-related services. The system development followed agile practices, incorporating product and sprint backlogs to prioritize and manage user stories, particularly in areas of records management, permit processing, and data analytics. The platform was built using microservices architecture, allowing individual modules such as business permit applications, health record management, and complaint tracking, to operate independently and scale efficiently. Continuous Integration and Continuous Deployment (CI/CD) pipelines were implemented using DevOps methodologies to ensure seamless updates and system reliability. The implementation of the Health and Sanitation Management System resulted in a functional digital platform that addressed key challenges associated with manual processes. Users were able to submit business permit applications online and receive automated renewal reminders, significantly reducing processing time and improving accessibility. In the healthcare domain, the system provided a secure environment for managing electronic health records, alongside analytics dashboards that assisted barangay officials and health personnel in data-driven decision-making. The digital platform demonstrated a significant improvement in the management of barangay business permits and healthcare records. By enabling real-time tracking, automatic notifications, and online submissions, the system enhanced service efficiency and transparency. The healthcare module facilitated the secure handling of electronic medical information, promoting better patient record management and continuity of care. This initiative highlights the potential of digital solutions to modernize local government processes and improve public service delivery at the grassroots level.

Keywords: digital transformation, health and sanitation, business permit processing, electronic health records, microservices architecture, barangay information system, local government digitization, ci/cd deployment

**LGU 1: BARANGAY CENSUS AND DEMOGRAPHIC MANAGEMENT SYSTEM
(POPULATION STATISTICS, RESIDENT PROFILE MANAGMENT
WITH BIOMETRICS USING AI-DRIVEN TOOL)**

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John Pol Socias, Tejie Ubos, Richelyn Villasor

Abstract

Accurate and up-to-date demographic data at the barangay level is vital for effective governance, planning, and service delivery. Traditional methods such as spreadsheets and paper forms have proven inefficient and prone to data loss or inaccuracy. To address these challenges, this study introduces the Barangay Census and Demographic Management System, which integrates population statistics and resident profile management using biometric authentication and AI-driven tools. This system aims to enhance data confidentiality, accessibility, and integrity, enabling barangay officials to make informed and data-driven decisions. The study follows the System Development Life Cycle (SDLC), encompassing planning, analysis, design, development, testing, and deployment phases. The system is built using the MERN stack: React.js for the frontend, Express.js and Node.js with TypeScript for the backend, and MongoDB for the database. Core features include facial recognition for resident registration, household tracking, automated census data management, and generation of demographic reports. The system supports multi-user role-based access, with secure logins for residents (via facial recognition), staff, and administrators. The implementation of the system led to notable improvements in data accuracy and operational efficiency. Barangay officials reported a 60% reduction in manual encoding time and a significant increase in the reliability of data used for census and health-related monitoring. The successful integration of biometric verification and AI-driven analytics contributed to streamlined processes and improved decision-making at the barangay level. The findings demonstrate the feasibility of automating demographic and census data collection at the local government level. The use of AI-powered facial recognition ensures accurate and secure resident profiling. Potential future enhancements include the addition of alternative biometric options and offline synchronization features. This system can serve as a scalable model for other barangays seeking to digitize their records, improve disaster response coordination, and support data-informed governance.

Keywords: barangay census, demographic management, resident profile, web-based system, facial recognition, ai-driven tools, population statistics, local governance

LGU 1: BARANGAY TANOD PATROL MANAGEMENT SYSTEM: (PATROL SCHEDULING AND ASSIGNMENT, PATROL ROUTE MAPPING, INCIDENT REPORTING AND RESPONSE, PERFORMANCE TRACKING, RESOURCE MANAGEMENT)

Reymond Medica, Mc. Angelo Abbatuan, Kim Rovil Garcia,
Tristan Cyrus Mallari, Noeven Omnes, Richelyn Villazor

Abstract

Barangay tanods serve a vital role in upholding peace and order at the community level. However, traditional patrol operations typically rely on manual scheduling, paper-based reporting, and verbal communication, which lead to inefficiencies such as delayed incident responses, disorganized patrol coverage, and challenges in monitoring performance. To address these issues, the Barangay Tanod Patrol Management System was developed. This system aims to streamline patrol operations, automate reporting processes, and enhance resource management through the use of modern technologies. It is designed to improve patrol scheduling, real-time incident tracking, and data-driven decision-making in barangay security operations. The system was developed using MongoDB to manage data efficiently, offering scalable and structured storage for patrol schedules, incident records, and user profiles. Visual Studio served as the primary development environment, enabling seamless integration of essential modules such as patrol scheduling, route mapping, incident reporting, and performance tracking. The agile development methodology guided the process, allowing iterative development, stakeholder feedback incorporation, and continuous testing. Each module underwent individual testing before integration to ensure accuracy and a cohesive system workflow. The implementation of the system led to faster and more organized patrol coordination, significantly reduced incident response times, and enhanced accuracy in reporting. Patrol assignments became systematic, resulting in more consistent coverage of barangay areas. The automated incident reporting feature reduced reliance on manual documentation, improving case tracking and resolution efficiency. Additionally, built-in analytics tools provided valuable insights into incident trends and patrol performance, aiding in strategic resource allocation and planning. The integration of real-time data processing and automated workflows successfully addressed inefficiencies in barangay patrol operations. MongoDB supported reliable data management, while Visual Studio facilitated stable system development. Technical challenges such as module interoperability and data synchronization were resolved through structured debugging and optimization. Future improvements may include enhanced data security features, user interface enhancements, and expanded storage optimization to support system scalability and broader implementation across barangays.

Keywords: patrol management system, barangay tanod, incident reporting, route mapping, performance tracking, resource management, mongodb, agile development, real-time monitoring

**LGU: AI-ENABLED QUEUE MANAGEMENT FOR
ENHANCED PUBLIC HEALTH SERVICES**

Cristel Ann Lapinosa, John Erick Bustillo, John Ray Gangat, Jheryl Marie Mance,
Rey Vincent Melo, Rosauro Villalon Jr.

Abstract

Technology plays a vital role in improving healthcare services, particularly in enhancing patient flow within healthcare systems. Efficient queue management is essential in delivering timely and effective care. At Holy Spirit Health Center, traditional manual systems have resulted in numerous operational inefficiencies, including disorganized appointment booking, prolonged waiting times, low patient volume, and poor resource allocation. This study introduces an AI-enabled Queue Management System aimed at streamlining patient flow, improving cost-effectiveness, enhancing patient satisfaction, and reducing overall wait times in public health facilities. The study follows a system development process that includes defining the system architecture, selecting appropriate technologies, and planning the system's implementation at Holy Spirit Health Center. The system utilizes AI capabilities to manage appointment scheduling, monitor real-time queue status, and allocate resources effectively. An Agile Scrum methodology guides the development process, allowing iterative feedback and continuous system refinement. Evaluation metrics focus on patient waiting time, user satisfaction, staff workload, and resource utilization to assess system effectiveness after deployment. Preliminary expectations indicate that the implementation of the Public Health Center Management System (PHCMS) will lead to a significant reduction in patient wait times and improved scheduling efficiency. The system's real-time monitoring and appointment features are anticipated to enhance patient satisfaction and allow healthcare providers to allocate more focused time to care delivery. Additionally, the data gathered from system usage may serve as a foundation for future enhancements involving AI-based decision-making and predictive analytics in healthcare operations. The deployment of the AI-enabled queue management system demonstrates the potential of digital innovation in addressing persistent inefficiencies in public health services. By integrating Agile development practices with AI technologies, the system not only optimized patient flow but also laid the groundwork for future scalable improvements. Literature on existing queue management frameworks and agile methodologies supports the system's design and implementation strategy. The study emphasizes the importance of modern queue management tools in improving both patient experience and healthcare service delivery in local government units.

Keywords: public health services, queue management system, ai-enabled queue management, patient flow, healthcare efficiency, agile development, health technology integration

**LGU2: CITIZEN REQUEST AND FEEDBACK MANAGEMENT SYSTEM FAQ CHATBOT,
REAL-TIME TRACKING AND FEEDBACK ANALYSIS**

John Michael Isidro, John Patrick Capitle, Aaron Kyle Salvador,
Aris Christian Ursal, Jay-ar Ygot, Sir Jhun Villalon

Abstract

The Citizen Request and Feedback Management System is a digital communication channel for citizens with local governments or public service agencies like the barangays. This facilitates easy filing of service requests and feedback on public service by the citizens. It enhances transparency, accountability, and responsiveness, thereby allowing residents to take part in the developmental processes of their community and help authorities in public service provisioning and resource management. Accessible interfaces of the system are like a very public application, an almost easily usable web and mobile app where the citizens could log in to ask for something or give feedback. Submissions have categories (for example, barangay clearance, barangay ID), and each has been assigned a special tracking number. Afterward, it engages the routing function of the request department concerned about that particular routing. Status changes are always up to date, and citizens can see where their requests/audiences are and even give feedback regarding responses. The implementation of the Citizen Request and Feedback Management System brought the enormous change that was required for public service delivery. Citizens benefited from speedier response time, transparency, and improved communication with local authorities. The system enables tracking and prioritizing of requests from citizens, and in some instances, it even provides document handling. At the same time, it collects relevant data for the analysis of performance and future planning. Therefore, the platform has built trust among citizens and promotes active citizenship. Evidently, the CRFMS serves as a platform for removing gaps in communication between citizens and various government agencies. This system allows transparency, accountability, and faster service delivery in digitizing the request and feedback process. It provides opportunities for citizens to participate in governance actively, while the authority is empowered to take data-driven decisions.

Keywords: citizen request management, feedback management system, community engagement

LIBRARY BOOK BORROWING AND RETURNING SYSTEM IN SAUYO HIGH SCHOOL

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Christian Delos Santos, Princess Angel Manlangit, R-jay Pornasodoro

Abstract

This study focuses on developing a Library System for Sauyo High School to streamline library operations through automation. The system aims to reduce manual work, improve accuracy, and simplify the borrowing and returning process. It automates record-keeping, minimizing human error and improving efficiency. The system provides real-time access to book inventories and borrower records, allowing easier tracking of availability and overdue returns. Additionally, centralized data storage enables faster and more secure audits. The user-friendly interface enhances the library experience and promotes responsible borrowing. Overall, the system modernizes library management, making it more organized, systematic, and reliable for both librarians and borrowers. The researchers adapted the Waterfall Model (SDLC), which includes planning, design, development, testing, implementation, and maintenance phases. System requirements were gathered through interviews and market research to identify the library's needs and challenges. A detailed system design was created to outline functionalities and features. During development, Java was used for coding and debugging, while MySQL handled database management. The Library System significantly improved records management. It allowed administrators to update, retrieve, and organize records quickly, eliminating inefficiencies caused by manual documentation. The system effectively addresses Sauyo High School's challenges in manually recording borrowing transactions. It enhances accuracy, reduces workload, and increases overall efficiency in managing library records.

Keywords: library system, waterfall model (sdlc), records management, information records

LOCAL GOVERNMENT UNIT 2: SOCIAL SERVICE AND WELFARE MANAGEMENT SYSTEM (CANCELLATION AND RESCHEDULING, SOCIAL WORKER AND CASE PORTAL, APPOINTMENT AND SCHEDULING, REPORTING AND ANALYTICS, BENEFICIARY MANAGEMENT, AI DECISION SUPPORT)

Henryco Buena, Jayboy Colo, Angeline Basas, Genny Annrich Biscocho,
John Lloyd Lagman, Rosauro Villalon Jr.

Abstract

The Social Service and Welfare Management System is a modern digital platform designed to streamline and enhance the delivery of social services within local government units (LGUs). By replacing inefficient manual processes with a centralized and user-friendly system, it simplifies appointment scheduling, beneficiary management, case tracking, and reporting. Built using Agile Scrum, Microservices Architecture, and DevOps best practices, the platform ensures secure, efficient, and accessible service delivery, promoting transparency, accountability, and responsive governance. The system was built in a methodical, iterative manner using Agile Scrum methodology, which was supplemented with Microservices Architecture, DevOps methods, and the Enterprise Architecture Framework. This integrated strategy aided in the development of a scalable, flexible, and high-performing solution that ensured alignment between technology and organizational goals. By enabling short development cycles and continuous delivery, these techniques improved the efficiency and accuracy of the appointment process. The Social Service and Welfare Management System has streamlined local government operations by enhancing client experiences, optimizing workflows, and enabling data-driven decision-making. It provides social workers with real-time case access, easy appointment scheduling, and timely alerts, improving service delivery efficiency. The platform's powerful analytics and reporting capabilities promote transparency and boost stakeholder satisfaction. Built on a secure, scalable architecture, the system enhances service delivery while fostering greater community trust in local government. The system has considerably improved social service delivery by centralizing data, increasing access to important information, and enabling real-time analytics. These advances have effectively decreased errors, increased transparency, and strengthened compliance, all while enabling rapid, evidence-based decision-making. The integration of centralized data and real-time analytics has increased operational efficiency while also encouraging continual development through data-driven insights. This holistic strategy has streamlined workflows, reduced inefficiencies, and ensured that decision-making processes are timely and well-informed, thereby enabling the system's further development and evolution.

Keywords: microservices architecture, centralized data, real-time analytics, local government operations, data-driven decision making, operational efficiency, community trust, stakeholder satisfaction

**LOCAL GOVERNMENT UNIT 1: EMERGENCY RESPONSE AND DISASTER
MANAGEMENT SYSTEM (AI CHAT ASSISTANT, REAL-TIME EMERGENCY ALERTS,
COMMUNITY PORTAL, AND GIS-INTEGRATED EMERGENCY SUPPORT
OPERATIONS)**

Daryl Hans Ocao, Mark Daniel Edillor, Julian Jules Pardi, Vhie Jay Alcantara,
Reyvi John Tagatac, Richelyn Villasor

Abstract

The frequent natural disasters in the Philippines highlight the urgent need for effective disaster management systems. These events also expose the limitations of traditional emergency response mechanisms, which are often characterized by slow reaction times, poor communication, and outdated manual processes that fail to efficiently allocate the necessary human and physical resources during large-scale emergencies. This study introduces the Local Government Unit: Emergency Response and Disaster Management System, designed to address these problems. The system is technology-driven, integrates real-time communication, and utilizes the situational awareness provided by mapping software to enhance response operations. The effectiveness of the Emergency Response and Disaster Management System is evaluated using a mixed-methods research design that combines qualitative and quantitative approaches. This method allows for the collection of a wide range of data related to user experience and system performance. The study focuses on barangays within local government units that are vulnerable to natural disasters such as floods and typhoons. The participants include local government officials, residents, and emergency response personnel selected as the intended sample. A total of fifty-three residents, LGU officials, and emergency responders assessed the Emergency Response and Disaster Management System during real-life emergencies. With 95% confidence, real-time alerts, incident reporting, and disaster response efficiency received 100% positive feedback. The AI Chat Assistant scored 86.8% for timely responses and 90.5% for reliability. Usability and interface were rated 94.3% positive, GIS mapping accuracy 94.3%, and feasibility in emergencies 98.1%, with 90.6% of respondents recommending adoption by LGUs. These results demonstrate strong user approval and highlight the system's potential to enhance disaster response operations. The study confirmed the system's effectiveness, showing a 95% confidence level in key features such as real-time reporting, emergency alerts, GIS mapping, and the AI Chat Assistant. These features received overwhelmingly positive feedback, with 100% of respondents finding the alert system helpful and more than 90% recommending adoption by local government units. However, the findings also indicated that for improved scalability and reliability, enhancements to the system's AI and connectivity components are necessary.

Keywords: disaster management system, emergency response, real-time alerts, gis mapping, ai chat assistant

**LOCAL GOVERNMENT UNIT 1: LIBRARY MANAGEMENT SYSTEM (CATALOG
MANAGEMENT, BORROWING AND RESERVATION MANAGEMENT,
REAL-TIME BOOK TRACKING AND MONITORING) AI
AUTOMATIC FINE CALCULATION.**

Leizel Banaria, Emil John Alberto, John Jeric Alinsuag, James Christian Laag,
Longos Christian, Ms. Richelyn Villasor

Abstract

The Library Management System developed for the Quezon City Public Library at Barangay Hall Masambong is designed to enhance library operations through the integration of real-time book tracking and monitoring, borrowing and reservation management, and AI-powered automatic fine calculation. The system allows students to log in using their QCID or School ID, improving accessibility and user experience. It facilitates quick catalog searches, efficient book reservations, and accurate tracking of borrowed items. The system also assists librarians in managing circulation records, issuing materials, and ensuring timely responses to user queries. Despite its efficiency, performance slowdowns were observed during high concurrent usage, indicating areas for system optimization. The development of the Library Management System followed the Agile methodology, allowing for iterative testing and user-centered design. Specific problems addressed include delayed book tracking, inaccurate fine computations, and prolonged wait times for book issuance. Through real-time tracking, automated borrowing and reservation features, and AI integration, the system was designed to resolve these challenges and provide a responsive and efficient service platform. The implementation of the system at the QC Public Library resulted in significant operational improvements. Approximately 90% of students successfully logged into the system. Real-time book tracking reduced search time by 96%, while the borrowing and reservation module enabled students to request books independently. The AI-powered fine calculation ensured accurate computation of penalties, and the automated FAQ chatbot reduced staff workload by 45%. However, performance issues were noted when more than 50 users accessed the system simultaneously. The Library Management System modernized public library operations by automating traditional processes and improving user interaction. The real-time book tracking and reservation modules supported efficient access to library materials, while the AI-based fine calculation feature eliminated manual fee processing and allowed for instant online payments. Although performance optimization is required for high-traffic periods, the system has proven effective in enhancing library services, ensuring streamlined operations, and improving overall user satisfaction.

Keywords: library management system, real-time tracking, borrowing and reservation, ai fine calculation, catalog management, public library automation, user-centered design

LOCAL GOVERNMENT UNIT 1: LOGISTICS (STOCK TRACKING, AUDITING, FLEET MANAGEMENT PROCUREMENT, AND VENDOR PORTAL) WITH AI DETECTOR.

Mary Ann Gumiran, Lester Joe Ebias, Steffane Bertanico, Tiffany Joy Bacan,
Byron John Sanchez, Richelyn Villasor

Abstract

The Local Government Unit 1: Logistics is a web-based system developed to automate logistics and asset management processes at the barangay level. It addresses the challenges of inefficient record-keeping, manual inventory tracking, delayed procurement processing, and stock shortages that impede service delivery. By integrating modules for stock tracking, fleet management, auditing, procurement, and vendor management, the system consolidates previously paper-based operations into a unified digital platform. Operating in real time, the system supports timely decision-making and enhances service reliability across barangay departments. The system was developed using the Agile-Scrum methodology with CodeIgniter (PHP) for backend development, HTML/CSS/JavaScript for the frontend, and MySQL as the database. The user interface was designed using Figma, and the system was deployed through Visual Studio 2019. Core modules include Inventory Management, Procurement, Fleet Management, Auditing, and Analytics. The system underwent unit testing, integration testing, and user acceptance testing to ensure functional stability and readiness for deployment. The implementation of the LGU Logistics System resulted in notable improvements in operational efficiency. Automated inventory monitoring reduced stock-related errors by over 45%, while procurement automation shortened processing cycles by 30%. Fleet monitoring and preventive maintenance features contributed to better vehicle utilization and reduced repair costs. The audit module reinforced transparency through detailed log tracking and accountability measures. Overall, the system optimized resource management and enhanced coordination among barangay departments. The study confirmed the system's effectiveness in resolving key logistical issues such as manual inventory recording, procurement delays, and inefficient fleet operations. The integration of real-time analytics and automated workflows allowed local government units to make data-driven decisions, promote transparency, and enhance service delivery. Future system improvements may include mobile responsiveness and AI-powered predictive analytics to further improve efficiency, accuracy, and responsiveness in barangay logistics management.

Keywords: logistics management system, inventory tracking, procurement automation, fleet monitoring, audit module, vendor portal, real-time analytics, ai integration, local government digitization

**LOCAL GOVERNMENT UNIT 1: PUBLIC CONSULTATION MANAGEMENT
(CONSULTATION SCHEDULING, CONSULTATION TRACKING
AND MANAGEMENT, ROLE MANAGEMENT)
WITH AI CONSULTANT SUPPORT**

Hera Combo, Jhian Marie Antonio, Clarissa Joy Hapa, Ronnel Sanchez,
Nicole Tolog, Richelyn Villasor

Abstract

Empowering public engagement is a vital component of inclusive and participatory governance. However, many barangays continue to rely on traditional and manual methods of consultation, resulting in inefficiencies and limited citizen involvement. To address this gap, the Public Consultation Management System was developed as a web-based platform that streamlines the scheduling, tracking, and management of public consultations. It aims to improve citizen engagement by enabling individuals to book consultation appointments and stay informed about local developments, while assisting barangay officials in identifying concerns and making collaborative decisions that benefit the community. The system was developed using the Agile methodology to ensure flexibility and continuous improvement throughout the project lifecycle. Formal development sprints were carried out, covering planning, system design, development, testing, and deployment. Stakeholder engagement, including barangay officials, administrative staff, and selected community members, was incorporated through feedback sessions, prototype evaluations, and user acceptance testing. This iterative process enabled early identification of usability issues and optimization of features such as consultation scheduling, user notifications, and data security. Continuous integration of user feedback ensured that the system met both operational requirements and end-user expectations. Upon deployment, the system allowed citizens to raise concerns and schedule consultations without the need to visit the barangay office physically. Barangay officials reported improvements in tracking community concerns and responding more efficiently. The platform facilitated secure and organized record-keeping, increasing trust among residents who valued transparency and accountability in how their feedback was handled. The system effectively replaced manual processes, resulting in streamlined workflows and improved engagement. The Public Consultation Management System demonstrated effectiveness in enhancing community participation and communication between citizens and local authorities. By providing a digital platform for expressing concerns and scheduling consultations, the system fostered a more inclusive and responsive governance process. Continued updates, regular communication, and responsiveness to user feedback are recommended to sustain engagement and ensure that barangay-level decision-making remains transparent, efficient, and collaborative.

Keywords: public consultation, citizen engagement, barangay governance, consultation scheduling, ai consultant support, community participation, local government system, feedback management

**LOCAL GOVERNMENT UNIT 1: SOLID WASTE MANAGEMENT SYSTEM
(COMPLAINT SUBMISSION, WASTE COLLECTION MANAGEMENT, REPORTING AND
ANALYTICS)**

Benedicto Gacilan Jr, Davejan Quinagon, Nathaniel Alde, Gymcarl Omaguing,
Julius Martin Francisco, Richelyn Villasor

Abstract

Solid waste management remains a growing concern for local government units due to the inefficiencies of traditional multi-channel systems and manual operations. The Solid Waste Management System (SWMS) was developed to address these challenges by providing an integrated digital solution. The system includes modules for complaint submission, waste collection management, reporting, and analytics. It aims to improve responsiveness to community concerns, optimize waste collection routes, and enable data-driven decision-making for sustainable waste management. The system was developed using the Agile Scrum methodology, allowing the project to be divided into manageable phases that focused on specific modules, including complaint management, collection tracking, and analytics. Laravel was used for backend development, Vue.js was implemented for the frontend, and third-party APIs were integrated to provide deeper insights into waste disposal trends and practices. Stakeholder input was incorporated throughout the development to ensure that the system addressed real-world needs. The implementation of the SWMS significantly improved the speed and efficiency of waste collection services and complaint resolution. Residents benefited from a more transparent and accessible reporting system. Data collected from the platform enabled local officials and sanitation teams to better understand community needs and preferences, leading to improved coordination and higher levels of public satisfaction. By integrating complaint submission, waste collection management, and analytics into a unified digital platform, the SWMS offers a modern alternative to outdated waste management methods. The system promotes visibility, accountability, and data-informed planning among local authorities and waste management teams. Its implementation contributes to the creation of cleaner, healthier, and more efficiently managed communities and provides a model for other LGUs aiming to modernize their waste management systems.

Keywords: solid waste management, complaint submission, waste collection, data analytics, local government system, environmental sustainability, agile development, public service digitization

LOCAL GOVERNMENT UNIT 2: PERMIT MANAGEMENT SYSTEM (PERMIT APPLICATION, PERMIT ISSUANCE, AI EMAIL NOTIFICATION SYSTEM, USER AND SECURITY MANAGEMENT

Bensor Bataller, Aaron Jerusalem, Aldrin Suela, Wilfredo Sison Jr,
John Lester Liwag, Jhun Paredes Villalon

Abstract

The Permit Management System (PMS) is a digital platform designed to streamline the application, issuance, and renewal of permits within local government units. This system addresses the inefficiencies of traditional manual methods by centralizing permit-related activities, automating workflows, and enhancing transparency. The PMS minimizes administrative workload, ensures regulatory compliance, and improves operational efficiency for both applicants and regulatory bodies. The inclusion of features such as an AI-driven email notification system and secure user management further supports timely communication and data integrity. The system was developed using the Agile Scrum methodology, allowing for incremental development and continuous feedback. The project followed a series of sprints covering requirements gathering, system design, development, testing, and deployment. Agile Scrum enabled rapid iteration and refinement of system features based on stakeholder input. Key modules developed included permit application, approval tracking, automated notifications, and user and security management. User interface design emphasized simplicity and usability, while backend processes were built for reliability and scalability. The implementation of the Permit Management System led to significant improvements in permit processing. Application and approval procedures became faster and more efficient, supported by automated workflows and real-time tracking. The AI email notification system provided instant updates to users regarding their application status. The system delivered key outputs including a comprehensive requirements document, user-centric interface, automated permit tracking features, testing reports, and training materials for end-users. Compliance and transparency were notably enhanced, contributing to higher stakeholder satisfaction. The digitization of permit processing through the Permit Management System demonstrated clear benefits in terms of speed, accuracy, and accountability. Automating permit workflows reduced redundancy and administrative burden while providing applicants with real-time updates and secure access. The use of Agile Scrum facilitated a flexible and responsive development cycle, ensuring that the system aligned with the evolving needs of both users and administrators. Overall, the PMS represents a scalable and adaptive solution for modernizing local government permitting processes.

Keywords: permit management system, digital governance, application tracking, ai email notifications, agile scrum, workflow automation, user management, local government system

**LOCAL GOVERNMENT UNIT 2: PUBLIC SAFETY INCIDENT REPORTING SYSTEM:
SYSTEMATIC REPORTING, REAL-TIME NOTIFICATION, ANALYTICS,
AND AI-DRIVEN FIRST AID ASSISTANCE**

Joel Sulit III, Iverson Tobias, Jennifer Dionio, Bryan Estrera, John Harold Catoy, Rosauro Villalon Jr.

Abstract

Public safety is a fundamental component of societal stability, yet many local government units continue to rely on outdated and fragmented incident reporting methods. These inefficiencies often result in delayed emergency response and diminished public trust. In response to the need for a more efficient and transparent approach, this study introduces the Public Safety Incident Reporting System digital platform, designed to enhance communication between citizens and authorities, automate incident reporting workflows, and integrate artificial intelligence (AI) for first-aid guidance and data-driven decision-making. The system was developed using modular microservices architecture and built with HTML, CSS, JavaScript, and PHP, employing asynchronous request handling via the Fetch API. Incident reporting includes X and Y coordinate tagging, with future integration of GPS for real-time location mapping. Development followed the Agile Scrum methodology, executed through iterative sprints to incorporate core features such as systematic reporting, real-time notifications, incident validation, analytics dashboards, and AI-powered first-aid assistance. Development tools included Visual Studio Code for coding, GitHub for version control, Postman for API testing, and UptimeRobot for system monitoring. A centralized database was implemented to ensure secure, efficient storage and retrieval of incident data. Initial deployment of the system led to substantial improvements in public safety operations. Incident reporting time was reduced by 60%, and dispatch coordination improved by 40%. The AI-based first-aid module provided real-time guidance to citizens, helping to mitigate injury severity prior to responder arrival. Real-time notifications ensured that reports were routed immediately to the relevant authorities. The inclusion of visual dashboards allowed local government units to monitor trends, prioritize emergencies, and allocate resources effectively. Increased community satisfaction was also observed due to the enhanced speed and accuracy of response. The findings demonstrate the effectiveness of the Public Safety Incident Reporting System in modernizing local emergency response. Key innovations include multimedia reporting for richer incident context and AI-supported first-aid response, which collectively contribute to more responsive and data-informed governance. Planned future enhancements include the integration of predictive analytics using machine learning, expanded GPS functionality, and real-time interoperability with emergency service providers. These improvements aim to further strengthen coordination, safety, and community trust.

Keywords: incident reporting system, public safety, ai first aid, real-time notification, community engagement, analytics dashboard, agile scrum, local governance digitization

**LOCAL GOVERNMENT UNIT 3: ADAPTIVE EMERGENCY COORDINATOR,
E-COMMUNITY SCHOLARSHIP AND EDUCATIONAL OPPORTUNITIES,
CHILD & YOUTH SERVICES CASE USING VIRTUAL - CHAT ASSISTANT**

Jobert Dela Cruz, John Paul Eco, Ruzzel Javate, Elvin John Ubalde,
Marveluz Tanamor, Marifel Laynesa

Abstract

Local Government Unit 3 (LGU 3) has implemented a Virtual Chat Assistant (VCA) to enhance service delivery in three critical areas: adaptive emergency coordination, e-community scholarship and educational opportunities, and child and youth services case management. This initiative aims to digitize public services by providing automated, real-time support to citizens while also improving internal communication and the overall efficiency of LGU operations. The VCA serves as a centralized platform for residents to access essential information and support across multiple service domains. The system was developed using a people-centered approach, involving consultations with LGU officials, IT experts, and community members to determine specific service requirements. The emergency coordination module allows users to report incidents and receive automated guidance during emergencies. The scholarship module automates eligibility verification, application tracking, and status updates, simplifying the process for students, particularly those in remote areas. The child and youth services module enhances communication between social workers and families and improves case tracking. The chatbot, built using natural language processing, was pilot-tested in selected communities and refined based on user feedback. The deployment of the VCA led to measurable improvements in service efficiency. Emergency reports were processed more rapidly, resulting in faster response times. Scholarship applications were handled more conveniently and transparently, especially benefiting students with limited access to government offices. Child and youth service delivery saw improved family engagement and increased case follow-up rates. Users expressed satisfaction with the chatbot's accessibility and ease of use, while LGU staff reported reduced administrative workload and better data organization. The project demonstrates the potential of AI-powered virtual assistants in enhancing local government service delivery. The system provided timely, inclusive, and credible communication, addressing longstanding challenges in administrative coordination and public engagement. For sustained impact, future improvements should prioritize user privacy, system maintenance, and broader implementation across other local government units. This innovation presents a scalable model for digital transformation in community-based public service.

Keywords: virtual chat assistant, emergency coordination, scholarship system, child and youth services, ai in public service, local government innovation, case management, e-governance

**LOCAL GOVERNMENT UNIT 3: BARANGAY MAPPING WITH
INTERACTIVE MODEL USING OPEN STREETMAP**

Charmyn Tolosa, Mary Joyce Bedonia, Kristine Mae Gilla,
Justin Gacho, Karl Christian Panizales, Marifel Laynesa

Abstract

Barangays, the smallest administrative units in the Philippines, often lack accurate, up-to-date maps that are critical for effective governance. This project addresses that gap by developing an interactive barangay mapping system for Local Government Unit 3 (LGU 3), aimed at improving planning, resource allocation, and community engagement. Utilizing Geographic Information System (GIS) technology and open-source tools such as OpenStreetMap, the system promotes data-driven decision-making and participatory governance. The project was developed using the Agile Scrum methodology to ensure continuous iteration and user-centered design. Data was collected through surveys, local government records, and geospatial sources. The system follows a microservices architecture for scalability and modular functionality. Mapping features were implemented using QGIS and OpenStreetMap, allowing real-time interaction, spatial data visualization, and administrative control. DevOps practices and CI/CD pipelines were adopted for efficient deployment and updates. The interactive mapping system enabled barangay officials and residents to access detailed spatial information, including infrastructure, population distribution, and available resources. Users could navigate maps through zooming, layer filtering, and data querying. The system provided better visibility into service delivery gaps, development priorities, and emergency preparedness. Initial stakeholder feedback indicated improved awareness of local issues and stronger community participation in planning activities. The project demonstrated the effectiveness of GIS and open-source mapping tools in enhancing local governance. It improved transparency, planning efficiency, and citizen engagement. However, challenges were noted in data validation, staff training, and long-term system maintenance. Despite these challenges, the system serves as a model for other LGUs seeking to adopt digital governance tools and supports the Sustainable Development Goals (SDGs) related to building sustainable communities and strengthening institutional capacity.

Keywords: barangay mapping, openstreetmap, geographic information system, participatory governance, spatial data, local government, community planning, sustainable development goals

**LOCAL GOVERNMENT UNIT 3: BARANGAY SAFETY AND SECURITY SERVICES
MANAGEMENT SYSTEM WITH SUGGESTIVE AI**

Jhon Christopher Aldea, Laleen Artesano, Airra Hernandez,
Maria Roberto, Carl Angelo Tolentino, Marifel Laynesa

Abstract

Community safety and security are vital to public well-being, yet many barangays face difficulties in managing safety concerns effectively. Delays in complaint handling due to manual, paper-based systems contribute to public dissatisfaction and inefficiency. These outdated processes hinder the tracking of incidents and slow emergency responses due to poor coordination among safety officers. To address these issues, the Barangay Safety and Security Services Management System with Suggestive AI was developed. This online platform automates complaint submission, response tracking, and officer coordination. The integration of suggestive AI enhances the system by categorizing complaints in real time, improving response accuracy and efficiency, and fostering a more responsive safety environment for residents. The project followed the Agile methodology to ensure adaptability, collaboration, and continuous improvement. Development was carried out in iterative sprints, each focused on refining specific modules. Stakeholder interviews and user feedback guided the design of a responsive system tailored to the operational needs of the barangay safety office. The system architecture supports modular feature integration, user-friendly interfaces, and intelligent assistance via suggestive AI to aid in complaint categorization and tracking. The implementation of the system resulted in improved complaint processing times and enhanced accuracy in categorizing resident concerns. Users experienced fewer delays in responses and increased transparency in tracking complaint status. The system also reduced missed appointments and communication gaps between residents and barangay safety personnel. The AI-driven assistance feature streamlined the submission process, making it more accessible and less burdensome for citizens. The Barangay Safety and Security Services Management System with Suggestive AI has demonstrated substantial improvements in local safety service delivery. Automation and AI integration have increased responsiveness, operational efficiency, and citizen engagement. The suggestive AI module played a critical role in simplifying complaint processing and enhancing the user experience. Future system enhancements may include expanding interoperability with other LGU platforms, incorporating advanced data analytics for safety trend analysis, and introducing additional features to strengthen community trust and satisfaction.

Keywords: barangay safety, security services, complaint management, suggestive ai, public safety system, local government, citizen engagement, agile development

**LOCAL GOVERNMENT UNIT 3: BUSINESS REGISTRATION AND RENEWAL SYSTEM
WITH DOCUMENT UPLOAD, APPLICATION TRACKING, EXPORT OPTIONS,
QR CODE FILTERING, AND AI-POWERED EXPIRATION ALERTS &
RENEWAL ANALYTICS**

Edgeniel Buhian, Edyfer Fernandez, Rick Brian Tepase,
John Michael Badilla, Loreminda Sugui, Marifel Laynesa

Abstract

The modernization of local government operations has become increasingly necessary to address the growing demand for efficient, transparent, and accessible public service delivery. This project introduces the Business Registration and Renewal System for Local Government Unit 3 (LGU 3), an online platform designed to digitize and streamline business registration and renewal processes. Key features include document upload, application tracking, export options, QR code filtering, and AI-powered expiration alerts and renewal analytics. The system aims to reduce administrative burden while improving operational accuracy and responsiveness. The system was developed using modular software architecture to ensure scalability and ease of maintenance. It integrates front-end web technologies with a robust back-end framework. Artificial intelligence was utilized to develop predictive models capable of analyzing renewal trends and generating automated expiration notifications. The system also incorporated QR code generation and scanning features for efficient document filtering and verification. Agile methodology guided the development process, allowing for iterative design, testing, and user feedback integration at each stage. The implementation of the system resulted in significant improvements in process efficiency and user satisfaction. Business owners experienced faster registration and renewal procedures, while LGU personnel benefited from reduced paperwork and fewer manual errors. The AI module effectively identified upcoming expirations and prompted timely renewal notifications. Additionally, the QR code feature enabled rapid retrieval and verification of documents, further enhancing workflow speed and accuracy. The project demonstrated the effectiveness of digital transformation in enhancing public service delivery within local government units. By automating filing, tracking, and document processing, the system contributed to reduced administrative workload and improved data management. The integration of AI and automation highlighted the potential for predictive governance and proactive service strategies. Future development may include integration with mobile applications, real-time dashboards, and broader interoperability with other LGU systems to support comprehensive e-governance initiatives.

Keywords: business registration, renewal system, document upload, qr code filtering, expiration alerts, ai analytics, public service automation, local government digitization, predictive governance

**LOCAL GOVERNMENT UNIT 3: DIGITAL BARANGAY OFFICE SCHEDULING SYSTEM
(REAL-TIME AVAILABILITY, RESCHEDULING, REPORTING AND
DEPARTMENT SELECTION WITH AI CHAT ASSISTANCE)**

Ana Rose Abucejo, Julius Vincent Bilangel, Rhea Dantes, Kristine Marbella,
Cassandra Karylle Molina, Marifel Julianda Laynesa

Abstract

This study presents the Digital Barangay Office Scheduling System (DBOSS), a digital platform designed to improve appointment management, real-time availability tracking, rescheduling, reporting, and department selection within Local Government Unit 3 (LGU 3). DBOSS addresses persistent challenges in traditional barangay scheduling systems, including scheduling conflicts, extended waiting periods, and administrative burdens. By integrating AI-powered chat assistance, the system delivers a seamless and user-friendly booking experience. The primary objectives of the study are to enhance operational efficiency, minimize scheduling conflicts, improve service accessibility, and streamline the reporting of barangay services. DBOSS is developed using modular system architecture. The backend utilizes PHP, with MySQL serving as the database management system, while HTML, CSS, and JavaScript power the frontend interface. The microservices architecture ensures efficient communication among essential modules such as appointment scheduling, AI chat support, and service reporting. To ensure the reliability and usability of the system, the researchers conducted unit testing, integration testing, and user acceptance testing (UAT) with both barangay staff and citizens. The system is hosted on the Indevfinite Cloud Infrastructure, providing scalability, secure data handling, and remote access capabilities necessary for effective barangay appointment operations. The findings revealed that DBOSS significantly improved scheduling efficiency by reducing manual scheduling time and eliminating double bookings through real-time availability tracking. The AI-powered chat assistant successfully guided users through the scheduling process without the need for human intervention, thereby increasing accessibility. System performance tests showed quick response times and high reliability, enabling smooth appointment booking and rescheduling. Survey responses from users indicated a preference for DBOSS over traditional scheduling methods due to its convenience and effectiveness. Furthermore, the reporting feature enabled barangay officials to monitor peak service hours, identify trends in service demand, and assess resource requirements for better management decisions. The results suggest that digital transformation in barangay operations, as demonstrated by DBOSS, leads to increased efficiency, reduced administrative workload, and enhanced user satisfaction. Automation of scheduling processes and the integration of AI assistance proved beneficial, especially for individuals with limited digital literacy. However, challenges such as the need for personnel training, internet connectivity issues, and initial resistance from some users were observed. Future system enhancements may include additional AI functionalities, the development of a mobile application, and the integration of predictive analytics. Overall, DBOSS showcases the potential of technology-driven innovations in modernizing local government services.

Keywords: digital scheduling system, barangay services, ai chat assistance, real-time availability, appointment management, local government, system efficiency, reporting tool

**LOCAL GOVERNMENT UNIT 3: PUBLIC FACILITIES RESERVATION SYSTEM
(FACILITY LISTING AND AVAILABILITY, ONLINE RESERVATION MANAGEMENT
WITH INTERACTIVE AI RESERVATION ASSISTANT)**

Harley Tristan Namoro, Cristian Dave Protacio, Angelica Tabado,
Jenny Payumo, John Edmar Lopez, Marifel Julianda Laynesa

Abstract

Digital transformation continues to reshape public service delivery, providing local governments with opportunities to improve efficiency through online solutions. In many barangays, the reservation of public facilities is still managed through manual processes, resulting in inefficiencies, scheduling conflicts, and limited accessibility for residents. These outdated methods not only hinder user experience but also increase administrative workload. To address these challenges, the Public Facilities Reservation System (PFRS) was developed to streamline the reservation process, enhance accessibility, and reduce manual operations. This system enables users to view facility listings, verify real-time availability, and make reservations through a user-friendly platform integrated with an interactive AI reservation assistant. The system was developed using the Agile methodology, which promotes flexibility, iterative development, and continuous feedback. Development was organized into several sprints, each focused on specific system features. Collaborative brainstorming and feedback sessions were conducted regularly to ensure that the evolving design met the needs of the community. This iterative approach allowed the system to remain adaptable and aligned with user expectations throughout its development. The implementation of the PFRS led to a significant improvement in the efficiency of public facility reservations in the participating barangays. The system automated routine tasks, minimized scheduling conflicts, and increased transparency in the reservation process. Residents reported greater convenience and ease of use, while barangay officials experienced a reduction in administrative responsibilities. The integration of the AI assistant also enhanced user interaction, particularly benefiting those with limited experience in digital systems. The development and adoption of the PFRS underscore the growing importance of digital technologies in delivering responsive and citizen-centered public services. By integrating facility listing, real-time availability, online booking, and AI assistance into one platform, the system empowers local governments to manage public resources more effectively. This project serves as a model for future initiatives aimed at promoting accessible, efficient, and technology-driven governance at the barangay level.

Keywords: public facility reservation, barangay management system, ai assistant, online booking, digital governance, agile development, real-time availability, local government services

**LOCAL GOVERNMENT UNIT 3: PUBLIC HEALTHCARE STOCK MANAGEMENT
SYSTEM WITH FORECASTING ANALYTICS USING AI DRIVEN TREND ANALYSIS
AND INSIGHTS**

Matt Franky Boneo, John Ivan Doyola, Jomarie Gersalia, Carl Christian Mercado,
Jeward Tañada, Marifel Julianda Laynesa

Abstract

This study presents the Public Healthcare Stock Management System with Forecasting Analytics using AI-Driven Trend Analysis and Insights, which addresses the recurring issue of supply mismatch in public healthcare stock facilities. The mismatch often results from continued reliance on manual and semi-automated inventory recording and monitoring methods. The proposed system serves as a centralized inventory hub for various public healthcare units, aiming to ensure efficient distribution and timely replenishment of medical supplies through an integrated request and tracking mechanism. The study employs the Agile Scrum methodology, which promotes iterative development and continuous user feedback. Development was carried out in sprint cycles, allowing incremental improvements and timely adjustments to system design. This approach ensured that the final system was user-friendly, robust, scalable, and capable of delivering practical forecasting analytics for informed inventory control. Moreover, the system was designed to integrate with external platforms used for stock requests and consumption, enabling seamless data exchange and enhancing overall visibility in inventory flow. The system implementation significantly reduced delays in stock requests and improved inventory tracking accuracy. The AI-driven forecasting component accurately predicted future demand based on historical data, allowing for proactive stock planning and minimizing the risk of shortages. The system's integrated design also enabled multiple healthcare units to coordinate stock requests more efficiently, reducing redundancy and miscommunication. The findings demonstrate the positive impact of intelligent stock management systems supported by agile development practices on public healthcare efficiency. By resolving supply mismatches and improving supply chain responsiveness, the system contributes to enhanced service delivery and a reduced risk of medical supply shortages. Future improvements may include expanding the forecasting model and incorporating real-time health indicators to further strengthen data-driven decision-making.

Keywords: ai-driven forecasting, public healthcare, stock management, inventory system, agile scrum, supply chain efficiency, inventory tracking, medical supply planning

**LOCAL GOVERNMENT UNIT 4: A WEB-BASED BARANGAY CLEARANCE AND
CERTIFICATE MANAGEMENT SYSTEM (CLEARANCE ISSUANCE, CERTIFICATE
MANAGEMENT, STATUS AND REPORTING AND AI RESIDENT
VERIFICATION USING GOOGLE CLOUD VISION)**

Loren Sotto, Andrei Joseph Abesamis, John Joshua Recto, Russel Adrian Rubante,
Jhanile Ann Ygot II, Marifel Julianda Laynesa

Abstract

The Barangay Old Capitol Site previously relied on a manual, paper-based system for processing barangay clearances and certificates. This traditional method resulted in long waiting times, disorganized documentation, and increased risks of identity-related errors. These inefficiencies caused frustration among residents and posed significant challenges for barangay personnel in managing records securely. To address these issues, the Barangay Clearance and Certificate Management System (BCACMS) was developed. This web-based platform streamlines document processing and integrates Google Cloud Vision for AI-powered identity verification, improving security and reliability. The BCACMS was developed using a microservices architecture, enabling modular and scalable system design. Its primary components include clearance issuance, certificate management, status tracking and reporting, and AI-based resident verification. The Google Cloud Vision API was integrated to scan and validate ID documents submitted by residents, enhancing the verification process. Residents submit online requests, while barangay staff manage approvals and notifications via an administrative dashboard. System development was iterative, incorporating continuous feedback from both residents and personnel. Manual testing and live simulations were conducted to ensure functionality and system security. The implementation of BCACMS effectively replaced the traditional paper-based system with a more efficient, user-friendly online solution. Residents were able to apply for, renew, and monitor the status of their documents digitally. Barangay officials gained access to dashboards for managing applications and generating reports. The integration of AI verification significantly reduced identity-related errors and ensured that only verified individuals were issued documents. Initial user feedback highlighted improved processing time, higher accuracy, and increased satisfaction. The BCACMS offers a digital alternative to the manual procedures previously used in barangay clearance and certificate processing. By providing an accessible and secure platform for both residents and staff, the system enhances transparency and operational efficiency. Challenges such as data migration and user adaptation were addressed through phased implementation and targeted training. This project underscores the potential of digital tools in transforming local government services and improving public service delivery at the barangay level.

Keywords: barangay clearance, certificate management, ai verification, google cloud vision, public service digitalization, microservices architecture, web-based system, local government

LOCAL GOVERNMENT UNIT 4: A WEB-BASED BARANGAY DISASTER RELIEF SERVICE (DONATION MANAGEMENT, VOLUNTEER REGISTRATION, RELIEF INVENTORY, DISASTER REPORT, BARANGAY ANNOUNCEMENT AND COMMUNITY FEEDBACK, RELIEF REQUEST AND TRACKING WITH GIS MAPPING)

Ma Christina Baylon, Jimbo Cruz, Arvin Dionson, Ash Inocencio, Marifel Julianda Laynesa

Abstract

The Barangay Disaster Relief Service (DRS) is a localized system developed to enhance the management and delivery of aid to communities affected by natural or man-made disasters at the barangay level. During such emergencies, local government units (LGUs) often encounter challenges related to coordination, resource allocation, and timely response. Traditional paper-based systems contribute to delays, inefficiencies, and issues of transparency. To address these problems, Local Government Unit 4 implemented a web-based disaster relief service designed to automate disaster response through integrated modules including Donation Management, Volunteer Registration, Relief Inventory, Disaster Reporting, Barangay Announcements, Community Feedback, and Relief Request and Tracking with GIS Mapping. The system was developed using the LAMP stack (Linux, Apache, MySQL, PHP) and followed an Agile methodology through iterative sprints. Each module was built and tested independently to ensure optimal functionality and user experience. Key features emphasized real-time data accessibility, digital form submissions, and visual representation of relief activity through GIS mapping tools. Continuous feedback from residents and barangay officials guided system refinement and ensured its alignment with community needs. The implementation of the DRS system improved the efficiency of disaster relief operations in the barangay. The Donation Management and Relief Inventory modules facilitated real-time tracking and distribution of resources. Volunteer Registration streamlined the mobilization of responders during emergencies. GIS-based mapping enabled residents and officials to visualize disaster locations and relief activities. Furthermore, the Announcement and Community Feedback modules enhanced communication between barangay officials and constituents, promoting transparency and responsiveness. The DRS system demonstrated how digital technology can strengthen disaster preparedness and response at the grassroots level. By addressing issues such as data inaccuracies, slow response times, and limited community engagement, the system promoted accountability and informed decision-making. The integration of GIS mapping and community feedback features further empowered both officials and residents. While challenges such as internet connectivity and digital literacy were observed, these were mitigated through user training and system optimization. This project illustrates the transformative role of digital platforms in modernizing local disaster management.

Keywords: disaster relief system, barangay disaster response, donation management, volunteer registration, gis mapping, community feedback, web-based platform, local government automation

LOCAL GOVERNMENT UNIT 4: BARANGAY CRIME DATA ANALYTICS AND REPORTING (REAL-TIME ANALYTICS MANAGEMENT, DATA INTEGRATION FROM MULTIPLE SOURCES AND CRIME MAPPING MANAGEMENT AND VISUALIZATION USING ARCGIS)

Kyle Jastine Arroyo, Edward Bare, Joshua Rabac, Franch Patrick Villarante,
Akira Franse Ybañez, Marifel Julianda Laynesa

Abstract

The Barangay Crime Data Analytics and Reporting (CDAR) system is a digital platform designed to improve crime monitoring and response at the barangay level. It integrates real-time analytics, multi-source data collection, and geospatial crime mapping through ArcGIS to support informed decision-making among local officials. The system consolidates information from barangay personnel and community reports into a centralized dashboard. Key features include predictive analytics, crime visualization, and automated notifications that enhance the timeliness and effectiveness of local interventions. Scalable, secure, and user-friendly, CDAR aims to replace fragmented manual processes with a unified, data-driven solution for barangay crime prevention and governance. The system was developed using the Agile Scrum methodology, which emphasizes iterative progress and ongoing user feedback. Development was organized into sprint cycles, each targeting critical features such as real-time dashboards and ArcGIS integration. Daily coordination supported cross-functional collaboration, while periodic reviews enabled barangay stakeholders to test, evaluate, and refine system components. This approach ensured that the resulting platform addressed the specific needs of the community and remained both practical and adaptive. CDAR facilitated real-time crime tracking and successfully merged data from various sources into a unified view of local crime activity. The use of ArcGIS allowed barangay officials to visualize hotspots and analyze spatial crime trends. Residents were able to report incidents anonymously, access simplified dashboards, and receive timely alerts. The system also complied with data privacy regulations and was accessible via both web and mobile platforms. The implementation of CDAR addressed longstanding challenges in barangay-level crime management, particularly delayed reporting and fragmented data access. Its real-time analytics and geospatial capabilities empowered local leaders to make faster, evidence-based decisions. The Agile Scrum approach supported continuous user engagement and technical flexibility, resulting in a system that is both community-centered and operationally effective. Overall, CDAR promotes transparency, public participation, and proactive governance, contributing to safer and more responsive barangays.

Keywords: crime data analytics, real-time reporting, barangay governance, arcgis, geospatial mapping, agile scrum, predictive analytics, community engagement, public safety, data integration

**LOCAL GOVERNMENT UNIT 4: BARANGAY FOOD MARKET SAFETY MANAGEMENT
SYSTEM (SAFETY MONITORING, CONCERNS REPORTING WITH AI INSIGHTS)**

Ralph Christian Abina, Jonard Cabildo, Joemel Junio, John Cedric Magsadia,
Nicole Dave Ramos, Marifel Laynesa

Abstract

As urban food markets continue to expand, ensuring food safety and sanitation has become increasingly important. Traditional methods of market monitoring often lack efficiency and transparency. The Barangay Food Market Safety Management System (BFMS) aims to improve barangay-level monitoring through real-time concern reporting, systematic tracking of safety operations, and the use of AI-powered insights via an interactive dashboard. This system promotes community participation and supports responsive, transparent, and sustainable food market governance. The BFMS was developed through structured phases. In the Concept Phase, the project's purpose, scope, and key features were defined. The team was then formed, and members were assigned specific roles. The Development Phase focused on building the system and conducting testing to ensure functionality and eliminate bugs. Finally, in the Release Phase, the system was launched and made accessible for public use. Ongoing support was maintained to address technical concerns and ensure the system's effectiveness in real-world conditions. The implementation of BFMS resulted in several positive outcomes. It enhanced barangay responsiveness by enabling real-time concern reporting, improved transparency through documented resolutions, and delivered data-driven insights via the dashboard. The safety monitoring feature effectively tracked clearing operations and supported enforcement of local ordinances. The system also increased resident participation and automated routine processes, contributing to sustainable food market governance. The BFMS strengthened local governance by promoting transparency, accountability, and responsiveness in market safety management. The public concern reporting feature fostered citizen engagement, while the safety monitoring module ensured the systematic tracking of market-related operations. Through AI-powered analytics, the interactive dashboard allowed barangays to identify violations and prioritize interventions. The automation of administrative tasks further supported long-term sustainability and empowered both officials and citizens in maintaining public health and safety standards.

Keywords: food market safety, real-time monitoring, community reporting, ai insights, dashboard analytics, barangay governance, public health, automation, transparency, ordinance compliance

**LOCAL GOVERNMENT UNIT 4: CHILD DEVELOPMENT CENTER MANAGEMENT
SYSTEM: GUARDIAN PORTAL, CHILD MANAGEMENT
WITH AI-RECOMMENDATION TOOLS**

Tiffany Shane Balase, Joshua Raphael Igaya, Richard Masculino, John Ryan Christian Ocampo,
Freddielyn Villagracia, Marifel Laynesa

Abstract

In recent years, child development centers (CDCs) have experienced growing administrative demands that often divert educators from their core responsibility of teaching. Manual tasks such as attendance tracking, enrollment processing, and record-keeping are prone to inefficiencies and errors. This study aims to address these challenges through the development of the Child Development Center Management System (CDCMS), a web-based platform designed to automate and streamline essential administrative processes in CDCs. The project adopted the Agile Scrum methodology due to its flexibility and adaptability to change. Work was organized into short iterations, or sprints, allowing for continuous development and delivery of functional components. This iterative process enabled the development team to incorporate user feedback and adjust to evolving requirements, ensuring the final system was responsive to the practical needs of CDC operations. The implementation of the CDCMS addressed key administrative issues identified during the project's initial phase. The resulting system provided a fully operational, web-based platform that enhanced the efficiency of child development centers. The Child Development Center Management System (CDCMS) proved to be a valuable technological solution in managing early childhood education centers. It successfully mitigated the limitations of traditional paper-based and semi-digital systems, which often involved time-consuming processes, data inaccuracies, and lack of transparency.

Keywords: child development center, administrative automation, web-based system, ai recommendations, agile scrum, guardian portal, attendance tracking, record management, early childhood education, system efficiency

**LOCAL GOVERNMENT UNIT 4: CHILDREN AND YOUTH MANAGEMENT SYSTEM
WITH AI-DRIVEN EVENT RECOMMENDATION**

Sofia Anna Dacara, Rovick Bench Cruz, Eli Boy Herrera, Jasmine Rosales,
Daisy Reales, Marifel Julianda Laynesa

Abstract

Children and youth represent one of the most vulnerable sectors of society, often facing abuse, disconnection from their communities, and poverty, factors that significantly affect their emotional and social development. At this critical stage, both positive and negative experiences play a formative role in shaping their futures. Many rely on community programs and social services for support. This study examines how Artificial Intelligence (AI) can be utilized to enhance support for children and youth, particularly those in residential care, by providing personalized interventions aimed at reducing behavioral issues and improving their overall well-being. The study centers on the Character-Building Program initiated by a local government unit as a response to these challenges. The project used the Agile Scrum methodology to allow for flexible and iterative system development. The team, composed of developers, social workers, and project managers, worked in 2–4 week sprints to build an AI-powered management system. Data were collected from caregivers, Sangguniang Kabataan members, behavioral assessments, and environmental factors to generate individual profiles for each child or youth. Machine learning algorithms processed this data to recommend personalized events and interventions. Each sprint focused on key system components such as data integration, algorithm accuracy, and user interface design. Continuous feedback through regular reviews ensured the system adapted to the dynamic needs of children in care. The implementation of the AI-driven system resulted in notable improvements in the management and support of vulnerable children and youth. Social workers and caregivers reported a reduction in behavioral concerns and increased participation in community programs. Personalized recommendations enabled better matching of children to therapeutic activities and events, leading to improved developmental outcomes. Additionally, the system enhanced resource allocation by identifying interventions with the highest impact. Users noted that the AI-generated insights supported informed decision-making and elevated the quality of care. The findings highlight the potential of AI in providing data-driven, personalized support for children and youth in care. The system improved engagement, reduced behavioral issues, and optimized program delivery. However, its effectiveness depended heavily on the accuracy and completeness of input data. While AI can augment support services, it cannot replace the critical human relationships that are essential to child development. Sustained collaboration between developers, caregivers, and community stakeholders remains key to the system's long-term success. AI should serve as a support tool that enhances, rather than replaces, human-centered care.

Keywords: children and youth, ai recommendation, vulnerable populations, residential care, behavior intervention, agile scrum, social services, community engagement, data-driven support, personalized programs

**LOCAL GOVERNMENT UNIT 4: EVENT MANAGEMENT AND COMMUNITY
ENGAGEMENT SYSTEM (OPTIMIZED PLANNING, EXECUTION, CITIZEN
PARTICIPATION WITH AI SCHEDULE ASSISTANT)**

Sean Mirco Cati-an, Christian Allen Cabalquinto, Vellie Marie Calaylay,
John Marc Demerin, John Philip Par, Marifel Laynesa

Abstract

Technological advancement and digital transformation across government and private sectors have underscored the importance of effective event management and active citizen participation as key components of societal progress. Manual event planning continues to pose challenges, including delayed schedules, inefficient coordination, and lack of timely information, all of which hinder community involvement. This study proposes the development of a smart, responsive Event Management and Community Engagement System to address these inefficiencies and promote broader civic engagement through digital innovation. The system was developed using an Agile approach to support iterative progress and user-centered design. Core modules included tools for event planning, task assignment, resource tracking, and venue management. Additional features for community engagement, such as polls, feedback forms, and real-time chat channels, were integrated to ensure citizen participation. Data collected from user interactions were processed using machine learning algorithms to improve future event planning. The system was deployed in a cloud-based environment and optimized for mobile use to ensure accessibility and usability for a wide range of end-users. The implementation of the Event Management and Community Engagement System significantly improved event coordination at the barangay level. The AI Schedule Assistant optimized timelines and resource allocation, ensuring smoother planning and execution. Community members received timely notifications and participated through interactive tools such as polls and feedback forms, which increased transparency and engagement. The system's dashboard and modeling features also enabled organizers to evaluate events from planning to post-event analysis, offering actionable insights for continuous improvement. The findings highlight the system's role in enhancing community event management through real-time data analytics, risk management, and cost optimization. The integration of AI and real-time analytics introduced a data-driven approach that supported strategic planning and operational efficiency. In data-intensive and dynamic local environments, such technology provided a competitive edge by fostering sustained community involvement and value-driven governance. The system demonstrates how analytics-enabled platforms can serve as a foundation for scalable, transparent, and participatory local government operations.

Keywords: event management system, community engagement, ai schedule assistant, real-time analytics, agile development, feedback tools, civic participation, resource optimization, dashboard insights, local governance

LOCAL GOVERNMENT UNIT 4: OFFICE OF THE SENIOR CITIZEN HEALTH AND WELLNESS MANAGEMENT, PERSONAL CARE MANAGEMENT, CAREGIVER MANAGEMENT WITH FAMILY COMMUNICATION PORTAL, AUTOMATED NOTIFICATIONS AND IOT INTEGRATION SYSTEM

Chris David Pee, Karl Cedrick Adriatico, Benedict Balce, Billy Calatrava Jr,
Rose Ann Olarte, Marifel Julianda Laynesa

Abstract

Advancements in healthcare technology and digital systems underscore the growing need for effective and responsive senior citizen care in local government units. Traditional methods of managing elderly health, personal care, and caregiver coordination often result in delayed responses, miscommunication, and limited family involvement, factors that diminish the quality of care. This study introduces a system that leverages automated notifications, IoT technology, and real-time communication tools to support a more holistic, efficient, and community-based approach to elderly wellness management. The project adopted Agile Scrum methodology to guide the iterative development of a web-based platform focused on personal care management, caregiver coordination, and health monitoring. Key system features include real-time vital sign tracking through IoT devices, automated alerts, a secure family communication portal, and role-based access for authorized barangay health personnel. Regular sprint cycles and feedback sessions ensured alignment with end-user needs and community health objectives. The development of the Senior Citizen Health and Wellness Management System has significantly improved elderly care operations at the barangay level. The system introduced modules for senior registration, caregiver task scheduling, health monitoring through IoT integration, and family communication. Barangay health workers were able to retrieve and update records more efficiently, while caregivers received timely notifications regarding the condition and needs of their assigned seniors. The platform is currently in active use and continues to be refined for broader implementation. The integration of health monitoring, personal care management, caregiver coordination, and family communication augmented by IoT and automation resulted in a digitally driven model that enhances senior citizen care. The system improved service delivery, real-time communication, and engagement from both healthcare workers and family members. Although the implementation was localized, the system demonstrates potential for adoption across other regions. It offers local government units a scalable and practical solution for modernizing senior care services and fostering inclusive, technology-enabled wellness programs for the elderly.

Keywords: senior citizen care, health monitoring, personal care management, caregiver coordination, iot integration, family communication, automated notifications, agile scrum, barangay health services, digital health system

LOCAL GOVERNMENT UNIT 4: BARANGAY PET REGISTRATION FOR ANIMAL WELFARE AND PROTECTION SYSTEM (PET PROFILING, ANIMAL ADOPTION PORTAL, ANIMAL CRUELTY REPORTING, IOT BASED QR-GENERATED TAG, ANIMAL IMAGE RECOGNITION)

Mark Dominique Baril, Russel Derramas, Wendhil Himarangan, Ismael Nick Longcop,
Ace Felixerp Manganaan, Marifel Laynesa

Abstract

The growing number of animal welfare concerns in local communities highlights the urgent need for an integrated digital solution that promotes responsible pet ownership. Incidents of animal abuse, neglect, and the increasing population of stray or lost animals underscore the necessity for a centralized system. This study introduces the Barangay Pet Registration for Animal Welfare and Protection System, a digital platform designed to address these issues through pet profiling, adoption facilitation, animal cruelty reporting, and smart identification technologies. The system was developed using the Agile Scrum methodology, applying an iterative approach divided into multiple phases. During the Planning Phase, the team identified core system requirements and prioritized community-specific needs. The Design Phase focused on creating intuitive and user-friendly interfaces for ease of access. The Testing Phase involved functionality checks, bug resolution, and revisions based on initial user feedback. Finally, the Evaluation Phase included system deployment, performance assessment, and collection of feedback from barangay officials and target users for future refinement. Post-deployment evaluations by barangay officials confirmed the system's potential for improving animal welfare efforts. The platform fostered community collaboration and helped reduce incidents of animal abuse and neglect. It also supported efficient tracking and recovery of lost pets, encouraging responsible pet ownership. The AI-powered image recognition feature successfully identified common pet breeds with an average confidence rate exceeding 85%. However, the system showed lower accuracy when recognizing native mixed breeds such as Aspins, indicating the need for further dataset expansion. The integration of pet profiling, IoT-enabled tagging, image recognition, and reporting features significantly enhanced the barangay's capacity to manage animal welfare. While certain limitations exist particularly in recognizing mixed breeds, the system remains scalable and impactful. It serves as a foundational model for promoting responsible pet ownership, reducing abuse cases, and empowering communities to actively participate in protecting animal rights.

Keywords: animal welfare, pet registration, responsible pet ownership, ai image recognition, iot tagging, animal adoption, community reporting, agile scrum, barangay system, stray animal management

**LOCAL GOVERNMENT UNIT: COMPLIANCE AND REGULATORY MANAGEMENT
SYSTEM (SELF-ENROLL COURSES, POINTS-BASED SYSTEM, COMPLIANCE
MONITORING) WITH AI GAMIFIED EVALUATION SYSTEM**

Ercylie Cordero, Lemuel James Leonora, Joshua Nazareno,
Eugene Aureus, Marifel Julianda Laynesa

Abstract

The increasing complexity of compliance and regulatory requirements within local government units (LGUs) highlights the need for innovative and efficient systems to streamline processes and improve engagement. This study introduces the LGU Compliance and Regulatory Management System, a digital platform that integrates self-enrollment courses, a points-based progression system, and comprehensive compliance monitoring. To further enhance participation and learning outcomes, the system incorporates an AI-driven gamified evaluation framework that encourages continuous learning and active compliance among users. The system was developed using a modular architecture that combines intuitive front-end design with a robust back-end infrastructure. The AI component was designed to deliver adaptive learning paths and gamified features that personalize the user experience and boost motivation. An Agile development methodology guided the process, enabling iterative improvements based on consistent feedback from end-users. This approach ensured that system functionalities evolved in alignment with the needs of LGU personnel and stakeholders. System implementation and testing revealed notable improvements in both compliance tracking and user engagement. Participants responded positively to the self-enrollment courses, citing clarity and accessibility as key strengths. The points-based structure provided a clear roadmap for users to achieve compliance goals. The AI-enhanced gamification features successfully motivated users to complete training modules, leading to higher completion rates and more proactive participation. LGU staff also benefited from streamlined monitoring tools, reducing administrative burden and enabling a focus on strategic compliance oversight. The project demonstrates how digital transformation, through the integration of AI and gamification, can improve compliance and regulatory management within local government units. By fostering engagement and reducing inefficiencies, the system contributes to a more informed and compliant workforce. Future developments may include mobile app integration and the addition of real-time analytics dashboards to further support monitoring and decision-making. Overall, the system offers a scalable and adaptable solution for modern governance and public sector learning.

Keywords: compliance monitoring, regulatory management, ai gamification, self-enroll courses, points-based system, adaptive learning, local government, digital transformation, agile development, public sector innovation

**LOCAL GOVERNMENT UNIT: E-LOCAL CIVIL REGISTRAR SYSTEM: REAL-TIME
REGISTRATION, VERIFICATION, AND ISSUANCE OF CERTIFICATES
(AUTOMATED CERTIFICATE AND VOICE-ACTIVATED CONTROLS)**

Angelo Vitug, Cristine Joy Aggalut, Jorenz Danzel Allacaden,
Arnel Dela Peña, Lando Sanchez, Rosauro Villalon

Abstract

As public service increasingly shifts toward digital transformation, the demand for efficient and accessible systems has grown significantly. Civil registration, which documents vital events such as birth, marriage, and death, plays a fundamental role in upholding individual rights and identity. However, many local civil registrar offices still rely on manual processes that lead to inefficiencies, delays, and data entry errors. This study introduces the E-Local Civil Registrar System (E-LCRS), a digital platform designed to enhance registration services through real-time data processing, automated certificate generation, and voice-activated controls. The system integrates various technological innovations to improve civil registry functions. Real-time registration allows immediate entry of birth, marriage, and death records by linking healthcare facilities, solemnizing officers, and local government units. The verification process utilizes digital databases with cross-referencing capabilities to ensure accuracy. An automated issuance feature generates authenticated certificates embedded with security measures, reducing manual labor and processing time. Additionally, voice-activated controls were implemented to improve accessibility, enabling system navigation and certificate formatting through spoken commands, benefiting users with physical or cognitive impairments. The implementation of E-LCRS led to significant improvements in the efficiency, accuracy, and accessibility of civil registration services. Users reported high levels of satisfaction, particularly with the voice-activated features that supported individuals of varying age groups and physical abilities. Local government personnel observed reduced workloads and minimized paperwork, which allowed them to focus more on client service rather than manual data handling. The adoption of the E-Local Civil Registrar System marks a substantial leap in the automation of vital records management. The system successfully streamlined the registration and issuance of civil documents, addressing key inefficiencies in traditional processes. Through digital transformation, E-LCRS has laid the groundwork for a more responsive, inclusive, and data-secure approach to civil registry operations in local government units.

Keywords: civil registration, real-time processing, automated certificate, voice-activated controls, e-government, digital transformation, public service efficiency, accessibility, data accuracy, local governance

**LOCAL GOVERNMENT UNIT: EDUCATION AND SCHOLARSHIP MANAGEMENT
SYSTEM WITH AUTOMATED APPLICATION SCREENING AND FRAUD DETECTION**

Jefferson Delaminez, Jesrael Astorga, Angelico Antonio, John Carlo Baluyo,
Genecris Caballero, Rosauro Villalon Jr.

Abstract

The Education and Scholarship Management System (ESMS) for Local Government Units is a digital platform developed to address the inefficiencies of traditional, manual scholarship application processes. The system enhances transparency, prevents fraud, and increases accessibility for applicants. This initiative reflects the government's objective of promoting equitable access to education by streamlining educational funding for deserving students. ESMS aims to improve operational efficiency, reduce administrative burdens, optimize resource allocation, and enable effective management of scholarship programs. To meet its objectives, the ESMS incorporates a secure online application portal, an automated assessment tool, and a fraud detection mechanism. These components work together to ensure a fair, transparent, and accountable scholarship selection process. The system uses cloud computing for secure data storage, reducing the risk of data loss and ensuring data protection. Additionally, data modeling and analytics are employed to support evidence-based decision-making and policy formulation, with automated reporting tools that aid in monitoring and evaluation. The implementation of ESMS allowed for more efficient management and real-time tracking of scholarship applications. The system reduced manual workload and enhanced the reliability of applicant selection. Applicants benefited from improved transparency and engagement by being able to monitor their application status online. As a result, access to educational support was facilitated, helping more students progress in their academic pursuits. The Education and Scholarship Management System significantly transformed the scholarship application and administration process within local government units. By automating application screening, evaluation, and fraud detection, the system improved transparency, accountability, and accessibility. The integration of cloud storage, analytics, and real-time tracking provided a data-driven foundation for more informed decisions and equitable scholarship distribution. ESMS offers a scalable solution for efficient educational funding management and aligns with broader goals of inclusive and effective governance in the education sector.

Keywords: scholarship management, automated screening, fraud detection, education access, online application portal, data analytics, cloud computing, local government, transparency, equity in education

**LOCAL GOVERNMENT UNITS 3: BARANGAY DEVELOPMENT MANAGEMENT
SYSTEM FOR ZONING AND PERMIT PROCESSING WITH AI-DRIVEN DECISION
SUPPORT TOOLS**

Dexter Lucero, Jhon Anthony Bagaforo, John Lloyd Jampolina,
Robinson Lacdang, James Sean Mayores, Marifel Laynesa

Abstract

Barangays serve as the foundational administrative units in the Philippines, responsible for public service delivery, regulatory enforcement, and land-use management through zoning and permit processing. However, many barangays continue to rely on manual workflows, which often result in inefficiencies such as misplaced documents, delayed processing times, and a lack of transparency. These issues are exacerbated in rapidly urbanizing areas where demand for zoning and permit approvals is rising. This study presents the Barangay Development Management System (BDMS), a digital platform designed to modernize and streamline these essential processes. The BDMS was developed using the Agile Scrum methodology, enabling iterative development and continuous feedback. Core technologies used include PHP, HTML, CSS, JavaScript, and MySQL, with Visual Studio Code as the main development environment. The system integrates various modules for zoning applications and permit processing, along with a basic AI-driven decision support tool that provides data-informed suggestions to assist barangay officials. Before deployment, user acceptance testing was planned to validate system functionality and usability. The BDMS successfully digitized key administrative functions, enhancing the efficiency of zoning and permit workflows. The system facilitated faster processing of applications, improved document and user record management, and ensured stable performance under multi-user conditions. The inclusion of an AI-driven tool supported more informed decision-making. Barangay officials reported improved service delivery, better internal coordination, and enhanced transparency in local governance operations. The system demonstrated strong potential in addressing the inefficiencies of manual zoning and permit processing within barangay operations. Its responsive administrative dashboard and automated reporting capabilities contributed to more effective decision-making and reduced administrative workload. While the system performed reliably, ongoing refinements are recommended to accommodate increasing data volumes and evolving user needs. The BDMS offers a scalable and practical solution for modernizing barangay governance through digital transformation.

Keywords: barangay management, zoning system, permit processing, ai decision support, digital governance, agile scrum, local government, workflow automation, public service efficiency, urban planning

**MANUFACTURING MANAGEMENT SYSTEM: ADMINISTRATIVE, AUTOMATED
QUALITY CONTROL AND INTEGRATED COMMUNICATION TOOLS**

Chriselda Dalanan, Joshua Andrei Redondo, Kent Russel Olanda,
Rennix Alonzo, Abdulwahid Abdul, Rommel Constantino

Abstract

The manufacturing industry continues to face challenges in managing administrative tasks, maintaining consistent quality control, and ensuring clear interdepartmental communication. This study introduces the Manufacturing Management System, a comprehensive platform developed using the MERN stack, designed to streamline administrative processes, automate quality assurance, and enhance internal collaboration. The system aims to improve operational efficiency, ensure data accuracy, and support real-time decision-making within manufacturing enterprises. The development of the Manufacturing Management System followed the Agile Scrum methodology, which enabled a flexible, iterative, and user-centered approach. The project was divided into multiple sprints, each dedicated to the design, implementation, and testing of specific system functionalities. Regular sprint planning sessions, daily stand-up meetings, and sprint reviews facilitated ongoing collaboration between the development team and stakeholders, allowing for continuous feedback and system refinement. The system was structured into modular components to support incremental delivery. These modules included Account Management, which handled user registration, authentication, and role-based access; Document Management, which allowed for the uploading, storing, and retrieval of essential records; Legal Management, which managed compliance documentation and internal audit tracking; and Initiating Workflow, which automated internal processes such as approvals and task routing. The system's implementation resulted in significant improvements in operational workflows. Automated quality control reduced manual inspection time by 40%, while centralized documentation and task routing minimized redundancy. User testing revealed high satisfaction levels among administrative personnel and improved coordination between departments. Real-time data visibility and integrated communication tools contributed to more efficient decision-making and overall system usability. The study demonstrates that an integrated management platform tailored for manufacturing operations can enhance productivity, ensure compliance, and improve administrative oversight. Future developments may include integration with machine-generated data and mobile compatibility to support real-time monitoring and greater flexibility. These enhancements are expected to further optimize manufacturing operations and promote data-driven management.

Keywords: manufacturing management system, quality control automation, administrative efficiency, agile scrum, mern stack, workflow automation, document management, role-based access, internal communication, real-time data

**MANUFACTURING MANAGEMENT SYSTEM: CORE 2: (PRODUCT EXECUTION AND
AUDIT MANAGEMENT) WITH PREDICTIVE ANALYTICS USING TENSORFLOW**

Harp Clarence Navarro, Eris Hally Pena, Jayrome Unay, John Andrei Lanuza,
Jesson Bardon, Rommel Constantino

Abstract

As the manufacturing industry continues to evolve, companies face increased pressure to ensure product quality, maintain operational transparency, and minimize production downtime. Traditional systems often operate reactively, resulting in inefficiencies and delayed responses. This study introduces CORE 2, a Manufacturing Management System that enhances product execution and audit management through predictive analytics powered by TensorFlow. CORE 2 is designed to deliver real-time data visibility, proactive monitoring, and audit readiness, enabling improved decision-making and quality assurance. By utilizing AI-driven predictions, the system identifies potential issues before they escalate, optimizing workflow efficiency and regulatory compliance. CORE 2 was developed using the MERN stack, MongoDB, Express.js, React.js, and Node.js, offering responsive and scalable architecture. Predictive models were built using TensorFlow to analyze patterns in production metrics, audit logs, and performance data. These models detect risks such as production delays, quality defects, and audit inconsistencies. The Agile Scrum methodology guided the development, promoting iterative improvements through continuous feedback. The system includes modular components such as Production Tracking, Quality Control, Customer Order Information, Audit Planning, and Corrective Action Management, each deployed as a microservice. Real-time dashboards were implemented to provide intuitive insights and visualization. The integration of TensorFlow-based predictive analytics significantly improved manufacturing performance. CORE 2 enabled a proactive approach to risk detection, helping to prevent disruptions before they occur. In audit functions, the system enhanced traceability and readiness by automating documentation and scheduling. Results also showed improved alignment with compliance requirements and more efficient corrective action management. For long-term success, the models require standardized data input and continuous training, supported by effective data governance practices. CORE 2 demonstrates that predictive analytics can shift manufacturing systems from reactive to proactive management. By leveraging AI to anticipate operational risks and audit concerns, the system enhances both quality control and compliance readiness. Future enhancements may include real-time IoT integration and expansion into other production domains. The study affirms that integrating predictive intelligence into manufacturing systems supports the transition to smarter, data-driven operations and fosters sustainable performance improvements.

Keywords: predictive analytics, tensorflow, product execution, audit management, manufacturing system, mern stack, quality control, compliance, real-time monitoring, data-driven operations

**MANUFACTURING MANAGEMENT SYSTEM: FINANCIAL MANAGEMENT SYSTEM
(FINANCIAL SECURITY, ADAPTIVE OPTIMIZATION AND ANOMALY
DETECTION USING MACHINE LEARNING AI)**

Raffy Uanan, Alvin Montemor, Mark Masangya, Angelo Oquiniano,
Jonesben Fanoga, Rommel Constantino

Abstract

JJM Soap and Detergents Manufacturing faced persistent challenges in manual financial practices, including inefficiencies, data inconsistencies, and lack of real-time visibility. To address these concerns, this study developed a cloud-based Financial Management System (FMS) tailored to JJM's operational needs. The system emphasizes three core pillars: financial security, adaptive financial optimization, and anomaly detection using machine learning. Features such as multi-factor authentication, encryption, and role-based access control ensure secure transactions. Meanwhile, AI-driven models optimize capital management and detect fraudulent activities, integrating financial intelligence into broader departmental operations like HR and logistics for enhanced transparency and strategic decision-making. The FMS was developed using the Agile Scrum framework and microservices architecture. Key modules including Cash Management, Accounts, Ledger, and Admin Control, were built using the MERN stack (MongoDB, Express.js, React.js, Node.js). Continuous integration and deployment were implemented using GitHub and Render. Security features included HTTPS, multi-factor authentication (MFA), role-based access control (RBAC), and audit logs. Machine learning algorithms supported real-time fraud detection and budgeting recommendations. RESTful APIs ensured seamless integration across departments. User acceptance testing (UAT) was conducted to validate system performance and security compliance. The implementation of the FMS successfully resolved major financial management issues at JJM. All modules operated in real time and maintained a 99.5% system uptime. Security mechanisms effectively protected sensitive financial data, while AI-driven tools improved decision-making and reduced errors. The anomaly detection module achieved 93% accuracy in identifying potential fraud. Users reported improved transparency, more rational financial management, and enhanced reporting accuracy. UAT confirmed the system's functionality and compliance with security protocols. The FMS demonstrated the effectiveness of digital transformation in modernizing financial processes within manufacturing. Automation reduced delays and errors, while AI technologies facilitated intelligent budgeting, anomaly detection, and financial forecasting. Although initial challenges included user adaptation and data migration, the Agile approach ensured system success. The scalable and cloud-ready architecture not only addressed JJM's current financial needs but also positioned the company for future advancements such as predictive analytics. This study highlights the value of integrating AI-powered financial systems into manufacturing management to drive efficiency, security, and data-driven decisions.

Keywords: financial management system, ai optimization, anomaly detection, machine learning, manufacturing finance, mern stack, agile scrum, digital transformation, financial security, budget automation

MANUFACTURING MANAGEMENT SYSTEM: HUMAN RESOURCES 1 (EMPLOYEE RECORDS MANAGEMENT, ATTENDANCE AND TIME TRACKING MANAGEMENT, HR COMPLIANCE, ONBOARDING/OFFBOARDING) WITH PREDICTIVE ANALYTICS USING TENSORFLOWJS

Mike Franz Aspa, Nimrod Alvarez, Edu Araojo, Maxine Baccay,
Cris Michael Angelo Mortes, Rommel Constantino

Abstract

This capstone project explores an innovative approach to human resource management in the manufacturing sector. The system integrates advanced technology to create an environment where employees can perform optimally and feel valued. Using TensorFlow's machine learning capabilities, it personalizes learning paths for workers such as John in assembly and Maria in quality control to enhance their skills based on individual strengths and goals. A system was developed using the MERN stack to build a unified platform with four main modules: Employee Records, Attendance and Time Tracking, HR Compliance, and Onboarding/Offboarding. Predictive analytics were incorporated through TensorFlow.js to forecast employee attrition, while facial recognition ensured secure attendance management. Testing showed that the system effectively streamlined HR operations, improved employee retention by identifying at-risk individuals, and simplified key HR processes. Managers reported better decision-making capabilities without relying on extensive spreadsheets. The findings demonstrate how advanced technology can reduce bureaucratic barriers in HR management. By personalizing learning paths and enabling data-driven decision-making, the system supports employee development and enhances overall workforce management in manufacturing settings.

Keywords: human resource management system, manufacturing, employee attrition, predictive analytics, tensorflow.js, employee records, attendance tracking, onboarding and offboarding, hr compliance

MANUFACTURING MANAGEMENT SYSTEM: HUMAN RESOURCES 2(RECRUITMENT AND APPLICANT TRACKING, PERFORMANCE MANAGEMENT, LEARNING AND DEVELOPMENT, SUCCESSION PLANNING) WITH PREDICTIVE PROMOTION MODELING USING TENSORFLOW

John Renz Legaspi, John Kenneth Nuñez, Jovan Nicolas, Jade Mark Cadutdut,
Crisvel Estuesta, Rommel Constantino

Abstract

In the dynamic environment of the manufacturing sector, effective human resource management is essential for maintaining productivity, workforce quality, and leadership continuity. Traditional HR practices such as recruitment, performance evaluation, training, and promotion, often rely on manual processes and subjective judgment, resulting in inefficiencies and limited development opportunities. This study introduces a Human Resource module of the Manufacturing Management System (MMS-HR), specifically developed for JJM Soap and Detergents Manufacturing. The system aims to enhance human capital operations by integrating AI-powered automation and machine learning for predictive promotion modeling. It focuses on four core components: Recruitment and Applicant Tracking, Performance Management, Learning and Development, and Succession Planning. The MMS-HR system was developed using the Agile Development Framework, enabling iterative progress, stakeholder feedback, and incremental refinement. It was implemented as a web-based platform using modern technologies for both front-end and back-end development. Each HR module was designed based on the operational workflows and specific needs of the client organization. TensorFlow was integrated to support predictive promotion modeling, allowing the system to evaluate employee performance data and identify high-potential candidates for career advancement. The system successfully automated several HR functions, including applicant tracking, performance evaluations, training module delivery, and promotion assessments. These automations significantly reduced manual workloads and improved process efficiency. The predictive modeling component supported data-driven promotion decisions by identifying performance trends and aligning them with organizational needs. As a result, JJM Soap and Detergents Manufacturing experienced enhanced HR decision-making and reduced administrative overhead. The integration of key HR processes into a centralized MMS-HR platform marks a transformative step in human resource management for manufacturing firms. By unifying recruitment, performance evaluation, employee development, and succession planning under one intelligent system, the platform streamlines the employee lifecycle from entry to promotion. The inclusion of predictive analytics through TensorFlow further supports strategic workforce planning by enabling proactive talent identification and development. Future enhancements may include real-time analytics and expanded AI-driven personalization to further improve human capital outcomes.

Keywords: human resource management, applicant tracking, performance management, learning and development, succession planning, predictive modeling, tensorflow, ai in hr, manufacturing sector, talent development

MANUFACTURING MANAGEMENT SYSTEM: HUMAN RESOURCES 4 (GRIEVANCE MANAGEMENT, EMPLOYEE ENGAGEMENT, EMPLOYEE COMMUNICATION, AND WORKFORCE ANALYTICS) WITH ADAPTIVE LEARNING AND DEVELOPMENT PATHWAY USING TENSORFLOW

Ma Graciella Canales, Aljon Arellano, Jasmin Dela Piedra, James Royce Icaranom,
Joemar Samillano, Dr. Rommel Constantino

Abstract

This project presents a human resource management system designed for manufacturing environments, focusing on four core areas: grievance management, employee engagement, communication, and workforce analytics. The system aims to enhance the overall employee experience and organizational performance through data-driven insights. By leveraging TensorFlow, a machine learning framework, the system generates adaptive learning pathways personalized to each employee's needs, facilitating continuous development informed by performance data and feedback. The system was developed using employee surveys, feedback forms, HR records, and performance metrics as data sources. These inputs were used to train machine learning models that forecast employee concerns, recommend communication improvements, and generate personalized development plans. The platform features an intuitive interface for both HR managers and employees. Managers gain access to workforce trends and predictive insights, while employees can monitor their progress and access tailored learning modules. Pilot testing of the system demonstrated significant improvements in several HR functions. The grievance management module facilitated quicker and more effective resolution of employee issues. Employee engagement increased, with more staff participating in organizational initiatives and feedback loops. Communication tools enhanced team interactions, while predictive analytics identified early signs of dissatisfaction or potential attrition, enabling timely interventions. The adaptive learning recommendations were well received, with employees reporting that the training content aligned with their career goals and skill development needs. The integration of artificial intelligence into HR processes showed strong potential to enhance employee support, organizational responsiveness, and workforce development. While initial results were positive, further refinement and full-scale deployment are necessary to maximize the system's impact. Future enhancements may include voice-based input, advanced visualization tools, and expanded analytics capabilities. Overall, the project underscores the transformative potential of AI-driven HR systems in manufacturing settings.

Keywords: grievance management, employee engagement, workforce analytics, adaptive learning, tensorflow, predictive modeling, human resource technology, employee communication, career development, manufacturing hr systems

MANUFACTURING MANAGEMENT SYSTEM: HUMAN RESOURCES III (PAYROLL PROCESSING, BENEFITS, INCENTIVES AND COMPENSATION PLANNING) WITH PREDICT ANALYTIS AND BEHAVIORAL ANALYTICS USING TENSORFLOW

John Lloyd Borlagdatan, Abeguel Canja, Oliver Padit,
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Abstract

To remain competitive, manufacturing companies must improve operational efficiency and employee satisfaction. Human Resource (HR) divisions play a key role in achieving these goals, particularly in areas such as payroll processing, benefits administration, incentives, and compensation planning. However, many organizations still rely on outdated manual systems, which result in frequent errors, inefficiencies, and limited workforce insights. This study introduces a modern, integrated Human Resource Management System (HRMS) designed to enhance core HR operations using predictive and behavioral analytics powered by TensorFlow. The system was developed using the Agile Scrum methodology, which breaks the project into short development cycles known as sprints. Each sprint focused on delivering specific modules such as payroll processing, benefits tracking, compensation planning, and incentive management. TensorFlow was integrated to implement predictive and behavioral analytics capable of forecasting payroll trends, identifying anomalies, and supporting strategic compensation planning. Continuous feedback and iteration enabled the team to refine system features according to user needs and organizational objectives. The Manufacturing Management System (HR III) significantly improved HR productivity and operational accuracy. Automated payroll computations and data-driven compensation planning reduced manual errors and processing time. Predictive analytics helped forecast workforce-related financial needs, while behavioral analytics provided insights into employee compensation behavior and satisfaction. These improvements led to cost savings, increased accuracy in payroll and benefits administration, and higher employee morale. The integration of automation, predictive analytics, and behavioral insights into HR operations has shown strong potential to transform workforce management in manufacturing settings. By leveraging TensorFlow, the system can anticipate payroll trends, guide future HR planning, and support personalized compensation strategies. The project also highlights the importance of clearly defined system requirements, continuous collaboration, and secure, user-friendly design. Ultimately, HR III serves as a scalable and intelligent solution for optimizing payroll and compensation processes in modern manufacturing enterprises.

Keywords: payroll processing, compensation planning, predictive analytics, behavioral analytics, tensorflow, hr automation, benefits management, manufacturing hr, agile scrum, workforce optimization

MANUFACTURING MANAGEMENT SYSTEM: LOGISTIC 1 (PROCUREMENT, VENDOR PORTAL, WAREHOUSE MANAGEMENT) WITH DEMAND FORECASTING AND DISCREPANCY DETECTION USING BRAIN.JS

May Angelie Hubahib, Adrey Japheth Locaylocay, Adrian Rey Barrios,
Januah Baldeo, Benjie San Juan, Rommel Constantino

Abstract

With the continuous advancement of digital technologies, the manufacturing sector is increasingly adopting intelligent systems to enhance logistics operations. However, many organizations still depend on manual processes for procurement, vendor communication, and warehouse management. These outdated methods often result in delays, data inconsistencies, and inaccurate demand forecasting, ultimately affecting productivity and increasing operational costs. To address these concerns, this study presents the Manufacturing Management System: Logistic 1, a unified logistics solution integrating Procurement, Vendor Portal, and Warehouse Management with demand forecasting and discrepancy detection capabilities using Brain.js. The system is designed to streamline logistical workflows, improve data accuracy, and support predictive decision-making for better supply chain performance. The system was developed using the Agile methodology, which divided the process into iterative sprints to ensure continuous feedback and alignment with operational requirements. Stakeholder interviews and real-time usability testing were conducted to validate functional effectiveness. Brain.js, a JavaScript-based neural network library, was utilized to implement demand forecasting and discrepancy detection modules. These AI features allow the system to analyze historical data and identify patterns, enabling adaptive and data-driven logistics management. The implementation of the system led to substantial improvements in logistics accuracy and efficiency. The use of Brain.js reduced forecasting errors and improved inventory tracking, which optimized warehouse processes such as receiving, storing, and stock monitoring. The vendor portal enhanced supplier coordination and minimized lead times. Additionally, the system's secure architecture ensured reliability in managing sensitive operational data, making it suitable for deployment in critical manufacturing environments. This study demonstrates the potential of AI-enhanced logistics systems to transform traditional manufacturing practices. By minimizing manual errors, improving warehouse operations, and enabling predictive analytics, the system supports more informed decision-making. The Agile development approach allowed for flexibility and iterative enhancement based on user feedback. Overall, the Manufacturing Management System: Logistic 1 establishes a scalable, intelligent framework that can support future innovations in logistics and supply chain management.

Keywords: logistics management, procurement, vendor portal, warehouse management, demand forecasting, discrepancy detection, brain.js, predictive analytics, agile development, manufacturing system

**MANUFACTURING MANAGEMENT SYSTEM.LOGISTIC 2 WAREHOUSE,
INVENTORY AND TRANSPORTATION FOR FORECASTING**

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Clifford John Villareal, Rommel Costantino

Abstract

This capstone project aims to offer an efficient solution to address logistics-related challenges in manufacturing companies. By applying artificial intelligence and advancing software capabilities, the study seeks to develop a system that manages logistics operations more effectively, reduces costs, and enhances overall business performance. The focus of this research is the integration of AI-based demand forecasting within logistics operations, specifically in warehouse management, inventory control, and transportation planning. The system is designed to optimize the supply chain process in manufacturing environments by predicting future demand and aligning operational strategies accordingly. The development of the Manufacturing Management System focused on improving operational efficiency and reducing resource waste. The system utilized AI-based predictive analytics to enhance inventory accuracy, streamline warehouse operations, and plan transportation activities effectively. Core objectives included optimizing logistics functions, cutting costs, and minimizing material waste. Agile methodology guided the project development to allow for iterative improvements based on user feedback and evolving system requirements. Throughout the project life cycle, the team encountered and successfully addressed several challenges, including changes in project scope due to evolving stakeholder requirements. These were managed through open communication and adaptive planning. Technical hurdles, such as integrating different modules within the system, were resolved through detailed testing and systematic development. The team also learned to balance feature development with technical debt by employing continuous refactoring and thorough code reviews, contributing to the system's overall stability and performance. The interconnection between demand forecasting, inventory management, warehouse operations, and transportation planning was a key insight of the project. Demand predictions directly influenced inventory decisions, which subsequently impacted warehouse capacity and transportation logistics. For example, a forecasted rise in product demand would prompt the inventory system to order more supplies, requiring the warehouse to manage higher stock volumes and the transportation system to coordinate increased distribution. This study underscores the importance of synchronized logistics components and demonstrates how AI-driven forecasting can enhance manufacturing logistics efficiency.

Keywords: logistics management, demand forecasting, warehouse operations, inventory control, transportation planning, artificial intelligence, manufacturing system, predictive analytics, agile development, supply chain optimization

**MERCHANDISING MANAGEMENT SYSTEM (CORE 2): PRODUCT POSITIONING,
MARKETING STRATEGY CUSTOMER RELATIONSHIP MANAGEMENT
PERSONALIZED PRODUCTS SHOWCASE USING AI**

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John Lloyd Acido, John Eric Marmol, Paulo Tolentino

Abstract

This capstone project aims to modernize a local client's outdated and underperforming e-commerce webstore by addressing common challenges encountered by small and medium enterprises (SMEs), including limited technical resources and inadequate security features. The existing platform lacked essential functionalities such as secure login, CAPTCHA, OTP verification, product reviews, customer rewards, and personalized recommendations resulting in diminished user trust and poor sales performance. To address these issues, the project introduced a secure, user-friendly, and intelligent web-based merchandising management system. Key features included OTP authentication via PHP Mailer, CAPTCHA integration, password hashing, a review and rating system, a voucher-based loyalty program, and an AI-powered product recommendation engine. The platform was developed using PHP, MySQL, HTML/CSS, JavaScript, Bootstrap, and TensorFlow.js, aligning technological solutions with business strategy to improve user experience and operational efficiency. To upgrade the platform's security and performance, multiple modules were integrated. OTP verification using PHP Mailer, Google reCAPTCHA, and password hashing was implemented to ensure account protection and prevent unauthorized access. Session timeout protocols were also established to enhance data security. Payment options were expanded through PayPal for international transactions and PayMongo for local payments, supporting GCash, Maya, and bank transfers. These enhancements aimed to create a reliable, secure, and convenient purchasing experience for users. The system achieved its primary goal of transforming the outdated webstore into a secure and intelligent e-commerce platform. Security modules such as OTP, CAPTCHA, and hashed passwords successfully protected user data, while payment integrations streamlined both local and global transactions. Customer engagement increased with the introduction of product reviews, voucher-based rewards, and personalized product suggestions powered by TensorFlow.js. These upgrades contributed to improved platform usability and customer satisfaction. This project demonstrated the effectiveness of integrating robust security features, diverse payment gateways, customer engagement tools, and AI-driven personalization into an e-commerce platform. The use of TensorFlow.js for product recommendation and the incorporation of CRM-related features supported a more strategic approach to merchandising. As a result, the redesigned system not only addressed previous inefficiencies but also provided a scalable model for future digital retail solutions tailored to SMEs.

Keywords: merchandising management system, e-commerce platform, product recommendation, customer relationship management, ai personalization, tensorflow.js, secure webstore

**MERCHANDISING MANAGEMENT SYSTEM (CORE1): (UI/UX), BRANCH
INFORMATION, CUSTOMER BENEFITS, WITH PRODUCT DETAILS, CUSTOMER
LOYALTY TRACKING USING AI**

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John Dhel De Villa, Paulo Tolentino

Abstract

Retailers today often struggle to provide customers with easy access to product lists, branch information, and visible benefits. Without a direct and well-designed interface, customers may find it difficult to navigate and locate the information they need, which can negatively affect their shopping experience. The researchers developed the Merchandising Management System CORE 1 to enhance the user interface and user experience (UI/UX) while offering accessible branch information, comprehensive product descriptions, and clear customer benefits. The goal of this system is to improve customer satisfaction and streamline the purchasing process across various branches. Using the agile methodology, the research team conducted user consultations at different stages of development. Feedback from users influenced the customization of system functionalities and design aspects. To ensure the system could adapt to evolving user needs and retail requirements, agile practices such as sprint planning, sprint execution, and continuous integration were implemented. The study demonstrates how retailers can stand out in a competitive market by consolidating product management and customer interaction into a single system. For the system to remain successful in the long term, issues such as maintaining data consistency and ensuring the security of customer information must be addressed. Future improvements may include additional UI enhancements from the former system of The Great Walls Arts Ph, as well as the integration of advanced analytics to enhance window-shopping experience. The system features a user-friendly interface that centralizes branch information, detailed product descriptions, and customer benefits in a clear and structured format, directly addressing key retail challenges. By providing real-time updates on product availability, promotions, and personalized perks, the system enables customers to make informed purchasing decisions while allowing retailers to manage multi-branch operations more efficiently. This dual improvement enhances customer satisfaction through transparency and ease of use while streamlining back-end processes for retailers.

Keywords: merchandising management system, ui/ux improvement, branch information, product descriptions, customer benefits, agile methodology, user feedback, retail efficiency, data consistency, window shopping

MERCHANDISING MANAGEMENT SYSTEM (HR3): CENTRALIZED EMPLOYEE RECORDS, SUCCESSION PLANNING, AND SECURE DOCUMENT DEPOT WITH AUTOMATED DATA ENTRY

Romeo Stotomas, Jonathan Alarcon, Mark Gil Anora, Justin Shane Luza,
Jayar Dolfo, Paulo Tolentino

Abstract

The growing demand for efficient human resource operations in the merchandising sector highlights the need for intelligent digital solutions. The Merchandising Management System: HR3 was developed to address common challenges such as fragmented employee records, lack of succession readiness, and unsecured document storage. This system integrates a centralized HR information module, succession planning tools, and a secure document depot with automated data entry, aiming to improve data accuracy, accessibility, and security within retail operations. The system was built using the Laravel PHP framework for backend development and Tailwind CSS for frontend responsiveness. Key modules included centralized employee records, succession planning, and encrypted document storage. The automated data entry feature utilizes dynamic form generation and real-time validation logic to ensure input accuracy and reduce manual errors. Usability and performance testing were conducted with HR staff from a merchandising company to evaluate system reliability, user accessibility, and overall effectiveness. The implementation of the system successfully eliminated reliance on spreadsheets and disorganized files, replacing them with structured digital records. HR personnel reported improved accuracy in employee documentation, more efficient access to important files, and enhanced tracking of qualified successors for key positions. Automated data entry significantly reduced manual workload and input errors. The document depot-maintained compliance with data privacy standards, ensuring secure handling of sensitive information. The integration of centralized employee records, succession planning, and secure documentation with automation capabilities greatly improved HR operational workflows. The system enabled faster, more accurate HR processes and supported data-driven decision-making in workforce planning. Additionally, automation and secure digital storage reduced the risk of human error and ensured better compliance with regulatory standards compared to traditional paper-based or spreadsheet-based systems.

Keywords: centralized employee records, succession planning, document management, hr automation, data security, merchandising management system

**MERCHANDISING MANAGEMENT SYSTEM (HR4): ATTENDANCE MONITORING, 201
FILE MANAGEMENT AND INNOVATED PAYROLL SYSTEM WITH AI INTEGRATION**

Mark Edrian Burac, Felipin Calamba, John Lloyd Picson,
Russel Castillo, John Kenneth Estacion, Paulo Tolentino

Abstract

This study presents the development and deployment of an AI-integrated Human Resource Management System, Merchandising Management System: HR4, specifically designed for Great Wall Arts, a company specializing in local handmade products. The system integrates attendance monitoring, 201 file management, and a modernized payroll module into a single digital platform. By automating these key HR processes, HR4 ensures accurate real-time attendance tracking and efficient payroll computation using AI. Furthermore, the digitization of 201 files enhances data security and accessibility, streamlining administrative operations while supporting compliance with labor policies. The study adopted a systems development approach using the Agile Scrum methodology. HR4 was built through modular components focused on attendance monitoring, 201 file handling, and payroll processing. AI was incorporated to facilitate automated decision-making and real-time analysis. PHP was used for backend development, MySQL for database management, and Tailwind CSS for frontend responsiveness. Iterative sprint cycles, regular testing, and client feedback from Great Wall Arts guided the system's continuous refinement and alignment with operational requirements. The implementation of HR4 significantly improved operational efficiency in the HR department of Great Wall Arts. The automation of attendance tracking, payroll calculation, and employee record access reduced manual workload and error incidence. Real-time attendance data synchronized directly with the payroll module, improving accuracy and minimizing salary disputes. The digitized 201 file management system provided secure and quick access to personnel records, thereby enhancing administrative responsiveness and data integrity. The findings demonstrate that integrating AI into core HR functions can transform traditional workforce management approaches. For growing organizations like Great Wall Arts, automation reduces administrative overhead while promoting compliance and data accuracy. The system's modular design supports scalability and future integrations such as biometric attendance and banking APIs. These results emphasize the importance of digital transformation in meeting the evolving demands of human resource operations.

Keywords: ai integration, attendance monitoring, 201 file management, payroll automation, hr digitalization, merchandising management system

**MERCHANDISING MANAGEMENT SYSTEM (HUMAN RESOURCE 1): ONBOARDING
AND OFFBOARDING, TASK MANAGEMENT, AND ONLINE JOB POSTING
WITH AI RESUME EVALUATION**

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Jay Cullo, Paulo Tolentino

Abstract

In the context of digital transformation and business growth, effective human resource management has become essential to organizational productivity. Traditional recruitment and onboarding processes often result in delays, increased errors, and reduced efficiency due to excessive manual paperwork. To address these challenges, this project introduces a Merchandising Management System designed to streamline critical HR functions, including AI-based resume evaluation, online job posting, onboarding, offboarding, and task management. The system provides an end-to-end digital solution that enhances job advertisement, candidate tracking, and employee task supervision, thereby supporting seamless workforce integration and improved engagement. The system was developed using the Agile Scrum methodology, allowing for continuous improvement through stakeholder feedback. Data was collected via surveys and interviews to assess system effectiveness and usability. Modular development was applied to integrate key components such as the Applicant Tracking System, Onboarding and Offboarding Management, and an Employee Portal. Each module was designed to ensure scalability and adaptability based on operational requirements. The implementation of the system significantly enhanced HR operations by reducing manual workload and improving the efficiency of recruitment workflows. AI-driven resume evaluation enabled faster identification of qualified candidates based on preset criteria, expediting the hiring process. The employee portal facilitated task tracking and ensured that new hires completed onboarding procedures effectively. The offboarding module helped standardize exit protocols, supporting professionalism and documentation. Overall, the system improved HR efficiency, minimized processing times, and increased employee engagement. Compared to conventional HR practices, the integration of AI and modular digital tools proved effective in minimizing human error and administrative burden. The inclusion of an interactive onboarding and offboarding framework created a structured and employee-centric process. However, challenges related to user adaptability and data security were identified. Future improvements may include the incorporation of AI-powered learning pathways and advanced cybersecurity features to ensure sustained system reliability and user trust.

Keywords: ai resume evaluation, onboarding, offboarding, hr automation, task management, applicant tracking system, merchandising management system

MERCHANDISING MANAGEMENT SYSTEM: “FINANCE MANAGEMENT AND SALES FORECASTING USING NUMPY, PANDAS, AND THE OLLAMA MODEL”

Miranda Jake Francis, Mark Jomar Marcelo, Rylbert Ganzan,
Karl Angelo Abanes, Aldrin Bulambot, Paulo Tolentino

Abstract

The Finance Management and Sales Forecasting System is designed to support planning, budgeting, and predictive sales analysis through the integration of machine learning with Pandas, NumPy, and the Ollama model. This system aims to enhance financial decision-making by maximizing budget efficiency and improving fiscal resilience. By integrating data processing, forecasting algorithms, and financial computations, the system enables organizations to analyze historical financial records and project future trends. Machine learning facilitates complex analytics and empowers stakeholders with accurate sales forecasts, enabling strategic planning, proactive market response, and resource allocation. The system was developed using the Agile methodology, incorporating frequent user feedback and consultations with financial analysts, business managers, and end users. Built on the Python platform, it utilizes the Pandas and NumPy libraries for efficient data manipulation and real-time prediction. The system is designed to handle large volumes of financial data while delivering reliable forecasts and supporting informed decision-making. The implementation of the system marked a significant improvement in budget forecasting, expense tracking, and revenue prediction. Machine learning algorithms increased the accuracy of trend analysis and facilitated the identification of potential investment opportunities. Automated reporting features reduced manual data entry and minimized human error, supporting more efficient strategic planning and timely financial responses. The system demonstrated how machine learning enhances financial planning by detecting anomalies and adapting to evolving market trends. Organizations that adopt such technologies gain a competitive advantage through improved forecasting accuracy and strategic adaptability. However, challenges remain in areas such as data privacy, scalability, and algorithm transparency. Future developments may include enhanced predictive analytics, multi-channel integration, and strengthened cybersecurity protocols. Despite these challenges, the system presents a powerful solution for navigating the complexities of modern financial management.

Keywords: finance management, sales forecasting, machine learning, numpy, pandas, ollama model, budget planning, strategic decision-making, financial analytics

MERCHANDISING MANAGEMENT SYSTEM: ADMIN FEATURES FOR DESIGN AND IMPLEMENTATION FOR CENTRALIZED MERCHANDISE MANAGEMENT AND AI FOR ADMIN TASK AUTOMATION

Cristel Mae Cabe, Harold Jade Pausal, Heidi Montero, Mark Angelo Perido, Paulo Tolentino

Abstract

The Merchandising Management System is developed to address the inefficiencies in the manual administrative operations of Great Wall Arts Company, which previously relied on Excel sheets, Google Drive, and physical documentation. This system aims to centralize merchandise management and automate administrative tasks through artificial intelligence (AI), particularly in areas such as real-time report generation and data analysis. The project adopted a structured development methodology, starting with stakeholder consultations to gather system requirements and analyze existing workflows. The system was designed with core modules such as document management, secure user authentication with role-based access control, and AI-driven reporting. Web-based technologies and a secure database infrastructure were used to ensure functionality, scalability, and security. AI features were integrated to automate data collection and reporting processes. The system successfully replaced fragmented and manual workflows with a unified and secure digital platform. AI-driven real-time reporting delivered timely and accurate insights, enhancing data-driven decision-making and reducing the margin of human error. Role-based access control improved information security, while centralized document management increased operational efficiency across departments. The implementation of the system streamlined the company's administrative processes, reducing dependency on outdated tools and enhancing productivity. By automating report generation and securing sensitive data, the system positioned the organization for future scalability and innovation. The integration of AI functionality not only improved operational accuracy but also laid the foundation for long-term digital transformation.

Keywords: merchandise management, administrative automation, artificial intelligence, centralized system, ai reporting, operational efficiency, role-based access, digital transformation

MERCHANDISING MANAGEMENT SYSTEM: HR2 (LEARNING AND DEVELOPMENT, PERFORMANCE, AND TRAINING MANAGEMENT) WITH AUTOMATED EMPLOYEE PERFORMANCE EVALUATION

Catherine Saminian, Jorish Catacutan, Geoffrey Ovardo, Jocneam Pacho,
Ralph Leanry Rodulfo, Paulo Tolentino

Abstract

The HR2 Merchandising Management System is designed to address common issues in human resource operations, such as inefficient training management, inadequate performance measurement, and lack of attendance tracking. This system integrates learning and development, performance evaluation, and training management into a centralized, user-friendly solution that supports employee development and organizational growth. The system was developed using the Agile Scrum methodology, allowing for iterative development across structured sprint cycles. Core features, including automated performance evaluation, attendance tracking, and training scheduling, were developed incrementally. A microservices architecture enabled modular integration, while DevOps practices ensured smooth testing, deployment, and continuous delivery throughout the development process. The final system featured real-time dashboards, automated performance evaluation reports, and comprehensive training management tools. The implementation significantly improved the accuracy of performance reviews, streamlined training administration, and enabled HR teams to monitor employee development more effectively. User feedback confirmed the system's effectiveness and ease of use. The HR2 system addressed multiple HR challenges by automating manual processes and integrating essential development tools into a cohesive platform. It enhanced transparency, reduced administrative workload, and facilitated data-driven tracking of employee progress. Overall, the project demonstrated how technology can modernize HR functions and foster higher levels of employee engagement and organizational efficiency.

Keywords: hr management system, performance evaluation, learning and development, training management, employee engagement, agile development, automation, microservices architecture

**MERCHANDISING MANAGEMENT SYSTEM: LOGISTIC 2 (VENDOR PORTAL,
SUPPLIER PERFORMANCE MONITORING, AUTOMATED ORDER PROCESSING)
WITH SUPPLIER PERFORMANCE ANALYTICS AI**

John Albert Villanueva, Shirley Mae Vargas, Aron Mesa, Cherry Palad,
Charles Kevin Calimlim, Paulo Tolentino

Abstract

This capstone project presents the development and implementation of the Merchandising Management System designed for the Great Wall of Arts. The system addresses logistical inefficiencies such as poor delivery coordination, manual tracking, and communication gaps between suppliers and customers. It integrates three major modules: Vendor Portal, Supplier Performance Monitoring, and Automated Order Processing, powered by AI-driven analytics to enhance operational efficiency and data accuracy. The project adopted the Agile Scrum methodology to allow iterative development through sprint cycles, with continuous stakeholder collaboration and refinement. A scalable microservices architecture was implemented using Laravel, PHP, MySQL, and JavaScript to ensure system flexibility and maintainability. DevOps practices, including CI/CD pipelines and automated testing, supported the reliability of deployment. RESTful APIs and middleware facilitated seamless integration and service communication. The final system delivered a secure, modular, and data-driven logistics platform. The Vendor Portal enabled real-time interaction, bidding, and tracking for suppliers. The Supplier Performance Monitoring module provided dashboards for assessing vendor reliability based on metrics such as delivery timeliness, product quality, and compliance. The Automated Order Processing module reduced manual work through rule-based order creation and real-time tracking, enhancing delivery accuracy and workflow efficiency. The system effectively resolved core logistics challenges by integrating automation, real-time communication, and supplier performance transparency. Issues such as infrastructure overhead and service communication complexity were addressed through centralized logging, robust security protocols, and modular design. Future upgrades may involve blockchain integration for supply chain transparency and the use of predictive analytics for demand forecasting.

Keywords: merchandising system, logistics management, vendor portal, supplier monitoring, automated order processing, ai analytics, agile development, microservices architecture

MERCHANDISING MANAGEMENT SYSTEM: LOGISTICS 1 (PROCUREMENT AND WAREHOUSING) WITH WAREHOUSE LAYOUT FOR MONITORING USING GENERATIVE AI AND BARCODE IDENTIFICATION

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Russel Tolentino, Paulo Tolentino

Abstract

The logistics industry continues to face challenges such as inefficient supply chain management, lack of warehouse monitoring, and poor decision-making. This study aims to develop an AI-powered Logistics Management System (LMS) designed to enable real-time warehouse monitoring and address these operational inefficiencies. The system was created for Great Wall Art, a growing wholesale and retail company specializing in locally produced handmade products. The development process involved business process re-engineering, system analysis and design, and prototyping. The system utilized cloud infrastructure, IoT sensors, and data analytics for real-time inventory monitoring. Integration of real-time data included inventory levels, storage conditions, and sector-specific product tracking. The system also aimed to reduce inventory costs and enhance warehouse decision-making capabilities. The system's user-friendly interface enabled logistics managers to optimize operations and respond quickly to supply and demand changes. Real-time warehouse monitoring enhanced visibility and control, providing a comprehensive solution that significantly improved logistics efficiency and accuracy. The implementation of the LMS demonstrated that a scalable, adaptable, and flexible logistics system can offer a competitive advantage. The integration of generative AI and machine learning enhances predictive analytics and decision-making processes. Future research may explore further applications of AI for automation and intelligent forecasting in warehousing and procurement.

Keywords: logistics management system, warehouse monitoring, procurement, artificial intelligence, barcode identification, real-time inventory, predictive analytics, generative ai

MICROFINANCE MANAGEMENT SYSTEM CORE 1: SAVINGS WITH REGULATORY COMPLIANCE AND CUSTOMER EXPERIENCE USING AI-DRIVEN TOOLS

Melanie Joy Platitas, Christine Pearl Belisario, Sodais Pandagla,
Rolly Ragub, Joharie Anwar, Rommel Constantino,

Abstract

Microfinance Institutions (MFIs) play a crucial role in providing financial services to individuals in rural and underserved areas. However, many MFIs face challenges in effectively managing savings accounts while ensuring compliance with stringent financial regulations. To address these issues, this study proposes an AI-driven Microfinance Management System (MFMS), beginning with Core 1: the Savings Module. This module aims to streamline savings management by enabling real-time deposit tracking, enhancing accuracy, and simplifying monitoring. Unlike traditional manual systems, the proposed solution reduces operational errors and boosts efficiency. It also incorporates AI-powered tools such as chatbots for customer support and automated alerts to help clients make informed decisions. The system was developed through a structured process beginning with the concept phase, where goals were defined by gathering requirements via interviews, surveys, and the analysis of existing microfinance platforms. During the inception phase, a development team was formed based on expertise and availability and equipped with appropriate tools and resources. In the iteration phase, key system components were developed, including savings account management and automated compliance checks. The savings module supported real-time transactions, while the compliance engine addressed Know Your Customer (KYC), Anti-Money Laundering (AML), and transaction monitoring. Artificial intelligence and machine learning were integrated to identify anomalies, automate regulatory updates, and provide predictive insights. The implementation of Core 1 of the MFMS significantly enhanced savings operations, compliance monitoring, and customer interaction. Automation of deposits, withdrawals, and interest calculations reduced both processing time and human error. Real-time transaction tracking and automated system updates ensured data accuracy. Additionally, AI tools successfully identified irregular activities and supported AML compliance. The built-in compliance engine performed automated checks and produced audit-ready reports, reducing the workload of compliance personnel. The integration of savings management, regulatory compliance, and customer engagement within a single system marks a major advancement in microfinance technology. By addressing operational inefficiencies and compliance burdens while improving customer experience, the MFMS offers a holistic solution for the complex needs of microfinance institutions. This unified approach is expected to promote more reliable financial management and higher levels of client trust and satisfaction.

Keywords: microfinance, savings management, regulatory compliance, artificial intelligence, customer experience, real-time monitoring, anti-money laundering, financial technology

**MICROFINANCE MANAGEMENT SYSTEM: ADMINISTRATIVE (USER
MANAGEMENT, LEGAL MANAGEMENT, COMPLIANCE ASSURANCE, RISK
ASSESSMENT)
PREDICTIVE RISK ANALYSIS USING LOGICAL REGRESSION MODEL**

John Mark Rosario, Mark Angelo Alde, Ronie Jr Matutino, Jerome Medes,
April Thenesse Nicolas, Dr. Rommel Constantino

Abstract

A Microfinance Management System (MMS) functions as the administrative core of microfinance institutions (MFIs), which offer financial services to individuals and small businesses without access to conventional banking. This system streamlines key operations such as loan processing, savings account management, and client tracking, thereby enabling MFIs to serve low-income clients more effectively. Through automation of administrative tasks and accurate data management, the MMS contributes to greater transparency and operational efficiency. The system was developed using the Agile Scrum methodology, a project management framework based on incremental and iterative development. Each iteration was carried out in two- to four-week sprints, focusing on building essential features first. At the end of each sprint, a potentially shippable product was delivered. Continuous stakeholder and customer feedback informed us of improvements and guided subsequent development cycles. This flexible and adaptive approach ensured the product evolved to meet business and user needs effectively. The implementation of the MMS with administrative functions, specifically User Management, Legal Management, Compliance Assurance, and Risk Assessment, brought significant benefits to the partner organization. The integration of a logical regression model enabled predictive risk analysis, contributing to more data-driven decision-making. The project demonstrated the value of artificial intelligence in supporting practical applications within the microfinance sector, particularly in enhancing risk evaluation and administrative efficiency. This project is highly relevant, as it addresses a critical shortfall in microfinance operations: the absence of effective risk management systems. Many MFIs face challenges such as high loan default rates, administrative inefficiencies, and limited impact on poverty alleviation. By integrating predictive analytics and structured administrative modules, the system offers a scalable solution that can benefit various stakeholders in the microfinance ecosystem, improving institutional resilience and service delivery.

Keywords: microfinance management system, user management, legal management, compliance assurance, risk assessment, predictive analytics, logistic regression, agile scrum, artificial intelligence, financial technology

**MICROFINANCE MANAGEMENT SYSTEM: CORE 2 LOAN MANAGEMENT
SYSTEM WITH CREDIT REWARD POINTS & AI SUPPORT**

Mark James Salvadora, Jack Harold Caalim, Mjay Del Rosario, Timothy James Peros,
Alex Deniel Rodelas, Rommel Constantino

Abstract

As the digital landscape continues to evolve, the microfinance industry has also advanced to meet the growing demand for faster, more accessible services. This study develops Core 2 of a Microfinance Management System (MFMS), focusing on loan management enhanced by a credit reward mechanism and AI-based real-time risk assessment. The system aims to improve borrower engagement, streamline operations, and strengthen risk management capabilities. With increasing capital demands and rising default risks, MFIs face difficulty in maintaining service scalability. This project addresses those challenges by introducing standardized processes that reduce default risks while supporting scalability and improved service delivery. The development of the system followed the Agile methodology, which divides the project into distinct phases. In the concept phase, the product owner defined the project's scope and objectives, and a development team was formed based on skill and availability. During the iteration or construction phase, most of the system's core functionalities were built and refined through continuous collaboration and feedback. The team also provided real-time support to ensure smooth development and resolve emerging issues. The final phase involved stabilization and preparation for deployment, ensuring that the product met its functional and technical requirements. The implementation of the Core 2 Loan Management System resulted in notable improvements for the partner microfinance institution. The integration of credit reward points encouraged responsible borrowing behavior, while AI support provided actionable insights for resource optimization. These enhancements led to increased operational performance and more effective decision-making within the organization. This project demonstrates the potential of integrating AI and gamified credit incentives into microfinance operations. The credit reward system promotes financial discipline among borrowers, while AI tools contribute to efficient resource use and risk mitigation. These innovations not only strengthen financial stability but also offer a cost-effective approach to expanding financial inclusion. Overall, the study presents valuable contributions to the application of technology in microfinance, particularly in loan servicing and credit behavior management.

Keywords: microfinance, loan management system, credit reward points, artificial intelligence, risk assessment, agile methodology, financial inclusion, operational efficiency, borrower engagement, gamified credit system

MICROFINANCE MANAGEMENT SYSTEM: HUMAN RESOURCE 3 (“SKILL DEVELOPMENT, RECRUITMENT ANALYTICS, HR DATA ANALYTICS WITH PREDICTIVE ANALYTICS USING PYTORCH”)

Kenn Batacandolo, Garth Kor-oyen, Dhaienz Matthew Merca, Judy Ann Gorre,
Niela Potente, Dr. Rommel Constantino

Abstract

While microfinance institutions primarily focus on financial services such as loan distribution and savings management, efficient human resource (HR) management is equally critical to their success. This includes hiring qualified personnel, facilitating employee development, and monitoring performance. Despite the use of digital recruitment platforms by organizations like Ascenders Business Services, challenges remain in expediting recruitment processes and tracking employee progress. This project addresses these issues through the development of a data-driven, AI-enhanced Human Resource Management System that supports recruitment, skill development, and performance analytics. The system was developed using the Agile Scrum methodology, with the team working in iterative sprints to plan, design, and test features incrementally. Web-based tools were used for the user interface, while PyTorch powered the predictive analytics components. The system comprises three main modules: Skill Development, Recruitment Analytics, and HR Data Analytics. Requirements were obtained through interviews with HR representatives from Ascenders Business Services. System functionality was validated through manual and automated testing using sample datasets and predefined test cases. The implementation of the system enabled HR personnel to monitor employee training and skill acquisition, assess applicant suitability based on historical data, and anticipate future skill requirements. It generated insightful reports to assist managers in team evaluation and strategic planning. System testing confirmed its capability to perform accurately in realistic conditions, reducing recruitment time and improving data interpretation. The integrated system collects and analyzes both employee and applicant data across its three modules. The Skill Development module tracks training milestones, while the Recruitment Analytics module uses AI to evaluate candidate qualifications and provide hiring recommendations. The HR Data Analytics module interprets performance metrics to support managerial decisions. Together, these modules enhance efficiency, reduce errors, and promote data-driven HR practices, offering significant value to microfinance institutions seeking to optimize workforce management.

Keywords: microfinance, human resource management, skill development, recruitment analytics, predictive analytics, pytorch, hr data analytics, agile scrum, ai in hr, employee performance tracking

MICROFINANCE MANAGEMENT SYSTEM: HUMAN RESOURCES 1 (EMPLOYEE PERSONAL INFORMATION, JOB INFORMATION, SKILL AND QUALIFICATION USING PREDICTIVE JOB SEARCHING AND AI-BASED TRAINING AND SKILL DEVELOPMENT)

Microne Olete, Microne Olete, Garnet Kevin Marañon, Kathleene Anne Tano,
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Abstract

Effective human resource management (HRM) is essential for the success of microfinance institutions (MFIs), particularly in challenging environments such as Caloocan, Philippines. A comprehensive Microfinance Management System (MMS) with a dedicated HR module is critical in ensuring operational efficiency and workforce development. This module focuses on three core areas: Employee Data for accurate records and insights, Job Data for role clarity and career progression, and Skills Data for tracking competencies and training needs. The integration of predictive job searching and AI-based training mechanisms enhances talent acquisition and employee development, ultimately improving the overall efficiency and impact of MFIs. The implementation of the "Human Resources 1" module includes structured approaches across key functional areas. For Employee Personal Information, the system uses standardized digital forms, automated data capture, secure databases with access controls and audit trails, and privacy-compliant reporting with visual dashboards. Job Information is managed through a centralized catalog of standardized descriptions with version control and hierarchical organization. The module also incorporates Predictive Job Searching, which leverages AI and data analytics to improve candidate sourcing, screening, and engagement. AI-Based Training features include personalized learning paths, intelligent tutoring systems, automated assessments, and support for career development. Implementation was guided by principles of data privacy, ethical AI use, system scalability, integration, and continuous improvement. The integration of the Human Resources 1 module is expected to deliver multiple benefits. These include improved operational efficiency through automation and better data handling; increased employee engagement via self-service portals and personalized learning; optimized talent acquisition with more accurate recruitment processes; and enhanced staff development through AI-driven training and skill gap analysis. The system also supports strategic HR decision-making through data-driven planning and goal alignment. Anticipated challenges such as data migration, user adoption, privacy risks, algorithmic bias, and implementation costs require proactive mitigation strategies. Incorporating a robust Human Resources module into an MMS is essential for advancing human capital management in microfinance institutions. Predictive hiring and AI-based training technologies enable organizations to effectively manage employee data, job roles, and skill development. Such integration contributes to a smarter, more responsive HR system that fosters efficiency, improves employee performance, and aligns workforce capabilities with institutional goals, particularly in underserved and high-need regions.

Keywords: microfinance, human resource management, employee data, job information, skill development, predictive job searching, ai-based training, hr analytics, digital hr systems, caloocan mfs

MICROFINANCE MANAGEMENT SYSTEM: HUMAN RESOURCES II (TIME AND ATTENDANCE, LEAVE MANAGEMENT, PERFORMANCE MANAGEMENT, SOCIAL RECOGNITION WITH FACIAL RECOGNITION AND ANOMALY DETECTION IN PERFORMANCE)

Restituto Murillo, John Lennon Aguilor, Wendel Ureta, Steffano Dizo,
Rhyss Adrian Torres, Dr. Rommel Constantino

Abstract

The Microfinance Management System: Human Resource II is a web-based platform designed to manage key HR functions, including time and attendance, leave management, performance evaluation, and social recognition. Microfinance institutions (MFIs) have long faced challenges due to manual data collection and inefficient HR processes, resulting in decreased productivity and data inaccuracy. To address these concerns, this project aimed to automate evaluations and streamline workflows, enhancing both operational efficiency and organizational decision-making. The system was developed using the Agile Scrum methodology, which emphasizes iterative development and stakeholder collaboration. The web-based platform was designed to support essential HR operations such as real-time tracking of employee attendance through facial recognition, automated leave request processing, performance evaluations with anomaly detection, and social recognition features. This adaptive and accessible approach enabled the delivery of a reliable and user-centered HR solution. The implementation of the Human Resource II module significantly improved HR operations in the partner microfinance institution. The system streamlined attendance tracking using facial recognition, reducing time fraud and manual discrepancies. Leave management became more efficient with automated tracking and requests. Performance data was analyzed in real time to identify both underperformance and high-potential employees, while integrated social recognition tools enhanced morale by publicly acknowledging achievements. The system also generated detailed reports for analyzing attendance trends, absenteeism, and performance patterns, which supported informed HR decisions. The development and deployment of the Human Resource II system contributed valuable enhancements to microfinance HR practices. Facial recognition simplified clock-in/clock-out processes and minimized manual entry errors. Automated report generation enabled HR managers to monitor attendance and evaluate employee performance trends effectively. Social recognition features fostered a positive workplace culture by encouraging transparency and appreciation. These integrated features demonstrate the potential of intelligent HR systems in supporting data-driven workforce management and boosting institutional productivity.

Keywords: microfinance, human resource management, time and attendance, leave management, performance evaluation, facial recognition, anomaly detection, social recognition, agile scrum, hr automation

MICROFINANCE MANAGEMENT SYSTEM: LOGISTICS II – VENDOR PORTAL, AUDIT MANAGEMENT, VEHICLE RESERVATION MANAGEMENT, FLEET MANAGEMENT AND DOCUMENTS TRACKING SYSTEM WITH FRAUD DETECTION AND PREVENTION USING AI-POWERED CANDIDATE QUALIFICATIONS TOOLS

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Vincent Jay Bantor, Ivan Inoferio, Dr. Rommel Constantino

Abstract

As microfinance institutions (MFIs) expand into remote and underserved areas, they encounter increasing logistical challenges in delivering financial services efficiently and securely. While digital systems have been widely adopted for lending and repayments, logistics operations often remain fragmented and vulnerable to inefficiencies and fraud. Many existing tools fail to manage costs effectively, protect sensitive data, or ensure full transparency. As operations scale, so does the risk of fraud, making it imperative to implement fraud prevention mechanisms. This study proposes a digital logistics platform specifically designed for MFIs, incorporating vendor portals, audit and fleet management, document tracking, and AI-powered fraud detection to enhance operational efficiency and build trust with stakeholders. A mixed-methods approach was used to develop and assess the digital logistics platform. Initial data were collected through field surveys and interviews with MFI officers operating in rural areas, uncovering issues such as transaction delays, lack of transparency, and insufficient fraud detection. These findings informed the system's core design. Agile development methodology was applied to enable iterative improvements based on real-time feedback from users. This approach ensured the platform was responsive to operational realities, aligning technology with practical needs in vendor engagement, audit control, vehicle reservations, and data security. The implementation of the platform led to significant improvements in logistics operations. The shift to digital disbursements and repayments reduced reliance on paperwork, accelerated processing times, and decreased overall operational costs. Enhanced transparency through digital records improved vendor trust and minimized opportunities for fraud. AI-powered candidate qualification tools strengthened fraud detection, while document tracking and fleet management modules provided real-time visibility. Though initial adoption required training and incurred setup costs, long-term outcomes included improved field officer productivity, stronger community engagement, and broader financial outreach. The study demonstrates that digital logistics platforms offer practical solutions to the operational and security challenges faced by MFIs, particularly in remote settings. By improving transparency, streamlining workflows, and integrating fraud prevention technologies, these systems significantly enhance institutional efficiency and stakeholder confidence. While the transition to digital platforms requires investment, the resulting improvements in scalability, cost-effectiveness, and service delivery validate their long-term value. The platform's success highlights the importance of user-driven design and continuous feedback in advancing financial inclusion through technology.

Keywords: microfinance, logistics management, vendor portal, audit management, fleet management, document tracking, fraud prevention, artificial intelligence, candidate qualification tools, agile development, financial inclusion

**MICROFINANCE MANAGEMENT SYSTEMS: CASH MANAGEMENT AND
DISTRIBUTION LOAN (SHORT-TERM FINANCING, REVOLVING CREDIT AND CASH
FLOW MANAGEMENT) WITH FRAUD PREVENTION USING AI-POWERED TOOLS**

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Jay Mark Esguerra, Dr. Rommel Constantino

Abstract

Microfinance institutions (MFIs) play a critical role in extending financial services to underserved populations, particularly in developing countries. For MFIs to ensure operational continuity, financial sustainability, and customer trust, effective microfinance management systems are essential. These systems address vital functions such as short-term financing, loan distribution, cash management, revolving credit, and overall cash flow management. Loan distribution modules facilitate the issuance and repayment of short-term loans tailored to microentrepreneurs, while cash management modules ensure optimal liquidity and monitor fund flows. Revolving credit features offer flexible financial support to meet ongoing capital needs. The integration of AI-powered fraud prevention tools further enhances the system's security and reliability. To strengthen cash management and distribution, the system employs several key techniques. Real-time cash flow monitoring uses dashboards and integrated financial tools to track fund movement and maintain liquidity. Cash forecasting models apply predictive analytics based on historical data, seasonal trends, and customer behavior to estimate future cash requirements. Automated reconciliation tools compare transaction records with bank statements to detect inconsistencies. Additionally, branchless banking integration enables secure and efficient transactions by reducing reliance on physical cash handling through digital and mobile platforms. The implementation of the enhanced system led to notable improvements in financial operations. Real-time tracking tools significantly reduced both cash shortages and idle funds by optimizing liquidity management. Cash forecasting accuracy improved by up to 30%, enabling MFIs to plan for payment obligations more effectively. These enhancements supported more efficient fund allocation and reduced financial risks in daily operations. The integration of advanced Microfinance Management Systems (MFMS) has transformed the operational capabilities of MFIs, particularly in cash handling, short-term loan distribution, and fraud mitigation. These systems not only increase operational efficiency but also contribute to higher customer satisfaction and broader financial inclusion. The use of AI-powered tools for forecasting, monitoring, and fraud detection demonstrates the potential of technology-driven solutions in addressing the evolving needs of the microfinance sector.

Keywords: microfinance, cash management, loan distribution, short-term financing, revolving credit, cash flow management, fraud prevention, artificial intelligence, predictive analytics, branchless banking

**NODADO HOSPITAL MANAGEMENT SYSTEM CORE II - PHARMACY SERVICES,
LABORATORY SERVICES, AND THERAPEUTIC SERVICES
WITH PHARMACEUTICAL AND MEDICATION**

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Raven Odtuhan, Marco Ronquillo, Ronald Roldan

Abstract

The Nodado Hospital Management System Core II integrates advanced AI technologies to optimize key healthcare services, specifically in Pharmacy, Laboratory, and Therapeutic functions. The inclusion of QR code functionality streamlines patient record handling, enhances prescription accuracy, and improves overall service delivery. AI-driven tools assist in pharmaceutical and medication management, ensuring precise prescriptions and dosages while minimizing the risk of human error. In laboratory services, AI accelerates diagnostics and provides reliable results more efficiently. This integrated system is designed to enhance patient outcomes, reduce operational costs, and improve overall hospital workflow and efficiency. The system was developed using the Agile project management methodology, which enabled iterative and flexible development cycles tailored to the dynamic needs of the healthcare environment. Agile's adaptability was particularly valuable in addressing the complex and frequently changing requirements of hospital operations. This approach allowed for continuous feedback and enhancement, ensuring the system remained responsive to the needs of healthcare professionals, hospital administrators, and patients. The implementation of the Nodado Hospital Management System Core II using Agile methodology led to a system capable of delivering essential features in regular, incremental releases. The development process demonstrated the system's adaptability to user feedback and evolving healthcare demands. Key modules, Pharmacy, Laboratory, and Therapeutic Services, benefited from AI integration, enabling faster diagnostics, improved medication safety, and more efficient therapeutic workflows. These improvements contributed to operational efficiency and higher quality of care within the hospital setting. The success of the system highlights the applicability of Agile methodology in health technology development. While Agile proved effective in accommodating changes and incorporating feedback, it also presented challenges such as scope management and integration complexity. The study emphasizes the critical importance of collaboration, continuous testing, and responsiveness to user needs. Focused on Pharmacy, Laboratory, and Therapeutic services, the project demonstrates how AI and flexible methodologies can drive meaningful advancements in hospital management systems, ultimately supporting better patient care and organizational efficiency.

Keywords: hospital management system, agile methodology, ai in healthcare, pharmacy services, laboratory services, therapeutic services, medication management, qr code integration, healthcare it, operational efficiency

**OPTIMIZING FINANCIAL OPERATIONS: ENHANCING EFFICIENCY IN
DISBURSEMENT, BUDGET MANAGEMENT, COLLECTION, GENERAL LEDGER, AND
ACCOUNTS PAYABLE/RECEIVABLE THROUGH AI DRIVEN SERVICE
MANAGEMENT SYSTEM**

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John Jefirusy Perez, Aldrich Quiwa, Enrico Pineda

Abstract

In today's dynamic financial environment, organizations are increasingly adopting advanced technologies to streamline operations. The optimization of financial processes such as disbursement, budget management, collection, general ledger, and accounts payable/receivable is essential to maintaining a competitive edge. The implementation of AI-driven service management systems allows companies to achieve greater efficiency, minimize errors, and increase profitability by transforming traditional financial operations into more intelligent and responsive processes. This project aims to develop and implement an AI-powered service management system that enhances critical financial functions. The study focuses on identifying specific AI solutions applicable to disbursement, budgeting, collection, general ledger, and accounts payable/receivable. It also examines the benefits of these technologies in improving accuracy, reducing costs, and enabling data-driven decision-making. The system is designed to replace conventional methods with scalable, predictive, and automated financial processes. The system demonstrated measurable improvements in financial operations, including reduced processing times, lower error rates, and decreased operational costs. Forecasting accuracy improved significantly through predictive analytics, enabling more responsive budget adjustments and resource allocation. Additionally, the system optimized collection and dispute resolution processes, resulting in stronger stakeholder relationships and more stable cash flows. The integration of an AI-based service management system presents a transformative approach to financial operations. By automating repetitive tasks, enhancing data accuracy, and delivering predictive insights, the system supports smarter decision-making across financial functions. While successful implementation requires strategic planning and robust data integration, the potential benefits in terms of operational efficiency and cost reduction reinforce AI's critical role in modern financial management. Future research may further explore implementation challenges and industry-specific customization strategies.

Keywords: ai-driven financial management, disbursement, budget management, collection optimization, general ledger, accounts payable, accounts receivable, predictive analytics, process automation, operational efficiency

**OPTIMIZING JOB AGENCY OPERATIONS (PAYROLL SYSTEMS, CORE HUMAN
CAPITAL STRATEGIES, HR ANALYTICS AND STRATEGIC COMPENSATION
PLANNING)**

Hannah Faye Perez, Gyle Aldrick Cordova, Christian Peji,
Elton Kert Roleda, Daniela Santos, Enrico Pineda

Abstract

Advancements in digital technology have prompted job agencies to transition from traditional manual processes to automated human resource management systems. R-911 Security Force Agency encountered several operational challenges, including delays in payroll processing, inaccurate data storage, and ineffective performance monitoring. In response, the Human Resource Service Management System 4 (HRSMS 4) was developed to address these concerns by incorporating payroll automation, centralized employee data management, HR analytics, and strategic compensation planning to enhance operational efficiency. The development process followed the Agile Scrum methodology, supported by staff interviews to align system features with user requirements. DevOps practices were applied to ensure continuous integration and smooth deployment. System testing included both functional and usability validation, along with data security assessments conducted in real-world scenarios to ensure system reliability and effectiveness. The implementation of HRSMS 4 successfully automated payroll operations and centralized employee data into a secure, unified database. Real-time analytics enabled more accurate performance evaluations, while the strategic compensation module improved pay equity and contributed to enhanced employee satisfaction. These innovations streamlined operational processes and increased the overall efficiency of human resource management within the agency. HRSMS 4 modernized the agency's HR operations by integrating user-centered design and a structured development approach. The system's offline functionality and inclusion of staff training addressed common issues related to internet dependency and employee adaptability. The outcomes of this study demonstrate the potential of HRSMS 4 as a scalable model for digital transformation in human resource operations across similar organizations.

Keywords: hr digital transformation, payroll automation, centralized employee data, hr analytics, strategic compensation planning, agile scrum, human resource management, devops practices, performance evaluation, job satisfaction

OPTIMIZING SUPPLY CHAIN EFFICIENCY LOGISTICS PREDICTIVE ANALYTICS

Marc Daniel Rafael Llorente, John Carlo Bueno, John Michael Gallego,
May Ruiz, Prince Velozo, Sheryl Adovas

Abstract

In the modern era, technology continues to advance rapidly, leading to innovative solutions that simplify human life. One significant development is the integration of predictive analytics into logistics, which enhances supply chain efficiency. According to Bienstock et al. (2008), logistics service quality can be evaluated by metrics such as tracking and tracing accuracy, service speed, location precision, and pricing effectiveness. This study focuses on how transportation and logistics services adapt to these standards by implementing advanced tracking and tracing systems. The goal is to explore the role of predictive analytics in optimizing logistics operations and ensuring high service quality. This study draws insights from the work of Martinez, J. A. & Martinez, E. G. (2021), which emphasizes the use of Agile methodologies, particularly the Scrum framework in developing Transportation Management Systems (TMS). The research examines how Agile approaches can address the dynamic challenges in logistics by allowing flexible, iterative development cycles. Through this framework, the development process adapts efficiently to the evolving needs of the logistics sector. Due to the rapid growth in transportation demands, the proposed system offered an efficient solution for vehicle service logistics within the transportation network. With the application of predictive analytics, the system provided measurable improvements in supply chain performance. The results demonstrated that forecasting capabilities and real-time data analysis enabled better decision-making and resource allocation across logistics operations. The Agile Scrum process was crucial in the system's development and implementation. The cycle began with sprint planning, where the team selected and scheduled specific tasks from the product backlog. Daily stand-up meetings facilitated communication and progress monitoring, while sprint reviews allowed for stakeholder feedback on completed work. Finally, sprint retrospectives provided opportunities for process evaluation and improvement. These iterative phases, as outlined by Asana (2024), enhanced team collaboration and ensured the system's continuous refinement. The study concludes that predictive analytics combined with Agile development contributes significantly to logistics efficiency and supply chain optimization.

Keywords: predictive analytics, supply chain efficiency, transportation management system, agile methodology, scrum framework, logistics tracking, real-time data, vehicle service logistics

**PARKS AND RECREATION MANAGEMENT SYSTEM(REAL-TIME FACILITY
AVAILABILITY, FACILITY RESERVATION, MAINTENANCE AND
SAFETY REPORTING AND AI-POWERED CUSTOMER SUPPORT)**

Vecera John Ralph, Dexter Vinanua, Anthony Pinto, Henderson Jorta, RosauoVillalon

Abstract

The Parks and Recreation Management System with Real-Time Facility Availability, developed for Local Government Unit 2 in Quezon City, was created to solve recurring issues in managing public recreational spaces. Common problems such as overcrowding, inefficient reservation systems, and delayed maintenance reporting highlighted the need for a more efficient and responsive solution. This system modernizes operations, improves accessibility, and enhances the overall experience for both administrators and park users. The development of the system followed the Agile Scrum methodology, emphasizing iterative progress and continuous stakeholder engagement, particularly with the Parks Development and Administration Department (PDAD). The process involved several sprints dedicated to research, system design, coding, and module testing. Core features were gradually implemented and regularly assessed to ensure they satisfied both functional requirements and operational needs. The developed system is composed of several key modules designed to maximize functionality and enhance user engagement. These include: Real-Time Facility Availability and Reservation, which enables users to check availability and make bookings seamlessly; Issue Reporting for Maintenance and Safety, allowing prompt submission and tracking of facility-related concerns; an Automated Notification Feature, which informs users of updates, schedule changes, or maintenance activities; an AI-Based Virtual Assistant, developed to respond to user inquiries and support needs automatically; and User and Administrator Dashboards, offering organized, role-specific access to tools and data management. This project highlights how digital innovation can modernize local government operations. By incorporating real-time updates, user-centric features, and intelligent automation, the system improves administrative processes and enhances user experience and safety. Future upgrades may include advanced data analytics and expanded facility coverage, making it a scalable model for other cities aiming to implement smart governance solutions.

Keywords: local government system, parks and recreation, real-time facility availability, digital transformation, smart city, user-centered design, administrative efficiency, automation, quezon city, agile scrum, system modules, maintenance reporting, facility

PRODUCT INFORMATION SYSTEM FOR ATE DIOSA'S STATION

Marie Buagas, Baldivino Ringo, Alexander Armstrong, Chelsea Umbac,
Krystall Lingad, R-jay Pornasdoro

Abstract

Ate Diosa's Station is an expanding retail business that offers a wide variety of products such as clothing, ID lanyards, chibi figurines, stickers, and exclusive limited-edition items. As customer demand continues to grow, manual handling of inventory, sales, and order processing has proven to be inefficient and error-prone due to the lack of a centralized system. To overcome these issues, a product information system has been implemented to deliver a secure, streamlined, and user-friendly solution for effective product management. The researchers employed the Waterfall Model (SDLC) as their framework, following sequential phases: planning, analysis, design, development, testing, implementation, and maintenance. To gather the system requirements for Ate Diosa's Station, they conducted interviews and market research. With the collected data, a comprehensive system design was created to define the platform's main features and functionalities. Java was utilized for coding and debugging, while XAMPP was used to handle the database management during development. The Product Information System (PIS) greatly enhances the management of products and inventory tracking at Ate Diosa's Station. It allows administrators to efficiently gather, update, and classify product information, removing the delays and inaccuracies caused by manual data handling. With clear product categorization, items are systematically organized, improving ease of access and streamlining the process of locating and coordinating products. The Product Information System (PIS) successfully tackles the issues experienced by Ate Diosa's Station, where manual inventory management was inefficient and error-prone, causing delays. The new system modernizes product search and inventory tracking, delivering greater accuracy and speed, which in turn lowers the workload and boosts operational efficiency.

Keywords: product information system, inventory management, manual processes, operational efficiency, product lookup, accuracy, workload reduction, ate diosa's station, system modernization.

PRODUCT INVENTORY MANAGEMENT SYSTEM IN KNM MINI MART

Mariane Nicole Valera, Jhon Carlo Ramos, Ivan Kurt Salvador,
Christine Ledesma, Jhade Vincent Tamonan, R-jay Pornasodoro

Abstract

This study proposes a product inventory management system specifically developed for KNM MINI MART to enhance stock control and operational efficiency. The system helps prevent stock shortages by accurately monitoring inventory levels and organizing product data for easy access. It also features an expiration tracking function to ensure that outdated products are identified and removed before reaching customers. Development of the system was carried out using Apache NetBeans 2025. The researchers adopted the Waterfall Model of the Software Development Life Cycle (SDLC) to guide the system development process. This method includes the stages of planning, analysis, design, development, testing, implementation, and maintenance. Key activities involved assigning team roles, conducting interviews with the client, defining the research scope, designing the system's interface and structure, building the system, and performing testing before deployment. The process concludes with ongoing system maintenance to ensure long-term performance and reliability. The Product Inventory Management System aims to enhance the overall efficiency of the client's business. It enables better control of stock levels, ensures well-organized product data, and facilitates accurate monitoring of product expiration dates to prevent the sale of expired items. The Product Inventory Management System is designed to resolve the client's operational issues, such as inefficient stock handling, unorganized product information, and the lack of expiration date monitoring. By implementing this system, the business benefits from improved operational efficiency, faster transactions, and simplified employee tasks. System access is restricted to the admin (or owner) and designated users (employees). The admin holds exclusive privileges, including managing employee accounts and assigning specific roles. Employees, based on their roles, can access various system features such as the dashboard, adding new product entries, monitoring stock levels and product expiration dates, reviewing sales data and notifications, and viewing categorized product lists.

Keywords: inventory management system, stock control, product data, expiration tracking, admin access, employee roles, system efficiency, transaction accuracy, user permissions, knm mini mart, operational improvement.

**RAIN PROTECTION MACHINE FOR DRYING FISH THROUGH
SUNLIGHT USING ARDUINO FOR VILMA'S DRIED FISH**

Humphrey Yu, Jhade Arbhe Batiquin, Alfredo Uno, John Robert Nietes,
Raph Gabriel Sendrijas, R-jay Pornasodoro

Abstract

Agriculture is highly affected by rainfall, particularly during post-harvest drying. Traditional forecasting methods are often inadequate due to limited data granularity. This project proposes to improve real-time rain detection. Drying fish using sunlight is a traditional method widely practiced in coastal areas. However, sudden rainfall poses a major threat to the quality and safety of dried fish, especially for small-scale producers like Vilma's Dried Fish business. This project aims to develop a cost-effective, automated rain protection machine using Arduino technology to improve the reliability and efficiency of the fish drying process. The system is built using an Arduino Uno microcontroller integrated with rain sensors, servo motors, and a retractable cover. When rainfall is detected by the sensor, the Arduino triggers the motor to extend the cover over the drying racks. Once the rain stops and weather conditions return to optimal drying levels, or when the rain sensor stops detecting moisture, the system retracts the cover automatically. The machine is powered using a 6V lead-acid battery, which is also used in other industrial machines to provide power during outages, as well as in emergency lighting and alarm systems. Testing showed that the system successfully detected rainfall within 0.5 seconds and deployed the protective cover in under 1 second, making the lid fully closed in under 5 seconds. During trials, fish drying under the system experienced minimal exposure to rain and maintained higher quality compared to fish dried using traditional open-air methods. The automation reduced manual labor and prevented potential spoilage due to unexpected weather changes. Security, efficiency, and simplified administrative work were also improved without interrupting class time. The Rain Protection Machine for Drying Fish through Sunlight Using Arduino for Vilma's Dried Fish is aimed at designing a machine that can protect dried fish from inevitable sudden rain to reduce damage and decay. The device employs the use of a servo motor and rain-detecting module to detect rainfall and provide a signal to close its cover. This product proved to be an effective and affordable solution for small-scale fish drying operations. It enhances the traditional sun drying method by adding weather adaptability without compromising sustainability. Future improvements could include temperature and humidity monitoring for more precise drying control.

Keywords: rain detecting machine, rain protection machine, drying fish, dried fish

**SANGGUNIAN KABATAAN MANAGEMENT SYSTEM (COMMUNITY PORTAL,
PROGRAM SCHEDULING, REAL-TIME DATA AND EVENT
WITH AI ASSISTED EDUCATIONAL PROGRAM)**

Charles Brazal, Fernando Jose Adigue, John Paulo Arrieta, Mohammad Rayyan Tambidan,
Paul William Trinidad, Richelyn Villasor

Abstract

The Sangguniang Kabataan (SK) Management System is a digital platform designed to strengthen the efficiency and effectiveness of youth governance in the Philippines. This system empowers young individuals to actively participate in local governance and advocate for the needs and interests of the youth within their communities. A key feature of the platform is program scheduling, which streamlines the organization and management of youth-related activities, fostering increased engagement and participation. Additionally, the system provides real-time access to data and events, enabling SK officials and youth participants to stay informed about ongoing activities, project updates, and community initiatives. Another core component is the AI-Assisted Educational Program, which delivers personalized learning experiences by tailoring educational content and resources to the unique needs of each learner. This feature is aimed at enhancing academic support and promoting inclusive, adaptive learning within the youth sector. The Sangguniang Kabataan (SK) Management System utilizes a digital platform to efficiently manage the planning, coordination, and execution of youth-related programs and community initiatives. Designed to be user-friendly, the system allows SK officials to oversee event scheduling, monitor budgets, facilitate communication, and maintain project documentation. The integration of automated tools reduces manual workload and enhances both transparency and accountability in SK governance. Additionally, the system promotes data-driven decision-making by tracking project performance, enabling regular assessments and fostering continuous improvement in youth development efforts. Challenges in the registration process include inefficient communication and overly complex procedures, which discourage youth participation. Additionally, overlapping or poorly timed program schedules hinder attendance, as participants often cannot accommodate these activities within their routines. Apathy towards Sangguniang Kabataan (SK) programs is further driven by a lack of perceived relevance, inadequate promotion, and a misalignment between the initiatives and the actual needs and interests of the community. The Sangguniang Kabataan in Barangay Nagkaisang Nayan has taken significant steps to address common issues in its programs. The registration process has been streamlined and made more accessible through clearer communication and the use of an online system. Additionally, SK officers have adopted various social media platforms to improve program promotion and have actively involved the youth in the planning process. These efforts aim to increase the relevance, accessibility, and participation in SK programs within the community.

Keywords: sangguniang kabataan, barangay nagkaisang nayan, youth engagement, program accessibility, online registration, social media promotion, community involvement, sk officers, youth participation, program planning

**SCHOOL (MANAGEMENT SYSTEM: LOGISTICS MANAGEMENT SYSTEM WITH
DEMAND FORECASTING AND DELIVERY SCHEDULING)**

Rio Cupat, Isaiah Allen Falcon, Laurance Mondragon, Eugene Valdenebro,
Hannah Alexandra Bangay, Marifel Laynesa

Abstract

Logistics is a crucial component in the efficient operation of educational institutions, particularly in managing the distribution of textbooks and uniforms. Traditional systems often struggle with issues such as inaccurate demand forecasting, excess inventory, and delayed deliveries. To overcome these inefficiencies, this project proposes an integrated School Management System (SMS) that leverages AI-powered demand forecasting and real-time delivery scheduling. The system aims to optimize resource allocation, minimize waste, and ensure the timely and accurate delivery of educational materials to both students and staff. The project utilized an Agile Scrum methodology, incorporating frequent sprint cycles and continuous stakeholder feedback to ensure alignment with requirements. Its microservices architecture provided modularity and easy scalability throughout development. Demand forecasting was powered by machine learning models that considered enrollment patterns, seasonal fluctuations, and past data trends. The use of DevOps practices, such as continuous integration and deployment (CI/CD), facilitated efficient development and testing workflows. Data synchronization across various system modules was handled in real-time through RESTful APIs within a centralized cloud platform. The approach effectively minimized stockouts and overstock situations by accurately forecasting demand for textbooks and uniforms. Enhanced scheduling algorithms and real-time delivery tracking improved distribution efficiency. The administrator dashboard offered valuable insights through data visualization and detailed reporting, facilitating informed decision-making. Consequently, improved planning and transparency led to greater satisfaction among administrators and logistics managers. Combining demand forecasting with logistics management greatly enhances operational efficiency in educational institutions. This system demonstrates how real-time data synchronization and artificial intelligence enable informed decision-making, mitigate common logistical issues, and improve resource utilization. Development challenges, including system integration and stakeholder training, were addressed through iterative improvements and ongoing feedback. The system's scalable design supports future expansion to cover additional logistics areas such as food services, transportation, and supplier network integration.

Keywords: demand forecasting, logistics management, operational efficiency, educational institutions, real-time data synchronization, artificial intelligence, data-driven decision-making, resource utilization, system integration, stakeholder training, iterativ

**SCHOOL MANAGEMENT SYSTEM 1: ENROLLMENT AND ADMISSION WITH
ACCUMULATING STUDENT MONITORING DATA**

Jay Paclauna, Roberto Gutierrez, Ken Eugene Herbolario,
Eugene Tinio, Ronn Gabriel Julio, Ronald Roldan Jr.

Abstract

The SMS Enrollment & Admissions system at Bestlink College of the Philippines effectively resolves common inefficiencies found in traditional enrollment methods. It delivers timely updates, reduces student queues, and simplifies status tracking. For staff, it minimizes repetitive inquiries, manual verification tasks, and data inconsistencies through centralized information management. Automated SMS notifications and a comprehensive database enable real-time monitoring of student progress, requirements, deadlines, and admission status, thereby increasing transparency and streamlining the enrollment process. The project was developed using the Agile Scrum methodology. The backend was implemented in PHP with a secure MySQL database, while the frontend utilized HTML/CSS and JavaScript for interactivity. Automated real-time SMS notifications are managed via a third-party API. The system follows a modular approach, dividing functions into registration, submission, tracking, and SMS modules, each undergoing unit testing followed by integration testing. Reliability was confirmed through practical testing involving students and staff. Initial development was conducted on local servers, with cloud deployment planned to enhance scalability. The database schema supports the continuous accumulation of student records to enable historical analysis. Real-time SMS notifications significantly enhanced the enrollment process by reducing the volume of in-person inquiries. Students received prompt reminders regarding deadlines, confirmations, and admission statuses, resulting in fewer walk-ins and phone calls. Registrar staff experienced increased efficiency through automated progress tracking and comprehensive data insights such as admissions by department, pending documents, and completion rates, supporting informed decision-making and optimized resource allocation. Performance testing validated the system's stability under high user demand, while validation mechanisms effectively minimized errors and prevented duplicate records. The admissions and enrollment process begins with students submitting their applications, including academic and personal details. The admissions office reviews these applications to assess eligibility. Once accepted, students confirm their admission by submitting a confirmation form, paying the enrollment fee, and providing any additional required documents. The final enrollment steps involve class registration, orientation, and setting up school accounts, preparing students to commence their classes.

Keywords: admissions process, enrollment procedure, student application, eligibility review, confirmation form, enrollment fee, document submission, class registration, orientation, school account setup.

**SCHOOL MANAGEMENT SYSTEM 1: LIBRARY WITH QR CODE INNOVATION
AND BOOK MONITORING: STUDENT INFORMATION IN
BESTLINK COLLEGE OF THE PHILIPPINES**

Jerelyn Gargoles, Nelly Rose Peria, Ivan Obelidor, Carmina Ricablanca,
Misha-el Bamba, Ronald Roldan Jr.

Abstract

The proposed system introduces a modern approach to managing school libraries by streamlining the tracking and access of library resources. This will mark the first time students have experienced a Library Management System, designed to simplify and enhance their interaction with library services. Many schools currently struggle with disorganized collections and outdated methods for checking book availability, often leading to frustration for both students and librarians. By addressing these issues, the system aims to improve the overall educational experience and foster a stronger culture of reading and learning. To develop the SMS Library System, the project team utilized the Agile methodology, which promotes flexibility through the division of the project into manageable, iterative phases. This structured yet adaptive approach ensured steady progress and continuous refinement. Regular stakeholder interviews were conducted to gather insights and feedback, which guided the enhancement of system features and ensured that the final output aligns closely with user requirements. The SMS Library System effectively responds to user needs by integrating key features such as QR code scanning for quick book identification, an AI-powered Fine Tracker for real-time fine computation, and an online book reservation option. These innovations significantly improve the organization and monitoring of library resources, minimize errors in tracking overdue items, and create a smoother, more efficient library process. As a result, users experience greater convenience and satisfaction in borrowing and managing books. The SMS Library System offers promising improvements to the overall library experience for both students and librarians. Resolving common issues in library management; it encourages increased student interaction with available resources. Throughout development, it became clear that continuous user feedback plays a vital role in shaping a system that genuinely meets the needs of its users and supports the library's role in academic success.

Keywords: sms library system, library experience, students, librarians, library management, user feedback, student engagement, academic success, system development, resource access

**SCHOOL MANAGEMENT SYSTEM 2: THE DEVELOPMENT OF A PREFECT
MANAGEMENT SYSTEM WITH STUDENT CASE TRACKING AND AI CASE
ANALYSIS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Arjay Austria, Reymondo Hernaez, Lovely Mae Koolyn Gaela,
Mary Fien Cuabo, Mark Edwin Diesta, Ronald Roldan Jr.

Abstract

The Prefect Management System, integrated with a Student Case Tracking Module, was developed for the Prefect Department of Bestlink College of the Philippines to address existing operational challenges. The system aims to efficiently track student cases, manage prefect duties, and generate accurate reports. It is designed to enhance workflow, simplify administrative processes, and support the effective enforcement of disciplinary policies. To ensure the system could adapt to the evolving needs of the Prefect Department, we employed the Agile Scrum methodology. Scrum's iterative process enabled the team to incrementally develop functional modules such as duty management and case tracking in manageable phases. Given the department's limited experience with digital systems, sprint cycles were extended to three to four weeks to allow ample time for feedback and necessary revisions. Additionally, we incorporated detailed documentation practices to align with the school's standards, modifying the traditional Scrum documentation approach accordingly. By following the Scrum framework, we successfully developed key system features such as student case tracking, prefect duty management, and report generation. The system evolved through continuous collaboration with the Prefect Department, with their feedback playing a vital role in shaping its functionality. Each sprint iteration brought the system closer to meeting the department's operational requirements and user expectations. The use of Agile Scrum proved highly beneficial in accommodating the Prefect Department's evolving requirements. The iterative development model, combined with frequent feedback loops, ensured the system remained adaptable and aligned with the department's needs. Extended sprint cycles provided the team with ample time to incorporate feedback and refine the system effectively. Collaboration among the Scrum Master, Project Manager, developers, and other team members was crucial to the project's success. Ultimately, the system was designed to streamline and enhance the efficiency of the Prefect Department's operations.

Keywords: agile scrum, perfect management system, iterative development, student case tracking, sprint cycles, collaboration, system refinement, feedback loops, operational efficiency, bestlink college

**SCHOOL MANAGEMENT SYSTEM 2: AUTOMATED DEFENSE ROOM SCHEDULING
SYSTEM WITH REAL-TIME AVAILABILITY AND CONFIRMATION
FOR CENTER FOR RESEARCH AND DEVELOPMENT AT BESTLINK
COLLEGE OF THE PHILIPPINES**

Joseph Alfredo Pastores, Mark Joshua Trinidad, Cedrick Del Prado,
Rosever Cunanan, Amina Sanson, Ronald Roldan Jr.

Abstract

The Automated Defense Room Scheduling System was developed to address the challenges faced by the Center for Research and Development (CRAD) at Bestlink College of the Philippines in managing defense room schedules. The current manual scheduling process is inefficient, often leading to scheduling conflicts and difficulties in monitoring reservations. To improve this, the system provides real-time updates on defense room availability, prevents double bookings, and streamlines the scheduling management for the CRAD department. The system was developed using a systematic approach based on the Agile Scrum methodology, enabling iterative development and continuous feedback throughout the process. PHP was used for backend development, MySQL for database management, and HTML and CSS for the frontend interface. The development followed a modular approach, allowing seamless integration of core features such as room scheduling, schedule validation, and data management. Testing included unit testing, integration testing, and real-world usability testing conducted by the Center for Research and Development (CRAD) officers to ensure system reliability and user-friendliness. The solution was deployed on Infinite cloud infrastructure to provide easy access and scalability. The implementation of the system significantly improved the efficiency of the defense room scheduling. It provided real-time room availability, reduced scheduling conflicts, and enhanced record-keeping. The Center for Research and Development (CRAD) officers were able to increase scheduling accuracy and streamline the management of defense schedules. Performance testing demonstrated that the system can handle multiple schedules simultaneously, ensuring smooth operation even during peak periods. The results indicate that automating the defense room scheduling process effectively resolves the inefficiencies associated with manual scheduling. The system improves organization, optimizes resource utilization, and reduces human error. Feedback from the Center for Research and Development (CRAD) officers was instrumental in further refining the system to better meet operational needs. Future enhancements may include features such as report generation and advanced scheduling analysis to support data-driven decision-making.

Keywords: automated defense room scheduling system, center for research and development (crad), scheduling management, real-time room availability, scheduling conflict reduction, agile scrum methodology, php, mysql, html, css, modular development, system testi

**SCHOOL MANAGEMENT SYSTEM 2: AUTOMATED GRADUATION PHOTOGRAPHY
MANAGEMENT SYSTEM: STREAMLINING SOCIAL MEDIA SCHEDULING, STUDIO
VERIFICATION, AND STATUS TRACKING FOR STUDENT DOCUMENTATION**

Joshua Quitariano, Cedrick Paul Gliban, Danny Duran, Mark Lester Agustin, Ronald Roldan Jr.

Abstract

The Automated Graduation Photography Management System was created to solve the difficulties encountered by the Social Media (Socmed) Department in handling student documentation and graduation photography. Previously, the department relied on manual processes including renaming photo files and entering student information by hand, that were both time-consuming and prone to errors. These inefficiencies led to significant challenges, especially as the workload increased. The new system is designed to automate and simplify these tasks, thereby improving accuracy and boosting overall workflow efficiency. The Agile Scrum is employed as a methodology to develop the Automated Graduation Photography Management System for the Social Media (Socmed) project. By organizing work into structured sprints, conducting daily stand-ups, and holding regular sprint reviews, we maintained consistent progress and quickly adapted to evolving requirements. Collaborating closely with department staff as Product Owners, we continuously gathered feedback to ensure the system met actual operational needs. This approach enabled us to efficiently deliver a user-centered solution that streamlined social media scheduling, studio verification, and student status tracking, ultimately enhancing workflow and service delivery. The Automated Graduation Photography Management System successfully resolved the inefficiencies present in the Social Media (Socmed) Department's manual workflow. By automating essential tasks like file renaming, social media scheduling, and student documentation tracking, the system greatly increased operational efficiency. This automation improved accuracy, reduced the manual workload, and streamlined processes, resulting in notable enhancements in overall workflow management. The study suggests that integrating Artificial Intelligence (AI) into the Automated Graduation Photography Management System could greatly enhance photo automation and overall efficiency. Advanced features like facial recognition and intelligent scheduling have the potential to further streamline operations. However, concerns about data privacy and security may pose challenges to implementation. Future development should prioritize strengthening data protection measures while utilizing advanced analytics to optimize system performance.

Keywords: automated graduation photography management system, social media department, workflow automation, artificial intelligence (ai), facial recognition, intelligent scheduling, data privacy, data security, operational efficiency, agile scrum meth

**SCHOOL MANAGEMENT SYSTEM 2: FACULTY LOADING WITH
ONLINE SUBMISSION, DOCUMENTS TRACKING, SCHEDULE
MONITORING REPORT WITH CLASSROOM MANAGEMENT**

John Robert Hernando, John Mark Ferrer, Raynald Carmen, Michael Anthony Casabon,
Ronald Juan, Ronald Roldan Jr.

Abstract

The School Management System (SMS) is designed to enhance the efficiency and effectiveness of educational institutions by integrating various administrative functions into a single platform. The system primarily focuses on faculty loading, online submission tracking, schedule monitoring, and classroom management. By streamlining these processes, the SMS aims to reduce administrative workload, improve faculty scheduling, and optimize resource allocation. With online submission tracking, the system ensures that submissions are timely and successfully recorded. Meanwhile, schedule monitoring facilitates the optimal use of classroom resources and tools by enabling better planning and management of schedules. Agile Scrum is a project management framework designed to handle complex projects through teamwork and adaptability. Work is divided into short, focused periods called sprints, typically lasting 2 to 4 weeks, each delivering usable parts of the product. The Product Owner prioritizes tasks, the Scrum Master facilitates the process and removes obstacles, and the Development Team builds the software. Key tools include the product backlog (a prioritized list of requirements), sprint backlog (tasks for the current sprint), and the increment (the working product delivered after each sprint). Daily stand-up meetings address immediate concerns, sprint planning defines goals, sprint reviews gather stakeholder feedback, and retrospectives focus on continuous process improvement. The system functions efficiently by automatically setting up classrooms and schedules, aligning with instructor preferences while significantly reducing manual work. Online submissions and document tracking securely store every file, allowing quick retrieval whenever needed. The schedule monitoring report provides department heads with clear, up-to-date information about room assignments. Additionally, classroom management prevents double bookings and maximizes the use of available space. The results demonstrate that the system effectively addresses major scheduling and room management challenges. The "Auto Room" tool enhances accuracy and speeds up the process, while online features simplify usage and tracking. However, users must enter accurate information to avoid technical issues. Overall, the system supports faculty and classroom operations efficiently and can be easily expanded to accommodate more complex requirements.

Keywords: school management system, classroom scheduling, faculty loading, online submission tracking, schedule monitoring, classroom management, auto room tool, resource allocation, administrative efficiency, faculty preferences, real-time reporting, conflict

**SCHOOL MANAGEMENT SYSTEM 2: MANAGEMENT INFORMATION SYSTEM,
STUDENT LEDGER WITH GENERAL REPORT BUSINESS INTELLIGENCE
IN BESTLINK COLLEGE OF THE PHILIPPINES**

Jhon Lenard Escolano, Fernan Manaog, Don Alexis Sofio Aco,
Klyden Maceda, Neil Vincent Boral, Ronald Roldan Jr.

Abstract

To meet the demands of modern education, manual record-keeping and paper-based reporting are no longer sufficient. Therefore, implementing a School Management System (SMS) is essential, especially for Bestlink College of the Philippines. This research proposes an advanced SMS that integrates Business Intelligence (BI) and Management Information System (MIS) features, along with a Student Ledger and General Reports. The system aims to improve data accuracy, streamline administrative tasks, and provide valuable insights for strategic decision-making. The goal is to develop a reliable, user-friendly platform that effectively evaluates student performance, manages data, and generates comprehensive reports to support educators and administrators in fulfilling the college's mission of delivering exceptional education. The development of the School Management System (SMS) at Bestlink College followed an Agile project management approach, organized into distinct stages to ensure clarity and efficiency. During the Concept phase, the Product Owner defined the project's scope and objectives. The Inception stage involved assembling a dedicated development team, assessing resource availability, and providing the necessary tools. The Iteration phase, the most extensive, focused on developing features tailored to the college's requirements. In the Release phase, the predevelopment team offered ongoing system support and addressed any issues that arose. Finally, the Retirement stage involved quality assurance testing to verify that the software was fully functional and ready for deployment. The implementation of the Student Management System (SMS) at Bestlink College of the Philippines has automated essential administrative functions such as fee processing and report generation, significantly reducing manual workload. This automation has enhanced the allocation of resources and overall operational efficiency, which in turn supports improved academic outcomes. By centralizing student and financial information, the system increases transparency and accountability, enabling accurate reporting and informed decision-making. Overall, SMS contributes to a more streamlined and effective educational environment. The integration of management information systems, student ledgers, expense monitoring, cost allocation, budgeting, and forecasting into a unified School Management System (SMS) represents a major advancement in the financial management framework at Bestlink College of the Philippines. This centralized system streamlines financial processes and addresses the evolving challenges faced by educational institutions in ensuring accurate, efficient, and transparent financial operations.

Keywords: school management system (sms), financial management, integration, student ledgers, expense monitoring, cost allocation, budgeting, forecasting, transparency, efficiency, bestlink college of the philippines

**SCHOOL MANAGEMENT SYSTEM 2: PRODUCT CATEGORIES WITH SEPARATE
SECTIONS FOR UNIFORMS, BOOKS AND OTHER PRODUCTS IN
BESTLINK COLLEGE OF THE PHILIPPINES**

Karl Aaron Alvendo, Onemig Robenta, Angelo Abaigar, Marc Andrew Licuan,
Cylenn Blezz Centillias, Ronald Roldan Jr.

Abstract

The School Management System 2 (SMS2) was developed to enhance the efficiency of the Bestlink Bookstore by introducing separate sections for uniforms, books, and other school supplies. This organized structure not only improves customer service but also streamlines inventory management. Under the previous walk-in system, students faced long lines, and poor tracking often led to missing items before distribution. To resolve these issues, the project centers on creating a user-friendly online platform that modernizes bookstore operations and makes it easier for students to access the items they need. The system includes an online shopping feature linked to students' school accounts, allowing them to browse categorized sections: uniforms (with size information), books (organized by course), and other school supplies. A standout feature is the real-time inventory tracker, which maintains accurate stock levels, sends low-stock alerts to administrators, and supports timely restocking to prevent shortages. The system allows students to browse products, add items to their cart, and complete purchases online, making the buying process faster and more convenient. It offers multiple secure payment options, such as GCash, school cashier payments, and installment plans. To keep students informed, the platform features an automated notification system that updates them on their order status, from confirmation to scheduled pick-up. For administrators, the platform provides powerful tools for managing product listings, tracking inventory, and generating comprehensive reports on sales, stock status, and user activity to support effective decision-making. SMS2 was developed using the Agile Scrum methodology, allowing for flexible, iterative progress and rapid adaptation to evolving requirements. The system adopts a Microservices architecture to ensure modularity, scalability, and fault tolerance. DevOps practices, particularly Continuous Integration and Continuous Deployment (CI/CD), were integrated to streamline the development pipeline and accelerate delivery. With these modern development strategies, SMS2 is poised to significantly boost operational efficiency and enhance the overall user experience for Bestlink College students.

Keywords: agile scrum, microservices, devops, ci/cd, system architecture, iterative development, modularity, scalability, operational efficiency, user experience, bestlink college

**SCHOOL MANAGEMENT SYSTEM 4: ADMISSION (WITH STATUS PROGRESS
TRACKING USING AI-DRIVEN TOOLS)**

Rheyvin Galang, Joana Rose Orbe, Leslie Nartates, James Robert Sto Domingo,
Sherwin Canellas, Khristian Hoseña

Abstract

The School Management System 4: Admission was developed to replace and enhance traditional manual admission procedures. It streamlines the entire process by leveraging AI tools for efficient document verification, improving application management workflows, and delivering real-time updates to applicants. To ensure data privacy and system integrity, it incorporates advanced security measures such as OTP (One-Time Password) authentication, encrypted data storage, and strict access control protocols. The system was developed on the WAMP stack (Windows, Apache, MySQL, PHP) and built using a microservices architecture to enhance scalability and maintainability. AI-driven file verification ensures the authenticity of submitted documents, while role-based access control safeguards user data by regulating permissions. The development followed the Agile Scrum methodology, enabling continuous iteration, testing, and refinement throughout the project lifecycle. The system streamlined the enrollment process by automating application tracking and document submission, effectively reducing manual workload and accelerating processing time. Administrators utilized the platform to manage student applications, update statuses, and handle records efficiently. AI-powered verification mechanisms ensured document authenticity, significantly decreasing the occurrence of fraudulent submissions. The system maintained high performance and reliability during both dual-user and multi-user sessions, with minimal downtime. The automation capabilities of the system have effectively enhanced admission management procedures. To further improve performance and user experience, future upgrades will focus on integrating mobile responsiveness, reinforcing security protocols, and expanding API connectivity. Additionally, planned enhancements such as automated data backups and load balancing mechanisms will contribute to greater system stability, scalability, and reliability.

Keywords: admission management system, automation, mobile compatibility, security protocols, api integration, automated backups, load balancing, system scalability, system reliability, performance optimization

SCHOOL MANAGEMENT SYSTEM 4: AI CHAT SUPPORT BOT FOR PREFECT OF DISCIPLINE WITH MENU-BASED NAVIGATIONS

Lester Caton, Chrisxander Merilo, Cedric Manlapaz, Clarence Bilono,
Mark Russell Tabadero, Mr. Khristian Hosena

Abstract

The Prefect of Discipline and School Management System enhances disciplinary procedures through intelligent automation. At its core is a machine learning-powered chatbot that provides real-time assistance, facilitates incident reporting, and grants easy access to school policies via a user-friendly menu. By automating routine tasks, the system significantly reduces manual workload and increases operational efficiency. The chatbot follows a structured conversation flow and maintains comprehensive logs, ensuring transparency and accountability. This solution promotes a more student-friendly environment while reinforcing clarity and consistency in school discipline management. The development of the Prefect System followed an Agile methodology, fostering a collaborative and adaptable process. The primary objective was to support the Prefect of Discipline in managing student behavior through a dialogue-based, menu-driven interface. A skilled development team, equipped with the necessary tools, implemented key features such as behavior logging, access to disciplinary records, and automated issuance of warnings. These functionalities were iteratively developed and refined based on feedback. Upon release, the support team actively monitored system performance and promptly addressed any emerging issues. As the system continues to evolve, components will be phased out only after undergoing rigorous quality assurance to ensure long-term stability and reliability. The integration of the AI Chat Support Bot into the Prefect of Discipline system has significantly modernized student behavior management. By automating key tasks such as logging infractions, retrieving disciplinary records, and issuing warnings through a user-friendly, menu-based interface, the system has reduced administrative workload and enhanced response time. Initial results indicate improved consistency and a reduction in errors when handling disciplinary cases. Looking forward, incorporating natural language processing could allow for more dynamic and personalized interactions. Overall, the AI Chat Bot has proven to be a reliable, efficient, and accessible tool for streamlining student discipline management. The integration of the Prefect System marks a transformative step in how schools manage student conduct. This application streamlines disciplinary processes by combining automated dialogue with an intuitive, menu-driven interface, allowing administrators to handle tasks such as recording infractions, retrieving behavior records, and issuing warnings all in one centralized platform. By reducing the time and effort required for administrative duties, the system enhances both efficiency and consistency. Ultimately, it offers a more intelligent and organized approach to behavior monitoring, enabling schools to address disciplinary issues more promptly and effectively.

Keywords: prefect system, student conduct management, disciplinary tasks, automated dialogue, menu-driven interface, behavior monitoring, administrative efficiency, behavior records, school discipline, ai integration

**SCHOOL MANAGEMENT SYSTEM 4: AI-DRIVEN MANAGEMENT INFORMATION
SYSTEM WITH INTELLIGENT STUDENT PAYMENT
TRACKING AND HISTORY ANALYSIS**

Mark Aeron Lerida, Jesel Delabahan, Kyle Mico Lerida, Dean Andrew Revereza,
Kenneth Sumampong, Mr. Khristian Hoseña

Abstract

This study proposes an AI-powered platform designed to automate and streamline administrative and financial operations in schools, with a particular focus on student payment tracking. The system enhances efficiency, accuracy, and transparency by leveraging AI to monitor payments in real time, generate analyzable payment history reports, identify overdue accounts, and forecast potential financial risks. By addressing the limitations of traditional, manual data handling, the platform offers a modern solution to the challenges of school financial management. This study presents the development and implementation of an AI-powered Management Information System (MIS) for schools, following the Agile Scrum methodology. The development process began with gathering stakeholder requirements and analyzing existing systems to identify gaps and opportunities. The system was built using scalable microservices architecture, leveraging technologies such as React.js, Node.js, Laravel, and MySQL. Deployment was streamlined through DevOps practices, while rigorous testing and continuous stakeholder feedback ensured the system aligned with the operational needs of educational institutions. The AI-driven Management Information System (MIS) successfully met its objectives by automating student payment tracking and generating real-time transaction histories. Feedback from stakeholders highlighted significant improvements in administrative efficiency, with users commending the system's intuitive dashboard and timely updates. Manual errors were notably reduced, and the system delivered actionable insights into payment patterns and overdue accounts. Performance testing confirmed stable and secure operations under standard load conditions. Key outcomes included faster reconciliation, improved financial transparency, and streamlined reporting, all of which directly support data-driven financial decision-making in educational institutions. This emphasizes how the AI-powered MIS effectively addressed critical reporting limitations by providing real-time tracking and a consolidated view across all departments, capabilities that were absent in previous systems. The integration of predictive analytics and automation enhanced payment management and improved overall financial transparency. Built on a scalable microservices architecture, the system supports future expansion, while DevOps practices ensured rapid and reliable deployment. Challenges such as AI model integration and data security were resolved through iterative development and close stakeholder collaboration. The study concludes that AI can significantly enhance school operations and recommends future advancements such as mobile app integration and more sophisticated predictive modeling to further strengthen the synergy between educational institutions and artificial intelligence.

Keywords: ai-powered mis, school financial management, real-time tracking, unified system view, predictive analytics, automation, microservices architecture, devops practices, ai model integration, data security, mobile app integration, predictive modeling, st

**SCHOOL MANAGEMENT SYSTEM 4: EVENT MANAGEMENT WITH
AUTOMATED CHECK-IN SYSTEM FOR ATTENDEE ENGAGEMENT**

Maeve Tambiga, Kyla Mae Grampa, John Carlo Delos Santos,
Jasper Kim Aspero, John Dave Del Moro, Khristian Hoseña

Abstract

The Event Management System with Automated Check-In enhances attendee engagement by utilizing mobile and web applications that enable quick and efficient check-ins via QR codes. This approach significantly streamlines the check-in process, reducing wait times and improving accuracy in attendance tracking. A user-friendly interface paired with clear instructions ensures a seamless experience for attendees. Traditional manual check-in methods often lead to issues such as double-checking or missed entries, which compromise data integrity and hinder event flow. By addressing these challenges, the automated system fosters a more organized, engaging, and data-driven environment for school events. The project team adopted Agile Scrum as the development methodology to ensure flexibility and responsiveness throughout the project lifecycle. Agile's iterative and incremental structure enabled the delivery of functional system components in short sprints, allowing the team to incorporate evolving requirements and stakeholder feedback. This approach supported seamless collaboration among developers, researchers, and security analysts, ensuring a balanced focus on both functionality and system security. To meet the project's specific needs, minor adaptations such as extended sprint durations for in-depth security analysis were made while maintaining alignment with core Agile principles. The development of School Management System 4: Event Management with Automated Check-In System for Attendee Engagement has produced significant outcomes that enhance the efficiency of event operations at Bestlink College of the Philippines. Key deliverables include the successful implementation of a QR code-based student attendance system, an automated event check-in process, and a centralized administrative dashboard. The system also strengthened security through user authentication and improved administrative efficiency by automating report generation and sending real-time notifications. This capstone project addresses the inefficiencies of manual attendee check-in processes at school events by developing an automated system that utilizes QR codes and mobile/web applications. Implemented using the Agile Scrum methodology, the project successfully delivered key components, including a QR code-based check-in feature, a centralized event management system, an administrative dashboard, enhanced security measures, and automated reporting functionalities. Designed for Bestlink College of the Philippines, the system aims to improve attendance accuracy, streamline event operations, and enhance overall attendee engagement.

Keywords: capstone project, automated check-in system, qr code, mobile application, web application, agile scrum, administrative dashboard, event management system, attendance tracking, security, bestlink college of the philippines

**SCHOOL MANAGEMENT SYSTEM 4: FINANCIAL ASSISTANCE MANAGEMENT
SYSTEM WITH APPLICATION AND ELIGIBILITY MANAGEMENT
USING AI -POWERED ELIGIBILITY ASSESSMENT**

Jhon Francis Cabizares, Jhon Mark Buhisan, Jhon Patrick Batilaran,
John Mark Cabonegro, Melfred Dula, Khristian Hoseña

Abstract

This project presents the development and implementation of a Financial Assistance Management System (FAMS) integrated with AI-powered eligibility assessment for Bestlink College of the Philippines. The study addresses the limitations of the current manual process of financial aid applications, which is prone to inefficiencies, delays, human errors, and a lack of transparency. With the rising demand for student financial assistance and the absence of standardized evaluation criteria, there is a clear need for a robust technological solution. The proposed system leverages artificial intelligence to automate the eligibility assessment process, ensuring faster, fairer, and more transparent disbursement of financial aid to deserving students. This study adopted the Agile Scrum methodology, emphasizing iterative development and close collaboration with stakeholders. System requirements were gathered through interviews, surveys, and document analysis. The solution was developed using a microservices architecture based on the WAMP stack and integrated with AI components to assess eligibility based on multiple criteria, including financial need and academic performance. Key modules include a student application portal, an AI-driven eligibility assessment engine, administrator dashboards, notification systems, and reporting tools. To streamline the development lifecycle, the team implemented CI/CD (Continuous Integration/Continuous Delivery) pipelines and utilized containerization technologies, enabling efficient testing, deployment, and system scalability. The implementation of the system resulted in significant time savings and a substantial reduction in administrative workload. The integration of AI ensured fair and unbiased eligibility assessments. Students benefited from real-time updates on their application status, while administrators gained centralized oversight and access to prescriptive reporting tools. System testing confirmed that all functional and performance requirements were met, and positive feedback from both users and staff validated the system's effectiveness, reliability, and user-friendly design. The project successfully modernized the financial assistance operations at Bestlink College of the Philippines, promoting greater transparency, fairness, and operational efficiency. Its strong alignment with institutional objectives, combined with the integration of industry best practices in AI and DevOps, positions the system as a scalable model for future enhancements or adoption by other educational institutions. Future developments may include integration with external scholarship databases and the advancement of predictive analytics to further support student success and ensure equitable allocation of resources.

Keywords: financial assistance management system (fams), ai-powered eligibility assessment, agile scrum, microservices architecture, wamp stack, ci/cd, containerization, student portal, real-time updates, transparency, predictive analytics, educational technol

**SCHOOL MANAGEMENT SYSTEM 4: LIBRARY MANAGEMENT SYSTEM
“AUTOMATED CATALOGING AND IMPROVED ONLINE PUBLIC ACCESS
CATALOG SERVICES USING A.I DRIVEN TOOL”**

Augustine Brial Bacalso, Jaspher Achuela, Gerald Christian Brito,
Marialhiz Galagala, Joshua Nalaunan, Khristian M. Hoseña

Abstract

School libraries serve a vital function in academic institutions by providing access to essential learning resources. However, many still rely on outdated systems, characterized by inefficient manual cataloging, disorganized inventories, and limited Online Public Access Catalog (OPAC) capabilities. These challenges hinder accessibility, reduce user satisfaction, and compromise operational effectiveness. This study proposes the development of an AI-driven Library Management System (LMS) that automates cataloging processes and enhances OPAC functionalities, aiming to significantly improve the user experience and overall library efficiency. To ensure adaptive development and active stakeholder involvement, the system was built following the Agile Scrum methodology, which supported iterative progress and regular feedback cycles. A microservices architecture was adopted to promote modularity, scalability, and efficient system maintenance. Key system functionalities include AI-driven automated cataloging, smart classification of books, metadata generation through ISBN lookup, real-time availability tracking, personalized search suggestions, and a user-friendly, responsive OPAC interface. Development and deployment were streamlined through the application of DevOps principles, including Continuous Integration (CI) and Continuous Deployment (CD), enabling rapid, reliable software delivery. The implementation of the system resulted in substantial improvements in both the speed and accuracy of cataloging processes. The integration of AI tools significantly minimized manual data entry and reduced the likelihood of human error. The enhanced OPAC system became more intuitive and responsive, offering features such as real-time book availability, personalized recommendations, and faster, more accurate search functionality. Surveys and user feedback from librarians and students reflected a marked increase in satisfaction and engagement, demonstrating the system's positive impact on overall library service delivery. This project underscores the transformative potential of artificial intelligence in modern library management. The automation of key tasks, intelligent search capabilities, and enhanced user interfaces collectively contributed to a more efficient, accessible, and user-centered library system. The adoption of a microservices framework ensured seamless integration, system scalability, and simplified maintenance. Overall, the developed Library Management System (LMS) presents a forward-thinking solution for academic institutions seeking to modernize and optimize their resource management processes.

Keywords: library management system (lms), artificial intelligence (ai), automated cataloging, opac, isbn metadata, microservices architecture, agile scrum, devops, ci/cd, personalized recommendations, real-time book availability, educational technology, syste

**SCHOOL MANAGEMENT SYSTEM 4: WEB-BASED HEALTH RECORD MANAGEMENT
SYSTEM WITH ASSESSMENT USING ALLSCRIPTS FOR AI TECHNOLOGY**

Jocelyn Braga, Nadine Doña, Rheyka Magnaye, Kube Charles Morano,
John Ronald Relano, Khristian M. Hoseña

Abstract

The evolution of contemporary education and technological advancements has significantly transformed the way individuals acquire knowledge. Traditional classroom-based instruction is increasingly being supplemented or replaced by experiential learning approaches that immerse students in real-world contexts. This shift highlights the importance of providing learners with opportunities to apply theoretical knowledge in environments that are both safe and dynamic, fostering critical thinking, problem-solving, and adaptability. As industries continue to evolve, employers are seeking professionals who can effectively translate academic concepts into practical solutions. This study underscores the value of hands-on experience, reinforcing the idea that practical application enhances both information retention and conceptual understanding. This study employed a comprehensive and structured framework for the design, development, and evaluation of an integrated online health record management system tailored specifically for educational institutions. The development process involved close collaboration among cross-functional teams, including software developers, UI/UX designers, school physicians and nurses, healthcare professionals, and administrative staff. To ensure compliance with health data regulations, the system adhered to established standards such as the Health Insurance Portability and Accountability Act (HIPAA). Key security measures including routine audits, data encryption during storage, and role-based access controls, were implemented to safeguard student health information and uphold confidentiality. This capstone project was initiated in response to the growing demand for a more efficient and reliable method of managing student health records in educational institutions. Recognizing that student health is a critical aspect of school management, the development team aimed not only to digitize health records but also to enhance health assessment quality through the integration of artificial intelligence. The primary objective of the system is to provide a secure, centralized platform that enables school nurses, administrators, and authorized personnel to efficiently record, access, and update students' health information. The rise of digital technology in the healthcare sector has enabled the modernization of medical data management. One of the most significant advancements in this field is the development of web-based health record management systems that integrate artificial intelligence with electronic health record (EHR) platforms. These systems not only enhance the efficiency and accuracy of healthcare delivery but also prioritize data security. To protect sensitive patient information and ensure compliance with privacy regulations, such systems implement robust security measures aligned with standards like the Health Insurance Portability and Accountability Act (HIPAA) and the Philippine Data Privacy Act.

Keywords: digital technology, healthcare, medical data management, web-based system, health record management, artificial intelligence, electronic health records (ehr), data security, hipaa, philippine data privacy act, privacy compliance

**SCHOOL MANAGEMENT SYSTEM; CASHIERING MANAGEMENT SYSTEM WITH
SCAN AND PAY QR CODE USING AN AI-DRIVEN APPROACH**

Raymond Gutierrez Jr, John Mark Mondala, Lorenz Dumandan,
John Cedrick Espino, Jimboy Mascariña, Khristian Hoseña

Abstract

Managing educational institutions has become a critical factor in ensuring their success in today's dynamic environment. Schools, colleges, and universities face persistent challenges in organizing and overseeing daily operations, not only to maintain functionality but also to create an environment conducive to academic excellence and student development. These challenges are often amplified in remote or under-resourced areas. To address such issues, it is essential to leverage data-driven systems that promote equitable and efficient management, thereby enhancing staff performance and student satisfaction. A well-designed management system can significantly contribute to these goals. This study will be conducted at Bestlink College of the Philippines, with a specific focus on the institution's financial operations. It will examine how the implementation of a new system for managing financial transactions may impact the daily activities of the school, influencing faculty, staff, and students alike. The findings are expected to provide valuable insights for developing a more streamlined and effective approach to institutional administration. The research employed the Agile Scrum Methodology in the development of an AI-driven Cashiering Management System with QR code payment integration. This approach facilitated a flexible and iterative development process through sprint cycles, enabling timely feature implementation and ongoing enhancements. Agile Scrum also allowed the development team to adapt effectively to evolving requirements, fostered strong collaboration, and supported rapid identification and resolution of issues throughout the project lifecycle. The implementation of the new AI-powered Cashiering Management System with integrated QR code payments at Bestlink College of the Philippines resulted in a 60% reduction in transaction times. This advancement significantly improved the speed, accuracy, and security of financial processes. Designed based on direct user feedback, the system was tailored to meet essential functional and security requirements. It provided substantial benefits to students, staff, and administrators, ultimately enhancing operational efficiency and overall user satisfaction. The AI-driven Cashiering Management System with QR code payments was developed to optimize the cashiering process while addressing the specific needs of its users. The system features a user-friendly interface, a PHP-based backend, a secure MySQL database, and an AI module powered by OpenAI for real-time fraud detection. It also includes a built-in notification system to keep users informed of transactions and updates. Designed to support multiple user roles and access across various devices, the system was developed using the Agile Scrum methodology to ensure adaptability and continuous integration of user feedback throughout the development process.

Keywords: ai-driven system, cashiering management, qr code payments, php backend, mysql database, openai, fraud detection, user-friendly interface, notification system, multi-user support, cross-device compatibility, agile scrum, user feedback integration

SCHOOL MANAGEMENT SYSTEM; WEB BASED DEVELOPMENT AND MOBILE APPLICATION FOR STUDENT PORTAL WITH PAY BILLS RECEIPT, AI CHAT BOT AND CONCERN TICKETING SYSTEM AT BESTLINK COLLEGE OF THE PHILIPPINES.

Aubrey Gillego, Ailyn Grace Borromeo, John Patrick Tanalgo,
Joseph Montoya, Jonalyn Diala, Ronald Roldan Jr.

Abstract

The purpose of this study was to assess the satisfaction and perspectives of stakeholders regarding the newly implemented School Management System (SMS) at Bestlink College of the Philippines. The system's primary users include students, faculty, administrative staff, and the IT department. Stakeholders anticipated that the SMS would enhance the efficiency of managing key functions such as academic performance tracking, payment processing, announcements, and internal communication. By gathering user feedback, the study aimed to highlight the system's strengths and identify areas in need of improvement. To gather stakeholders' perspectives, the research team employed a mixed-method approach, including interviews and the distribution of survey questionnaires. Respondents included students, teachers, school officials, and other staff members of the institution. The survey focused on key aspects of the School Management System (SMS), such as usability, security, performance, and core functionalities. In-depth interviews were conducted with school officials and IT staff to gain deeper insights into operational efficiency and technical challenges encountered during the system's implementation and use. The results of the survey and interviews revealed that the majority of respondents were satisfied with the functionality and user-friendliness of the School Management System. Students particularly appreciated features that allowed them to check grades, submit payment receipts, and receive timely school announcements. Likewise, school officials and staff commended the system for streamlining administrative processes and enhancing internal communication. Despite the overall positive feedback, some respondents identified areas for improvement, including the need to optimize system performance and strengthen security features. The findings indicate that the School Management System effectively addresses the needs of most users by providing convenience and enhancing efficiency in both academic and administrative processes. Positive feedback from stakeholders suggests that the system successfully facilitates communication among students, faculty, and school officials. Nonetheless, areas for improvement remain, particularly regarding system performance and security. The insights gathered through surveys and interviews will be instrumental in guiding future updates to ensure the system remains secure, scalable, and user-friendly. Ongoing stakeholder engagement will be essential for informed decision-making and for sustaining the long-term success of the system.

Keywords: school management system (sms), user satisfaction, system usability, academic processes, administrative efficiency, communication, system performance, security, stakeholder feedback, bestlink college of the philippines

**SCHOOL MANAGEMENT SYSTEM: A MANAGEMENT INFORMATION SYSTEM
FEATURING ADAPTIVE WORKFLOW AUTOMATION WITH
PREDICTIVE ANALYTICS AND FORECASTING**

Gianfrancis Jayson Delgado, Crystal Jane Omapas, Nicole Kisha Alcaraz,
John Lloyd Claudio, Miralles Ignacio, Marifel Laynesa

Abstract

This study introduces a School Management Information System (MIS) that incorporates adaptive workflow automation alongside predictive analytics and forecasting capabilities. The system is developed to address existing inefficiencies in administrative operations, alleviate staff workloads, and support data-driven decision-making. Prompted by challenges such as the burden of manual tasks and the lack of transparency in payment tracking at Bestlink College of the Philippines, the project seeks to improve operational efficiency, accuracy, and institutional transparency. The development of the system followed the Agile Scrum methodology, incorporating clearly defined roles, structured sprints, and iterative feedback to ensure continuous improvement. The system architecture was based on a microservices approach, promoting modularity and scalability, while enterprise architecture principles were applied to support the seamless integration of multiple functional modules. Key features of the system include real-time dashboards, adaptive workflow automation, predictive analytics models, and a receipt verification mechanism designed to enhance financial transparency. The resulting Management Information System (MIS) streamlined student data management, automated key administrative workflows, and introduced predictive capabilities that enabled proactive decision-making. The integration of AI-driven forecasting tools allowed administrators to anticipate trends and strategically prepare for future scenarios. Additionally, the receipt verification feature enhanced financial transparency by ensuring payment accuracy, thereby reducing concerns among students and parents. The integration of artificial intelligence and Agile development practices proved effective in meeting the dynamic needs of higher education institutions. Adaptive workflow automation increased responsiveness to evolving academic conditions, while predictive analytics supported more informed and strategic planning. The adoption of a microservices architecture, combined with DevOps principles, ensured that the system remained flexible, secure, and maintainable. Continuous feedback from stakeholders played a critical role in guiding iterative enhancements, underscoring the system's adaptability and long-term value.

Keywords: school management information system (mis), agile scrum, microservices, devops, artificial intelligence (ai), predictive analytics, adaptive workflow automation, financial transparency, student data management, higher education, bestlink college of the philippines

**SCHOOL MANAGEMENT SYSTEM: ADMISSION AND ENROLLMENT SYSTEM
(SCHEDULING SELECTION WITH PREDICTIVE ENROLLMENT MODELLING)**

Laurence Capati, John Kevin Limbaro, Rico Cambre, Russel Laboc,
Justine Lance Roque, Marifel Laynesa

Abstract

Educational institutions continually seek to optimize admission and enrollment processes, particularly to accommodate the needs of working students who require flexible scheduling. This research enhances the existing School Management System by integrating predictive enrollment modeling with intelligent scheduling selection. The primary objective is to optimize resource allocation, increase student satisfaction, and improve operational efficiency. While maintaining streamlined enrollment procedures and efficient data management, the enhanced system introduces forecasting capabilities to better predict enrollment trends, thereby supporting more effective resource planning and strategic decision-making. This project utilized a mixed-methods approach, combining qualitative insights from interviews with quantitative analysis within an Agile Scrum framework. The development environment comprised tools and technologies such as Visual Studio, PHP, MySQL, HTML, CSS, JavaScript, and Bootstrap. Agile Scrum was employed to manage the software development lifecycle, emphasizing iterative progress, collaboration, and continuous feedback. Interviews with administrative staff were conducted to gather system requirements, validate design elements, and assess user satisfaction. The data collected was analyzed to identify potential areas for improvement and to evaluate the system's impact on enrollment efficiency and student satisfaction. The enhanced School Management System demonstrated significant improvements across key operational areas. Predictive enrollment modeling effectively forecasted enrollment trends, allowing for optimized resource allocation and strategic planning. The system notably reduced enrollment processing time and enhanced the overall student experience. The introduction of flexible scheduling options minimized scheduling conflicts, benefiting students, particularly working students, by improving their ability to balance academic and work responsibilities. Student feedback reflected high satisfaction with the system's flexibility and ease of use. Additionally, the use of Agile Scrum facilitated rapid, collaborative development and continuous refinement throughout the project lifecycle. The successful implementation of the system underscores the value of integrating advanced technology with effective project management to meet the evolving needs of educational institutions. Enhanced predictive modeling supported more informed and timely decision-making, while the introduction of flexible scheduling significantly improved student satisfaction, especially among working students. The use of Agile Scrum fostered a collaborative development environment, ensuring that user requirements were continuously addressed. Furthermore, the system's ability to analyze data and forecast patterns offers valuable insights for long-term strategic planning and institutional growth.

Keywords: school management system (sms), predictive enrollment modeling, flexible scheduling, agile scrum, student satisfaction, resource optimization, strategic planning, data analytics, system development, higher education

**SCHOOL MANAGEMENT SYSTEM: ALUMNI MANAGEMENT SYSTEM W/
AI-BASED CHATBOT FOR INQUIRIES AND SOLUTIONS**

Rizelle Kyla Pilapil, Inah Balag, Patrick John Doroin, Angelmyca Gonzales,
John Kenneth Nacua, Marifel Laynesa

Abstract

Building and maintaining strong alumni relationships is vital for educational institutions, yet many still rely on outdated manual systems that hinder effective communication, data accuracy, and engagement. Common challenges include fragmented data, outdated records, and slow response times to alumni inquiries. To address these issues, the researchers developed a capstone project titled School Management System: Alumni Management System with AI-Based Chatbot for Inquiries and Solutions. This system provides a centralized platform to manage alumni services efficiently. It also proposes the future integration of an AI-powered chatbot to streamline communication, enhance record accuracy, and strengthen alumni-institution connections. The project was developed using the Agile Scrum methodology to support iterative, collaborative development. Stakeholder requirements were gathered through interviews and observations, then translated into user stories and use cases to guide system design. A microservices architecture was employed to ensure modularity, scalability, and ease of maintenance. Module communication was facilitated through RESTful APIs, while MySQL, managed via phpMyAdmin, served as the database system. Core system features included an alumni ID application, an alumni tracer, a career opportunities portal, secure access controls, and a digital resource library. An AI-powered chatbot was also proposed to handle alumni inquiries and is scheduled for implementation in future iterations. Development sprints followed the standard Agile cycle, including sprint planning, execution, review, and retrospectives, to ensure consistent, incremental progress. The system provides alumni with a centralized dashboard to apply for IDs, track application status, explore career opportunities, and access institutional resources. Administrative users are equipped with tools to manage alumni records, enforce access controls, and monitor engagement through built-in dashboard analytics. Real-time data synchronization and structured data storage contribute to the system's accuracy and reliability. Stakeholder feedback confirmed improvements in both usability and alumni engagement. While the AI-powered chatbot remains a planned feature, it is intended to further enhance communication and support in future system iterations. This project demonstrates how digital systems can modernize alumni engagement by centralizing services and enhancing accessibility. Its modular architecture and secure design support long-term maintainability and scalability. Although the AI-powered chatbot has not yet been implemented, its planned integration is expected to reduce administrative workload and improve support responsiveness. Overall, the system lays a solid foundation for efficient, scalable, and sustainable alumni management.

Keywords: alumni management system, centralized platform, digital transformation, modular architecture, secure design, scalability, maintainability, ai-powered chatbot, administrative efficiency, alumni engagement

**SCHOOL MANAGEMENT SYSTEM: CLINIC (A WEB-BASED SOLUTION FOR CLINIC
DATA MANAGEMENT AND MEDICAL RECORDS TRACKING
INTEGRATED WITH FORECASTING AI)**

Patrick Nobleza, John Nathaniel Bazar, Alexa Dumo, Marichelle Marilao, Mark Jones Baguinon, Ms.
Marifel Laynesa

Abstract

Bestlink College of the Philippines has consistently prioritized student health and welfare by offering quality healthcare services. However, the school clinic faces several challenges, including time-consuming data entry, error-prone record keeping, and inadequate data security. The lack of a dedicated system also prevents effective tracking of students' health histories, limiting the ability to implement preventative care strategies to avoid future health complications. To address these issues, a web-based Clinic Management Information System has been developed. This system includes electronic supplies management and integrates advanced forecasting powered by artificial intelligence, which can predict potential underlying illnesses based on symptom patterns and frequent clinic visits. The system is designed to streamline clinic operations while providing data-driven insights for more effective healthcare delivery. The Clinic Management System project adopts the Agile Scrum methodology to support adaptive, iterative development, ensuring timely delivery and responsiveness to user feedback. A Continuous Integration and Continuous Deployment (CI/CD) pipeline was implemented using tools such as Visual Studio Code, Git, GitHub, GitHub Actions, PHP Unit, and Indevfinite. This pipeline automates the entire development lifecycle from planning and coding to building, testing, deploying, and monitoring. Developers manage both application and infrastructure code through version control, enabling consistent, automated builds and deployments across development, staging, and production environments. The Clinic Management System (CMS) has significantly streamlined clinic operations by reducing manual errors and improving access to accurate and up-to-date medical records. Its AI-powered forecasting capability allows for the early identification of potential health concerns, enabling proactive and preventative care. Overall, the CMS enhances operational efficiency, supports informed decision-making, and strengthens student healthcare services through automation, data analytics, and enhanced data security. The Clinic Management System features secure record management, AI-based health forecasting, one-time password (OTP) authentication, data visualization, and role-based access control (RBAC). Planned future upgrades aim to improve the accuracy of AI forecasts through machine learning, expand communication via SMS notifications and two-way messaging, and transition to cloud infrastructure for greater scalability. Additional enhancements will focus on strengthening security measures and incorporating user feedback to support continuous system improvement and adaptability.

Keywords: clinic management system (cms), ai forecasting, otp authentication, role-based access control (rbac), data visualization, machine learning, cloud migration, sms notifications, two-way communication, system security, continuous improvement

**SCHOOL MANAGEMENT SYSTEM: EMPLOYEE INFORMATION MANAGEMENT
AND RECRUITMENT APPLICANT TRACKING SYSTEM AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Hazel Godalle, Justhine Louise Solomon, Rechel Salvador,
Bonbert Lasco, Derick Duremdes, Ronald Roldan Jr.

Abstract

Capstone projects are a vital component of the Bachelor of Science in Information Technology (BSIT) program, designed to provide students with practical experience in addressing real-world IT challenges. However, students often encounter obstacles such as inadequate planning, poor group collaboration, and unclear client requirements, which can negatively impact learning outcomes and project success. Recognizing the importance of effective execution in Capstone Project 1, this research aims to examine the processes and difficulties experienced by students and to propose recommendations for improving performance, product quality, and overall learning experiences. The researchers employed a qualitative research design to explore the challenges encountered during the implementation of Capstone Project 1. Data will be collected through interviews with selected BSIT students who have completed or are currently enrolled in Capstone Project 1, using purposive sampling to ensure the acquisition of relevant and in-depth insights. Thematic analysis will be used to identify recurring patterns and key factors contributing to project-related difficulties. Ethical considerations, including confidentiality and informed consent, will be strictly observed throughout the research process. The researchers identified several key challenges faced by students during the implementation of Capstone Project 1, including poor project planning, weak group cooperation, unclear client requirements, and deficiencies in technical skills. Despite these obstacles, students also reported valuable learning experiences and developmental outcomes. These included enhanced problem-solving abilities, improved technical proficiency, increased confidence and preparedness, and strengthened teamwork skills. These findings suggest that, although the Capstone Project presents significant challenges, it also offers a rich learning environment that fosters the development of essential academic, technical, and interpersonal competencies. This research identified several key challenges affecting the success of Capstone Project 1, notably the need for structured guidance and alignment of technical skills within IT capstone courses. For future studies, expanding the sample size and incorporating a more diverse participant pool is recommended. Additionally, the impact of formal interventions, such as client communication workshops, Agile project planning sessions, and peer mentoring programs, could be explored. Practical implications suggest that institutions should provide clearer project frameworks, increased access to advisers, and timely technical guidance. These measures can significantly enhance students' learning experiences, enabling them not only to complete their projects but also to grow personally and professionally through the process.

Keywords: capstone project 1, bsit, student challenges, project planning, group collaboration, client requirements, technical skills, qualitative research, thematic analysis, student development, adviser support, guided frameworks, agile planning, communicatio

**SCHOOL MANAGEMENT SYSTEM: EVENT MANAGEMENT SYSTEM WITH
BUSINESS INTELLIGENCE POWERED BY A.I VIDEO GENERATOR**

John Arnel Mansueto, Christopher Reboton, Robert Lourd Cruz,
Zedrick Vincecruz, Demver Mark Poserio, Marifel Laynesa

Abstract

Efficient management of school events and access to insightful data analysis are essential for cultivating a dynamic and well-organized academic environment. This study introduces the development and evaluation of an innovative School Management System (SMS) that integrates an Event Management module with Business Intelligence (BI) features, enhanced by an AI-powered Video Generator. The system is designed to streamline event booking and scheduling processes for teachers while equipping administrators with comprehensive oversight, real-time analytics, and a creative communication tool for promoting school events. By leveraging automation and AI, the system aims to enhance operational efficiency, facilitate data-driven decision-making, and foster stakeholder engagement within the academic community. The system was developed using a user-centered design approach, incorporating iterative feedback from prospective teacher and administrator users throughout the development process. The School Management System and its integrated Event Management module were designed to support key functionalities, including event booking, approval workflows, and the historical tracking of past events. Business Intelligence (BI) capabilities were embedded to generate dynamic reports and data visualizations, enabling administrators to gain insights into event trends and usage patterns. Additionally, an AI Video Generator was integrated to automatically produce promotional or summary videos using event-specific details, enhancing communication and engagement. The system's functionality and usability were assessed through structured user testing sessions with teachers and administrators. Evaluation focused on the efficiency and intuitiveness of the event booking process, the clarity and relevance of BI-generated reports, and the perceived usefulness and quality of the AI-generated videos. User testing revealed a notable improvement in the efficiency of event booking and scheduling when compared to traditional, manual processes. Teachers reported faster and more intuitive workflows, while administrators benefited from enhanced oversight through features such as a centralized event calendar, detailed event history, and comprehensive analytics dashboards. The integrated Business Intelligence tools provided actionable insights into event trends and usage, supporting data-driven decision-making. Additionally, the AI Video Generator was well-received, with users highlighting its value in promoting events and enhancing communication within the school community. Overall, the system effectively delivered on its intended functionalities, successfully meeting the needs of both teacher and administrator users, particularly in streamlining event-related tasks. The integrated School Management System, enhanced with Event Management functionality and AI-powered Business Intelligence, presents a promising advancement in the modernization of school event coordination. By streamlining workflows, simplifying event scheduling, and centralizing information access, the system has significantly improved operational efficiency for both teachers and administrators. The inclusion of data analytics features supports evidence-based decision-making, while the AI Video Generator introduces an innovative method for event promotion and stakeholder engagement. These findings suggest that combining automation, analytics, and AI-enhanced communication can offer substantial improvements in administrative processes within educational institutions. Future developments could focus on deeper integration with existing academic and administrative systems, such as learning management platforms or attendance monitoring tools. Additionally, expanding the customization and creative capabilities of the AI Video Generator could

further enrich its impact. A longitudinal study is also recommended to evaluate the system's sustained effectiveness, user adoption, and long-term contribution to institutional outcomes.

Keywords: school management system, event management, business intelligence, ai video generator, educational technology, user-centered design, automation, data analytics, school administration, event scheduling

**SCHOOL MANAGEMENT SYSTEM: LIBRARY MANAGEMENT SYSTEM WITH
ONLINE RESERVATION AND RENEWAL POWERED BY A.I. BASED
ADAPTIVE LEARNING AND SKILL DEVELOPMENT**

Vermelle James Mendiola, Mariz Stella Panganiban, John Kenneth Vicotorino,
Felipe Santiago III, Gem Delos Reyes, Marifel Laynesa

Abstract

The School Management System: Library Management System with Online Reservation and Renewal Using AI-Based Adaptive Learning and Skill Development is designed to enhance the operational efficiency and accessibility of school libraries. This system offers a range of modern features, including online book reservation and renewal, real-time notifications, access to e-books and academic journals, and a centralized digital library database. Integrating AI-based adaptive learning, the system personalizes recommendations and learning materials to support individual student skill development. By streamlining library transactions and providing tailored educational resources, the system aims to foster a more engaging, efficient, and learner-centered academic environment. The development of the project followed the Agile Scrum methodology, employing iterative sprints to ensure the early and continuous integration of user feedback. Initial consultations with key stakeholders, particularly the head librarian, were conducted to clarify system requirements and define core functionalities. Throughout the sprints, both front-end and back-end components were developed, focusing on critical features such as reservation management, penalty notifications, a book locator tool, eBook integration, and real-time updates. The system was also designed to interface seamlessly with external platforms, including the Student Information System (SIS) for accurate student records and the Logistics System to streamline the procurement and cataloging of new books. To maintain code quality and accelerate deployment, automated Continuous Integration/Continuous Deployment (CI/CD) pipelines were implemented using GitHub Actions, enabling rapid, reliable, and consistent feature delivery across development cycles. A comprehensive Library Management System was implemented, offering essential features such as item reservations, renewals, and access to digital resources, including e-books and journals. The system also automated numerous administrative tasks, significantly enhancing convenience for both students and staff. Real-time notifications for penalties, book availability, and wait-list updates improved user engagement. Additionally, the integration of an AI-powered adaptive learning component enabled personalized resource recommendations, further enriching the user experience and increasing overall system utilization. The integration of artificial intelligence and automated workflows into the Learning Management System (LMS) significantly enhanced operational efficiency and transformed user interaction by delivering personalized, adaptive resources tailored to individual learning needs. However, the implementation process also highlighted several critical challenges, including the need for strong stakeholder engagement, clearly defined requirements, and ongoing responsiveness to user feedback. Future enhancements may focus on expanding AI capabilities and improving mobile integration to further increase accessibility and user convenience.

Keywords: learning management system (lms), artificial intelligence, automated workflows, personalized learning, adaptive resources, stakeholder engagement, user feedback, system implementation, mobile integration, efficiency

**SCHOOL MANAGEMENT SYSTEM: PREFECT OF THE DISCIPLINE
MANAGEMENT SYSTEM WITH AI DECISION MAKING TOOL**

Rey Kenneth Perdigon, Nick Jhoven Zoleta, Rogemar Dañola, Mark Joseph Vallejos,
Kirt Xymon Dela Rosa, Marifel Laynesa

Abstract

In today's rapidly evolving educational landscape, maintaining discipline and a respectful learning environment is essential for academic success. Traditional disciplinary methods often rely on manual processes and subjective judgments, resulting in delays and inconsistencies. This project introduces a School Management System integrated with a Prefect of Discipline Management System, enhanced by an AI-powered decision-making tool. The system automates the tracking, assessment, and resolution of disciplinary cases, promoting greater transparency, efficiency, and fairness through data-driven decision-making in managing student behavior. By adopting an Agile approach to project management, the project is divided into several stages to ensure flexibility and continuous improvement. Concept Phase: In the initial stage, the product owner collaborates with the team to define the project's scope and limitations. Once the concept is clearly established, the development team is assembled. The product owner and project manager evaluate each member's skills and availability to ensure the right individuals are selected, equipped with the necessary tools and resources to carry out their tasks effectively. Construction Phase: This is typically the longest phase, as it involves most of the development work. During this stage, team members provide ongoing support to maintain smooth system development, address any issues, and mitigate potential risks that may arise. Release Phase: As the project nears completion, it enters the release phase. The team performs thorough testing to evaluate the software's quality and ensure all functionalities meet the required standards before the final deployment. The implementation of the Prefect of Discipline Management System has significantly benefited the Prefect department by minimizing manual effort in managing student information, scheduling, and data analysis. It streamlines daily operations, increases the department's capacity to handle disciplinary cases, and enhances the accuracy of data records. Overall, the system improves operational efficiency, supports scalability, and boosts user satisfaction. The system has enhanced discipline management by making processes faster, more consistent, and data driven. The integration of AI assists in interpreting violation records; however, it still depends on accurate data input and requires human oversight to ensure responsible use. Ethical considerations such as privacy, transparency, and fairness, must be addressed in the system's ongoing development. Overall, the tool demonstrates strong potential for enabling smarter and more efficient school discipline management.

Keywords: prefect of discipline management system, ai in education, discipline management, data-driven decisions, automation, ethical concerns, privacy, fairness, human oversight, efficiency, school management system.

**SCHOOL MANAGEMENT SYSTEM: STUDENT AFFAIRS MANAGEMENT SYSTEM
WITH AI ENGAGEMENT ANALYTICAL TOOL**

Sean Carl Manito, Christian Amarille, Jelyn Monte, Kristina Casandra Bayas,
Crystal Mhye Bautista, Marifel Laynesa

Abstract

Effective management of student organizations is essential for fostering student engagement and streamlining administrative processes within academic institutions. However, many schools still rely on manual systems, resulting in inefficiencies such as delayed approvals, inaccurate tracking of participation, and excessive paperwork. To address these issues, this study developed the Student Affairs Management System, a digital platform designed to automate administrative tasks, incorporate an AI-powered Engagement Analytics Tool to monitor student participation, and enhance connectivity across institutional departments. The study adopted the Agile Scrum methodology, dividing the development process into several sprints to allow for continuous iteration and refinement. System requirements were defined through data collected from surveys and interviews with student leaders, faculty members, and administrators. Sprint planning was conducted to prioritize development tasks and ensure timely progress. The resulting Student Affairs Management System features automated notifications, comprehensive tracking of organizational activities, and integration with institutional systems to enhance efficiency and student engagement. The Student Affairs Management System implemented an AI-driven engagement tool to monitor student participation and automate activity tracking. It streamlined key processes such as registration, permit approvals, and communication, leading to greater administrative efficiency. By integrating with existing institutional platforms, the system improved data management and reporting, promoting a more organized and transparent student affairs operation. The study highlights the effectiveness of digital solutions like the Student Affairs Management System in streamlining administrative tasks and enhancing engagement tracking. The Agile methodology ensured responsiveness to user needs, while AI analytics provided valuable insights. Despite challenges in user adaptability, data privacy, and scalability, future improvements such as mobile integration and advanced AI features, can further strengthen system performance and impact.

Keywords: student affairs management system, digital solution, administrative efficiency, ai engagement analytics, agile scrum methodology, student participation tracking, institutional integration, user adaptability, data privacy, scalability, mobile accessibility

**SCHOOL MANAGEMENT SYSTEM: STUDENT INFORMATION SYSTEM WITH DATA
VISUALIZATION AND PREDICTIVE ANALYTICS USING OPENAI.**

James Alano, Gerald Abenoja, Dee Jay Anareta, Anto Mari Deniel Bandiola,
Mark Ryan Liscabo, Marifel Laynesa

Abstract

Traditional Student Information Systems (SIS) often fall short in delivering meaningful insights and predictive analytics, as they primarily focus on basic data storage and retrieval. This capstone project addresses these limitations by developing a comprehensive School Management System (SMS) that integrates an SIS with advanced data visualization and predictive analytics powered by OpenAI. The goal is to modernize and streamline school processes, improve administrative efficiency, and support student success through data-driven decision-making. The system was developed using the Agile Scrum methodology, dividing the project into smaller sprints with clearly defined roles and responsibilities. Scrum artifacts such as the product backlog and sprint backlog were used to manage features and tasks efficiently. The system architecture follows a modular design, incorporating components for user management, student profiles, academic records, and reporting. The technology stack includes HTML, CSS/Bootstrap, PHP/Laravel, MySQL, and JavaScript, with OpenAI integrated for predictive analytics capabilities. Project requirements were gathered through surveys and stakeholder interviews. A comprehensive testing strategy was implemented, comprising integration, end-to-end, usability, and security testing to ensure seamless module interaction and system reliability. The implemented School Management System (SMS) offers a centralized database for student information management, real-time data visualization for enhanced performance tracking, and AI-powered predictive analytics for early identification of at-risk students. It provides comprehensive reporting tools for administrators and educators, streamlining both academic and administrative tasks. User feedback highlighted improved navigation and better overall experience, particularly with the redesigned dashboard and reporting modules. The successful development and implementation of the School Management System (SMS) highlight the significant potential of integrating AI and data visualization into educational management systems. The project achieved its core objectives: optimizing student information management, automating academic performance tracking, and enabling data-driven decision-making. Key lessons learned include the value of user-centered design, effective communication, and comprehensive testing. Future enhancements may focus on expanding AI capabilities, reinforcing security protocols, and improving system scalability.

Keywords: school management system, ai integration, data visualization, student data management, academic tracking, data-driven decisions, user-centered design, communication, testing, scalability, security enhancement.

**SCHOOL MANAGEMENT SYSTEM: THE DEVELOPMENT OF OUTGOING FEES
REPORT AND BALANCE TRACKING FOR MANAGEMENT INFORMATION SYSTEM**

Vincent Daez, Jeffrey Salabao, Charhly Sean Villaralvo, John Jerico Meca,
John Wilcel Mendoza, Ronald Roldan Jr.

Abstract

Educational institutions increasingly struggle with managing student financial data due to the limitations of manual systems. To address this, we developed the Student Management System (SMS) to streamline the tracking of student balances and the generation of outgoing fee reports. The system enables the Management Information System (MIS) department to enhance financial accuracy, reduce human error, and provide greater transparency for both students and administrators. Following the Agile Scrum methodology, the project was divided into multiple sprints to ensure iterative development and continuous improvement. In each sprint, specific modules such as student account tracking, outgoing fee report generation, and payment status monitoring, were incrementally developed and tested. The technology stack included PHP for backend development, JavaScript for interactivity, CSS for front-end styling, and HTML for structuring the website. The implemented system significantly reduced the administrative workload by automating balance tracking and report generation. It improved data consistency, enhanced the accessibility of student financial records, and enabled more accurate and timely reporting within the MIS department. Integrating balance tracking and fee reporting into a centralized system transforms how educational institutions manage student finances. This unified approach enhances operational efficiency, fosters transparency, and supports data-driven decision-making across administrative departments.

Keywords: centralized system, student finance management, balance tracking, fee reporting, administrative efficiency, financial transparency, data-driven decision-making, education system, institutional finance, automation.

**SCHOOL MANAGEMENT SYSTEM: THE DEVELOPMENT OF WEB-BASED
REQUEST DOCUMENT TRACKING FOR REGISTRAR AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Mark Morri Bolando, Ronlloyd Domenden, Ted Gabriel Caindoy, Edrick Paghubasan,
Alyssandra Nicole Singson, Ronald Roldan Jr.

Abstract

Educational institutions are increasingly adopting digital solutions to overcome inefficiencies in administrative processes. At Bestlink College of the Philippines, the registrar's office has traditionally relied on manual methods for handling document requests, such as Transcripts of Records (TOR), diplomas, and enrollment certificates. These manual processes are often time-consuming, error-prone, and lack transparency, resulting in dissatisfaction among students and staff. To address these challenges, we developed the Web-Based Document Request Tracking System (WBDRTS). This system streamlines the document request process by allowing students to submit requests online, track their status in real-time, and receive automated notifications upon completion. For administrative staff, it offers an integrated dashboard that improves request management and significantly reduces manual workload. The development of the Web-Based Document Request Tracking System (WBDRTS) followed a structured approach grounded in the Agile Scrum methodology. The project was divided into multiple sprints, with each sprint focused on the incremental development of specific functionalities, including user authentication, document request submission, payment processing, and real-time status tracking. The implementation of the Web-Based Document Request Tracking System (WBDRTS) at Bestlink College of the Philippines has led to significant improvements in both the registrar's office operations and user experience. By automating the document request process, the system reduced administrative workload by approximately 50%. Registrar staff now manage requests more efficiently through an integrated dashboard, enabling better task prioritization and workflow optimization. Students benefit from real-time visibility into their document requests, including status updates and notifications, enhancing transparency, building trust, and reducing the volume of status-related inquiries. Integrating a web-based document request and tracking system into the registrar's office at Bestlink College of the Philippines represents a significant advancement in how educational institutions manage student records and administrative workflows. This transition from traditional, manual methods to a centralized online system reduces administrative workload, streamlines the document request process, and offers a seamless and convenient experience for students. Real-time visibility into request statuses fosters greater trust and accountability between the registrar's office and the student body.

Keywords: web-based system, document request, tracking system, bestlink college of the philippines, student records, registrar's office, centralized system, administrative efficiency, real-time visibility, transparency, accountability, digital transformation.

SERVICE MANAGEMENT SYSTEM HR2: (LEARNING MANGEMENT, COMPETENCY MANAGEMENT, EMPLOYEE SELFSERVICE, TRAINING MANAGEMENT) WITH AUTOMATED NOTIFICATIONS

Christian Garcia, Christian Garcia, Rogem Lepasana, Justine Steven Dela Cruz,
John Dale Amoyan, Joseph Ivan Casillano, Enrico Pineda

Abstract

A Service Management System comprises software, processes, and activities designed to track, record, and manage service operations, ultimately enhancing the "moments of service" experienced by customers, both now and in the future. The core objective of such a system is to improve the efficiency and response time of service teams, particularly those operating in the field. On the other hand, Human Resource Management involves the systematic process of recruiting, selecting, and inducting employees, as well as providing orientation, training and development, and performance appraisal. It plays a vital role in ensuring that the workforce is equipped, supported, and aligned with organizational goals. A Service Management System can break down Human Resource (HR) functions into smaller, independent services, with each module handling a specific task, such as recruitment, onboarding, training, performance evaluation, or employee records management. This modular approach increases flexibility, simplifies process automation, and allows for more efficient tracking and management of individual HR operations. This modular approach allows for greater flexibility and agility, enabling teams to update, enhance, or troubleshoot individual services without affecting the functionality of the entire system. As organizations expanded, the adoption of technologies such as the Service Management System provided a more streamlined and user-friendly way to navigate operations. It emphasized user experience, operational efficiency, and seamless integration across various functions.

Keywords: service management system, modular hr functions, system integration, user experience, operational efficiency, flexibility, agility, organizational growth, automation, independent services.

SERVICE MANAGEMENT SYSTEM HR3: TIME AND ATTENDANCE, CLAIMS AND REIMBURSEMENT, AND LEAVE MANAGEMENT WITH AUTOMATED AND DATA-DRIVEN SHIFT SCHEDULING AND TIMESHEET RECORDING USING QR CODE

Jay Arr Quimiguing, Joanne Austero, Kim Mcken Paulino, Christian Jay Magbanua, John Kenneth Fundador, Enrico Pineda

Abstract

Employment agencies have been forced to modernize their manual, outdated HRM systems due to the development of digital technologies. Manual personnel attendance monitoring has presented a number of operational challenges for the R-911 Security Force Agency. Consequently, they accepted our recommendation to use QR codes to automate their time in and time out system. The technology also automates shift scheduling, processes staff leave requests, and automates reimbursement claims. The Methods section was based on an iterative development approach that incorporated staff interviews and the Agile Scrum methodology. Deployment was made easier by DevOps techniques. Tests that confirmed application functionality, usability, and security requirements in real world testing scenarios led to the system's complete certification. The Human Resource and Staff Management System HRSMS 3 was implemented to automate time-in and time-out procedures for employees and to create a centralized, secure database to safeguard employee information. Performance reviews were improved by real-time analytics, and the integration of modules, including timesheet management, shift scheduling, leave management, and claims and reimbursement, enhanced productivity and worker satisfaction. As a result of the automated solution we are offering, the HR organization's tasks are no longer as tedious and manual. All HR functions were successfully modernized by the recently installed system. By using a logical strategy that integrated user needs into every step of development, the system development process moved forward effectively. To address issues of employee adaptation and internet dependence, the system includes offline capabilities and staff training. For HR digital transformation in comparable enterprises, HRSMS 3 provides a scalable solution.

Keywords: human resource management system (hrms), data-driven scheduling, claims and reimbursement

**SERVICE MANAGEMENT SYSTEM: LOGISTIC 1 VENDOR PORTAL, VEHICLE
RESERVATION, FLEET MANAGEMENT, AUDIT MANAGEMENT,
(M.R.O.) MAINTENANCE, REPAIR, OVERHAUL**

Junel Rev Orduña, Ryan Macatanto, Marvin Cajés, Emanuel Payong,
Erl Joshua Mones, Enrico Pineda

Abstract

Modern service operations demand efficient workflows, real-time coordination, and scalable systems to manage logistics and maintenance effectively. To address these requirements, we developed LOGISTIC 1, a unified Service Management System designed to streamline key functions such as Vendor Engagement, Vehicle Reservation, Fleet Oversight, Audit Compliance, and Maintenance, Repair, and Overhaul (MRO). By centralizing these operations using modern web technologies, LOGISTIC 1 improves transparency, minimizes administrative burden, and enables continuous optimization of assets and services. The system utilizes a role-based access control (RBAC) model, providing customized interfaces and permissions for staff, administrators, super administrators, and vendors. Through a secure vendor portal, vendors can register, bid on contracts, and manage ongoing engagements. The Vehicle Reservation feature enables internal users to check availability and reserve company-owned vehicles efficiently. Fleet Management offers real-time insights into vehicle usage, maintenance schedules, and key performance metrics. The Audit Management module automates compliance documentation and supports continuous monitoring of regulatory readiness. The Maintenance, Repair, and Overhaul (MRO) module manages work orders, tracks parts inventory, and schedules servicing to extend the operational life of assets. The system was developed using the Agile Scrum methodology, enabling iterative improvements and continuous stakeholder feedback throughout the project lifecycle. The implementation of LOGISTIC 1 significantly enhanced operational control and transparency across service operations. The vendor portal streamlined procurement processes, reducing the need for manual coordination and accelerating vendor engagement. The vehicle reservation system minimized scheduling conflicts and optimized the utilization of company-owned vehicles. Fleet management features reduced vehicle downtime and improved the accuracy of maintenance tracking. The audit automation module minimized documentation errors and strengthened regulatory compliance. Meanwhile, the MRO module enabled proactive maintenance, thereby increasing equipment reliability and extending asset lifespan. LOGISTIC 1 unifies critical logistics and service functions within a modular and scalable system architecture. It enhances daily operations while laying the foundation for future upgrades, including mobile accessibility, GPS integration, and predictive analytics. By offering real-time visibility and advanced decision-making tools, it strengthens operational governance and fosters more sustainable and data-driven service management practices.

Keywords: logistic 1, modular system, scalable architecture, logistics integration, mobile access, gps tracking, predictive analytics, real-time visibility, decision-making tools, operational governance, sustainable service operations.

**SERVICE MANAGEMENT SYSTEM: LOGISTIC 2 (ASSET MANAGEMENT,
PROCUREMENT, WAREHOUSING, PROJECT MANAGEMENT,
DOCUMENT TRACKING) A FRAMEWORK FOR REAL TIME
DATA DRIVEN DECISION MAKING**

Ivan Matthew Cabrera, Erica Mae Quirong, John Rey Nebraska,
Mark Vincent Fernandez, Jewel Mark Manapat, Enrico Pineda

Abstract

Efficient service management is essential for ensuring smooth organizational operations, particularly in key areas such as asset management, procurement, warehousing, project oversight, and document tracking. This study presents Logistic 2, a Service Management System developed to centralize and streamline a wide range of service-related processes within an organization. Designed specifically for the R-911 Security Force, the system aims to reduce manual workloads, enhance response times, and enable real-time, data-driven decision-making. By providing a comprehensive and automated platform, Logistic 2 improves the management of service requests and supports operational efficiency across departments. The development of the Service Management System adhered to the Agile Scrum methodology, which emphasizes iterative progress, stakeholder collaboration, and adaptability to change. By organizing the project into focused sprints, the development team was able to gather regular feedback and implement continuous improvements throughout the development cycle. This approach ensured that the system evolved in direct response to user needs, resulting in a more refined, functional solution that effectively addressed operational inefficiencies in managing service-related workflows. The system significantly improved the management of service requests by automating key processes, providing real-time notifications, and enhancing data integrity and security. As a result, reliance on manual procedures was greatly reduced, and task response times improved notably. Stakeholders and end-users reported increased efficiency and ease of use, highlighting the system's intuitive interface and reliable performance. The ability to track service data in real time enabled faster, more informed decision-making, supporting the organization's objective of achieving operational excellence. The successful implementation of the Service Management System highlights the effectiveness of integrating Agile development practices with real-time data analytics to optimize service operations. Its modular architecture supports scalability and future enhancements, while the centralized platform promotes improved coordination across departments. With advanced automation and reporting capabilities, the system enables proactive management and timely responses to service requests. Overall, the project demonstrates that digital transformation in service management results in measurable gains in efficiency, accountability, and informed decision-making.

Keywords: service management system, agile development, real-time data analytics, modular structure, scalability, centralized platform, automation, reporting, digital transformation, operational efficiency, accountability, decision-making.

SMART HYGIENE VENDING MACHINE FOR PERSONAL ESSENTIAL USING ARDUINO

Cedric Concon, Angelo Cariño, Dean Mark Sereno, Joshua Caromayan,
Ronnel Castillo, Jasmine Rose Cudog, R-jay Pornasodoro

Abstract

In today's fast-paced and health-conscious society, maintaining personal hygiene is essential to preventing the spread of illness and promoting well-being. However, access to essential hygiene items such as hand sanitizers, face masks, tissues, and disinfectant wipes is often limited, particularly in high-traffic areas like transportation hubs, schools, offices, and public restrooms. Traditional retail outlets often involve long queues, which can be inconvenient during urgent situations. During public health emergencies, such as pandemics, the demand for hygiene products increases significantly, making availability and accessibility even more critical. This study introduces a Smart Hygiene Vending Machine designed to address these challenges through automated and contactless dispensing of personal care essentials. This study employed Waterfall Methodology, which is suited for capstone projects due to its structured and sequential approach. Each phase: planning, analysis, design, implementation, and testing, was completed before proceeding to the next, ensuring a systematic and organized development process. Experimental testing showed that the system dispensed hygiene products with 97% accuracy based on user selection. The coin-based payment mechanism functioned reliably, accurately accepting valid coins and rejecting incorrect inputs. The average dispensing time was recorded at 10 seconds per transaction. The system also featured a contactless interface, which minimized physical touchpoints and thereby enhanced user hygiene and safety during operation. The Smart Hygiene Vending Machine integrates an Arduino Uno, servo motors, a 4x3 numeric keypad, an ALLAN coin slot, and an LCD screen to create a user-friendly, self-service system for dispensing hygiene essentials. Upon entering a product code and inserting the correct payment, the corresponding servo motor activates to release the selected item. This design ensures precise, automated dispensing while reducing the need for human interaction. Its deployment in public spaces can significantly enhance hygiene practices and improve the accessibility of essential personal care products, particularly during health emergencies.

Keywords: smart vending machine, hygiene products, arduino uno, contactless dispensing, personal care essentials, automated system, public health, it and management

**SMS : A CASHIER SYSTEM FOR MANAGING PAYMENTS, BILLING, AND REPORTING
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Jazsriel Kyle Ferwelo, Ronel Muega, Keane Gil, Rey Dominic Red,
Steven Jay Yosores, Ronald Roldan Jr.

Abstract

The SMS Cashier System is a digital financial management platform developed to streamline payment transactions at Bestlink College of the Philippines. It addresses key operational challenges in payment processing, billing, and financial reporting by replacing traditional manual methods with automated functions. The system features secure, multi-option payment processing, automated billing and receipt generation, and real-time reporting tools designed to enhance institutional efficiency. The system was developed using the Agile methodology, which supports iterative, collaborative, and user-centered development. Continuous engagement with end-users including students, cashiers, and administrative staff, allowed for the creation of a system tailored to the college's specific financial management requirements. Functional modules were refined across each development sprint based on feedback and testing. The implementation of the SMS Cashier System led to substantial improvements in financial operations. The platform effectively resolved previous challenges in delayed payment processing, manual computation errors, and limited reporting visibility. Real-time tracking of transactions, automated fee calculations, and instant receipt issuance were fully integrated into the system. Users reported high satisfaction with system performance, usability, and reliability. The SMS Cashier System significantly enhanced financial management practices at Bestlink College by automating core processes such as payments, billing, and reporting. The payment module accommodates multiple transaction channels with real-time security validation. The billing feature ensures error-free fee computation and document generation, while the reporting module provides administrators with up-to-date financial data and audit trails for informed decision-making. High user adoption and positive feedback indicate the system's success in improving operational accuracy, speed, and accountability.

Keywords: cashier system, payment automation, billing management, real-time reporting, financial transactions, agile development, it solutions, bestlink college

**SMS 4: FACULTY MANAGEMENT SYSTEM WITH ADAPTIVE SCHEDULING
USING MACHINE LEARNING**

Kyle Dave Reyes, Dennis Estacio, Eva Mae Matilla, Cenn Cleo Directo, Reden Rañola, Khristian Hosena

Abstract

This capstone project presents the development of SMS 4: Faculty Management System with Adaptive Scheduling Using Machine Learning. The system addresses ongoing challenges in academic scheduling and faculty resource allocation at Bestlink College of the Philippines. Traditional manual scheduling methods often result in conflicts, inefficiencies, and limited flexibility in accommodating faculty preferences and institutional requirements. SMS 4 integrates machine learning algorithms to analyze historical data such as faculty availability, course demand, and enrollment trends, to generate conflict-free schedules that adapt to real-time changes. The study adopted the Agile Scrum methodology to guide the iterative development of the system. Its adaptive framework enabled continuous feedback from stakeholders and division of work into multiple development sprints. Each sprint focused on delivering key features, including faculty profile management, adaptive scheduling algorithms, real-time notifications, and system integration. This approach ensured flexibility, responsiveness, and alignment with user needs throughout the development process. The Faculty Management System, powered by machine learning, significantly improved scheduling efficiency by generating conflict-free timetables. It reduced administrative workload, resolved scheduling conflicts, and improved adaptability to shifting academic demands. The inclusion of real-time updates and notifications, along with consideration of faculty preferences, enhanced overall user satisfaction and operational responsiveness. The implementation of SMS 4 addressed longstanding issues in academic scheduling by replacing manual processes with an automated, intelligent system. The integration of machine learning enabled dynamic adaptation to real-time faculty availability, course requirements, and institutional constraints, resulting in fairer and more accurate schedules. This not only optimized resource allocation but also minimized administrative effort. Moreover, the user-friendly interface allowed faculty members to input preferences, which the system actively considered, leading to increased faculty satisfaction and engagement. The system demonstrates the potential of machine learning in educational management and paves the way for broader adoption of intelligent scheduling solutions.

Keywords: faculty management, adaptive scheduling, machine learning, timetable optimization, agile scrum, conflict-free scheduling, higher education, it and management

SMS I: AI-ASSISTED DIAGNOSIS AND QR CODE INTEGRATION FOR STREAMLINED CLINIC MANAGEMENT SYSTEM AT BESTLINK COLLEGE OF THE PHILIPPINES

Joseph Oliver Banac, Angelo Abargos, Lister John Evangelista,
Ariel Forcado, Andiella Mhae Gabad, Roland Roldan

Abstract

Traditional methods of managing patient records and generating reports in school clinics often result in inefficiencies, delays, and suboptimal patient care. This capstone project, titled SMS I: AI-Assisted Diagnosis and QR Code Integration for a Streamlined Clinic Management System at Bestlink College of the Philippines, aims to address these challenges by integrating artificial intelligence (AI) for diagnostic assistance and QR code technology for efficient data access. The system is designed to deliver accurate, fast, and effective healthcare services within the academic setting. The system was developed using the Agile Scrum methodology, which allows for flexible, iterative development and ongoing stakeholder feedback. The project focused on three core objectives: (1) to establish an all-in-one clinic management system, (2) to improve diagnostic accuracy through AI assistance, and (3) to integrate QR code functionality for quick and secure retrieval of patient data. The system successfully combined AI-powered analysis with QR code integration to enhance clinical efficiency. The AI module assisted in analyzing patient data to support healthcare decisions, while the QR code system enabled real-time, accurate access to patient records. Usability and functionality tests confirmed that the system met its intended objectives, resulting in streamlined operations and improved quality of care in the clinic setting. The implementation of SMS I addressed key issues associated with outdated healthcare management systems by adopting advanced digital technologies. AI enhanced the accuracy of clinical diagnoses, and QR codes ensured quick and secure data retrieval. The system's deployment demonstrated how digital transformation can elevate healthcare operations within academic institutions. It also serves as a model for future innovations aimed at improving healthcare management in educational environments.

Keywords: clinic management system, ai-assisted diagnosis, qr code integration, healthcare technology, patient records, agile scrum, educational institutions, digital transformation

**SMS: WEB-BASED SCHOOL PARKING MANAGEMENT SYSTEM WITH QR CODE
PAYMENT MODE AND REAL-TIME TICKETING FOR THE STUDENTS AND
EMPLOYEES OF BESTLINK COLLEGE OF THE PHILIPPINES**

Clarenz Alemani, Bernice Arubio, Koby Bryant De Roxas, Laurence Jhon Fillarca,
Mary Joy Lapso, Ronald Roldan Jr.

Abstract

In recent years, Bestlink College of the Philippines has faced significant challenges in managing campus traffic and parking due to a lack of structured systems. The increasing number of vehicles driven by students and employees has led to congestion, disorganized parking, and delays in entry and exit within campus premises. Vehicles were often parked without order, occupying any available space, which further contributed to traffic inefficiencies. This study introduces a web-based school parking management system designed to streamline campus parking through digital automation, incorporating QR code payment and real-time ticketing features. The project followed the Agile Scrum methodology to allow for iterative development and continuous feedback from stakeholders. This approach supported the flexibility required for refining system functionalities based on user needs. Development focused on key components such as parking space monitoring, QR code payment integration, and real-time ticketing, ensuring adaptability and efficiency in school-wide deployment. The developed system effectively addressed the limitations of traditional parking management practices at Bestlink College. It streamlined record-keeping, reduced queue times, and enabled real-time tracking of parking space availability. The QR code payment system allowed faster, cashless transactions, while the ticketing module ensured accurate and automated vehicle entry and exit logging. Evaluation results showed improvements in user convenience, monitoring accuracy, and operational efficiency, contributing to better resource utilization and revenue tracking. This project successfully developed a web-based parking management system that integrates QR code payment and real-time ticketing. The system mitigated key issues such as manual errors, congestion, and lack of transparency in parking operations. It introduced a reliable, user-friendly platform for both students and employees, enhancing the overall parking experience at the institution. Challenges encountered during development included system security and scalability, which offer opportunities for further enhancement. Future improvements may involve mobile app integration, dynamic space reservation, and advanced analytics for traffic prediction and parking optimization.

Keywords: parking management system, qr code payment, real-time ticketing, campus traffic, agile scrum, web-based system, it solutions, bestlink college

**SMS1: FINANCIAL MANAGEMENT SYSTEM WITH BUDGETING, FINANCIAL
FORECASTING AND PLANNING WITH AI FOR BESTLINK
COLLEGE OF THE PHILIPPINES**

Reynaldo Bisnar, Mecaella Atencio, Ediel Jade Deriquito, Patrick Bueno, Ronald Roldan Jr.

Abstract

Bestlink College of the Philippines faces financial management challenges due to outdated and fragmented systems that hinder budgeting, forecasting, and resource allocation. Common issues include processing delays, data entry errors, and the absence of predictive tools. This study addresses these concerns by developing an AI-powered Financial Management System (FMS) integrated within the institution's School Management System. Key features include automated budgeting, financial forecasting, and disbursement management. Built using Agile Scrum and microservices architecture, the system aims to improve accuracy, transparency, and data-driven decision-making. The Agile Scrum methodology guided the iterative development of the FMS. Data gathering was conducted through interviews and document analysis to identify system requirements. The system was developed using a WAMP stack (Windows, Apache, MySQL, PHP) and microservices to ensure modularity and scalability. Core modules included budgeting, forecasting, general ledger, and disbursement reporting. RESTful APIs enabled smooth integration between system components, while role-based access controls and encryption safeguarded sensitive financial data. The developed FMS successfully automated core financial processes, including budgeting, forecasting, and disbursement tracking. Real-time financial reporting allowed administrators to make informed decisions and manage institutional resources more effectively. AI-driven forecasting tools increased the accuracy of financial predictions by analyzing historical data and trends. The system optimized the budget approval workflow, reduced delays, and facilitated interdepartmental coordination. RESTful API integration ensured seamless module communication and system scalability. Security protocols, including encrypted access and role-based permissions, effectively protected financial information. Overall, the system reduced manual errors, enhanced financial oversight, and contributed to improved operational efficiency and long-term financial sustainability. The findings demonstrated that the AI-integrated Financial Management System significantly enhanced financial planning and control at Bestlink College. These results support existing literature on the effectiveness of technology-driven financial solutions in educational institutions. While the system was only implemented in a single institution, limiting generalizability, the outcomes highlight its potential for broader application. Future research may explore deployment in multiple academic settings and further development of AI capabilities. The study provides a foundation for policy reforms that promote intelligent, data-driven financial systems in schools.

Keywords: financial management system, budgeting, financial forecasting, ai integration, school management system, microservices architecture, restful api, educational finance, it and management, bestlink college

**STOCK INVENTORY MANAGEMENT SYSTEM FOR TOPMED
DIAGNOSTICS AND ANIMAL BITE CENTER**

Lucky Paul Ocampo, Alexander Cedric Biag, Trillanes Patayan, Raffy Ramos,
Ivan Sandoval, Ailyn Tagavilla, R-jay Pornasdoro

Abstract

TopMed Diagnostics and Animal Bite Center, established in August 2012, aims to provide high-quality, cost-effective healthcare services to its clients. This study aims to develop a Stock Inventory Management System for the clinic to improve the control and monitoring of product inflow and outflow, track stock usage, ensure an accurate and organized inventory, enhance operational efficiency, and provide alerts for supply shortages and expiring products. The study employs the Waterfall Model for system development, following a linear and sequential process. The planning phase involves identifying client needs and determining data collection methods. During the analysis phase, the gathered information is examined to form the basis for system design. The development stage covers documentation and actual system building. The design phase focuses on user interface creation and defining the system's structure and functionality. The implementation phase involves programming and coding the system. Afterward, the testing phase ensures all components function as intended. Finally, the maintenance phase is designed to support long-term usability through updates and issue resolution. The development process resulted in a fully functional stock inventory system. Each feature such as login authentication, stock check-in and check-out, usage tracking, expiration alerts, inventory logs, and user management, was tested and validated for reliability and efficiency. The structured approach enabled the successful delivery of a system that addressed the operational challenges initially identified. The implemented system addressed the clinic's key inventory issues and streamlined stock monitoring processes. However, areas for improvement were identified. Future recommendations include the integration of financial accounting, delivery tracking for stock replenishment, and customer relationship management functionalities. These enhancements would further elevate the clinic's operational capabilities and data handling precision.

Keywords: inventory management system, stock monitoring, expiration alerts, waterfall model, health clinic automation, inventory control, system development, topmed diagnostics

**THE EFFECTS OF SOCIAL MEDIA ON ACADEMIC PERFORMANCE IN
BSIT STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES**

Ma Fe Corporal, Rayver Carl Tangara, Mathew Medina, Mathew Medina,
Mathew Medina, Reynaldo Hayahay, Kimberly Joy, Español

Abstract

This study investigates the impact of social media use on the academic performance of BSIT students at Bestlink College of the Philippines. It explores both the benefits such as academic collaboration and access to learning resources, and the drawbacks, including distraction and procrastination. Given the digital nature of the BSIT program, the research emphasizes the importance of time management and responsible media consumption. The study advocates for the integration of digital literacy initiatives to help students manage their online habits and optimize their academic performance. This study adopts a quantitative, descriptive-correlational research design to examine how various patterns of social media use affect academic outcomes. Using stratified random sampling, the researchers selected BSIT students across all year levels. Data was collected through an online survey that covered demographic details, social media usage (including frequency, purpose, and platform types), and academic performance as measured by self-reported GPA and perceived academic impact. The data were analyzed using descriptive statistics and inferential tools such as Pearson correlation, t-tests, ANOVA, and multiple regression. Ethical procedures, including informed consent and data confidentiality, were strictly observed. The findings revealed a significant negative correlation between the time spent on social media and students' self-reported GPA. While respondents acknowledged the educational benefits of social media, those who spent more time particularly for entertainment purposes, tended to report lower academic performance. Entertainment-driven social media use emerged as a strong negative predictor of GPA. The results suggest that excessive and non-academic use of social media can negatively affect academic outcomes among BSIT students. However, when used purposefully, social media may serve as a beneficial academic tool. The findings underscore the importance of promoting digital literacy and guiding students toward intentional and educational uses of social media. Future interventions should focus on fostering a balanced approach to media consumption. Further research may investigate long-term academic effects and platform-specific influences within the local context.

Keywords: social media, academic performance, bsit students, digital literacy, self-reported gpa, time management, educational technology, online behavior, descriptive-correlational study, higher education

THE EFFICIENCY AND FEASIBILITY OF DUAL AXIS SOLAR TRACKER USING ARDUINO

Princess Soco, Demver Vergara, Anthony Kyle Xy Tumampo,
Barbasina Geill, Heaven Jay Garado, Ahlen Lamida

Abstract

The rising demand for renewable energy has driven interest in more efficient solar power systems. Dual-axis solar trackers improve energy collection by adjusting photovoltaic panels to follow the sun's position throughout the day, resulting in higher energy output compared to fixed-panel systems. Arduino-based control systems present a cost-effective and programmable solution for accurate solar tracking, making the technology suitable for both residential and small-scale commercial use. This study investigates the efficiency and practicality of an Arduino-controlled dual-axis solar tracker, aiming to evaluate its potential in maximizing energy generation and ensuring reliability. This study adopts a qualitative approach to assess the feasibility of an Arduino-controlled dual-axis solar tracker, focusing on the perceptions of Grade 11 and 12 students at Bestlink College of the Philippines Bulacan. Data were collected using a Likert scale survey that evaluated key indicators such as cost-effectiveness, user-friendliness, system design, and overall acceptance. Thematic analysis of the responses was conducted to identify practical considerations and potential barriers to adoption. By analyzing user perspectives, the research aims to evaluate the system's viability and provide insights for enhancing its application in educational or small-scale renewable energy settings. The study revealed that the Arduino-based dual-axis solar tracker demonstrated improved efficiency and feasibility when compared to a fixed-position solar panel. Measurements of energy output and tracking accuracy under various conditions showed efficiency gains of approximately 30–40%. Feasibility was assessed through material cost, construction ease, and the system's reliability and maintenance requirements. Survey responses from 40 senior high school students indicated high levels of perceived effectiveness and practicality, supporting the system's potential for educational and small-scale energy use. The findings confirm that the Arduino-controlled dual-axis solar tracker significantly enhances energy efficiency by automatically aligning with the sun's movement. Its low-cost, programmable features make it an ideal solution for residential setups and educational projects, especially in sun-rich regions. While external factors such as weather may influence performance, the tracker's consistent energy gains highlight its value in sustainable energy applications. Continued development and testing may further optimize its design and increase its adoption in small-scale renewable energy systems.

Keywords: dual-axis solar tracker, arduino, renewable energy, energy efficiency, solar panel, feasibility study, smart tracking system, sustainable technology, educational applications, it and management

**THE IMPACT OF MODERN TECHNOLOGY ON FIRST-YEAR COLLEGE STUDENTS’
ENGAGEMENT AND ACADEMIC PERFORMANCE AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Bernante Calapre, Lian Sarmiento, Michaella Danaya Sorima,
Jhunrey Binolirao, Jhon David Bravo, Nora Roxas

Abstract

Technology plays a crucial role in modern student life, particularly at the college level. As institutions increasingly adopt digital tools, students are exposed to new and sometimes challenging learning environments. This study explores how technology can enhance student motivation and self-directed learning while also highlighting the potential risks of misuse. According to Upadhyaya and Vrinda (2021), students now rely on technology for nearly all academic tasks, including examinations and projects. While beneficial, improper use can lead to various challenges. The rise of Artificial Intelligence (AI) is unsurprising in this era. For students, AI supports academic tasks and boosts productivity; however, excessive reliance can weaken critical thinking, essential skills, and overall academic engagement. Basha et al. (2024) observed that students overly dependent on AI often struggle with basic skills, become less engaged, and face difficulties in independent problem-solving. Similarly, Kaite et al. (2021) found that while technology offers convenience and flexibility in learning, overuse can hinder fine motor development and cognitive skills. This study aims to assess both the benefits and drawbacks of technology in education and provide recommendations for educators and school leaders on integrating technology effectively into learning environments. This study employed a quantitative cross-sectional design to examine the impact of modern technology on the academic performance of first-year students. Fifty freshmen from Bestlink College of the Philippines were randomly selected as participants. Data were collected through Google Forms, with the survey consisting primarily of open-ended items that encouraged students to reflect on both the benefits and challenges of using technology. This approach provided a comprehensive view of how technology influences academic outcomes and engagement. Most students agreed that digital tools helped them remain focused and motivated. However, approximately 40% reported that excessive reliance on technology diminished their critical thinking and writing abilities. Many also expressed reduced confidence in completing academic tasks without the aid of technology. Several respondents emphasized the importance of clear guidance from instructors to prevent overdependence on digital tools. The data indicate that technology has a strong influence on student motivation, self-directed learning, and collaboration. While many participants reported increased productivity, heavy reliance on technology was also seen as a potential threat to essential skills. Shared digital platforms facilitated teamwork but reduced opportunities for face-to-face interaction. Some students expressed concerns about the potential for increased academic dishonesty, highlighting the need for clearer guidelines and greater awareness.

Keywords: technology in education, ai in education, learning with ai, student drive, self-guidance, group work

**TNVS ADMIN PLATFORM: AN AI- SOLUTION FOR INTEGRATED DOCUMENT,
COMMUNICATION, USER, EVENT, FINANCIAL, SECURITY, CONTRACT
LEGAL COMPLIANCE, AND SECURITY MANAGEMENT**

Jaybie Sosmeña, Emson Tampoc, Shariel Keila Pagdayunan, Roy Turbela,
Carl Angelo Antoy, Sheryl Adovas

Abstract

The capstone project aims to develop a comprehensive administrative platform that leverages artificial intelligence to automate and streamline various operational processes. In an increasingly digital world, organizations face the challenge of managing diverse operational components efficiently and securely. This project addresses those challenges by integrating key functions such as document management, internal communication, user and event coordination, financial tracking, legal compliance, and security oversight into a single, AI-driven system. By consolidating these capabilities, the platform enhances productivity, ensures regulatory compliance, and supports seamless administrative operations. To ensure the project's success, a rigorous methodology was employed, consisting of several key phases: requirements gathering, system design, development, and testing. Agile development principles were adopted to promote flexibility and responsiveness to user feedback throughout the project lifecycle. The platform was developed using modern programming languages and frameworks, with a focus on scalability, security, and ease of maintenance. User involvement was prioritized at each stage to refine features and enhance overall usability, ensuring the system aligns with real-world administrative needs. The project results demonstrated a significant improvement in operational efficiency, user satisfaction, and compliance management. Through user testing and feedback, notable gains were observed in document processing speed and accuracy, internal communication, and event coordination. The platform's AI capabilities contributed to more informed decision-making and optimized resource allocation, ultimately enhancing the organization's overall performance. The findings of this project highlight the transformative potential of the TNVS Admin Platform in organizational practice. By embedding AI into administrative functions, the platform not only streamlines operations but also fosters a culture of innovation and adaptability. This section presents the key implications of our results, challenges encountered during development, and recommendations for future enhancements. Furthermore, the platform demonstrates strong potential as a scalable model that can be adapted by other organizations, paving the way for continued innovation in administrative technology.

Keywords: ai integration, administrative platform, tnvs admin platform, operational efficiency, user satisfaction, compliance management, agile development, innovation, document automation, communication management, event coordination, decision-making, organiz

**TRANSPORTATION NETWORK VEHICLE SERVICE : CORE 1 (AI-ENHANCED FLEET
MANAGEMENT SYSTEM WITH FUEL MONITORING DYNAMIC
DISPATCHING AND PREDICTIVE INSIGHTS)**

Rocky Caguirjab, Jan Maykel Cabaddu, Jhemilyn Luna, Edilyn Riel, Tomas Jr Ale, Sheryl Adovas

Abstract

This document presents the AI-Enhanced Fleet Management System, an innovative solution designed to optimize operations within the Transportation Network Vehicle Services (TNVS) sector. The system leverages artificial intelligence to integrate fuel monitoring, dynamic dispatching, and predictive analytics aimed at minimizing environmental impact, reducing operational costs, and enhancing overall fleet efficiency. Through the use of machine learning, the system tracks fuel consumption, predicts maintenance requirements, and identifies optimal routing strategies. This comprehensive approach to fleet management promotes both operational effectiveness and sustainability, offering a transformative solution for the evolving needs of TNVS providers. The project adopts the Agile Scrum methodology, utilizing defined roles, sprint cycles, and Scrum artifacts to ensure adaptive and efficient project management. The system architecture follows a microservices-based design, promoting scalability, modularity, and ease of maintenance. A DevOps approach is implemented, incorporating Continuous Integration and Continuous Deployment (CI/CD) pipelines to streamline development and deployment processes. Additionally, the TOGAF (The Open Group Architecture Framework) is applied to guide the development across key architectural domains. To enable seamless system integration, a Service-Oriented Architecture (SOA) is proposed, ensuring interoperability and flexibility across components and services. The AI-Enhanced Fleet Management System is designed to improve operations within the Transportation Network Vehicle Services (TNVS) sector by optimizing fuel consumption, streamlining dispatching, and providing predictive insights. These capabilities contribute to cost reduction, decreased environmental impact, and greater operational efficiency. Leveraging machine learning, the system enables real-time fuel monitoring, predictive maintenance scheduling, and route optimization, offering a data-driven solution for sustainable and efficient fleet management. CORE 1 represents a forward-looking, intelligent fleet management solution tailored for TNVS operators. By combining AI-driven insights with a robust technological foundation, it addresses critical challenges such as fuel inefficiency, maintenance delays, and suboptimal routing. This positions CORE 1 as a sustainable, cost-effective platform that enhances the future of transportation network vehicle services.

Keywords: ai-enhanced fleet management, core 1, tnvs, fuel monitoring, dynamic dispatching, predictive analytics, machine learning, microservices architecture, devops, agile scrum, togaf, service-oriented architecture (soa), route optimization, cost reduction,

**TRANSPORTATION NETWORK VEHICLE SERVICES: CORE 2 "STOREROOM
MANAGEMENT, PAYMENT, BOOKING, GPS TRACKING, TRANSPORT
ANALYTICS WITH "AI SOLUTIONS FOR OPTIMIZING ROUTES
AND REDUCING COSTS IN TNVS CORE 2"**

Kenneth Lloyd Ancero, John Arvin Reyes, Yebgeny Santor, Reynald Rebudal,
Eve Dianne Diaz, Sheryl Adovas

Abstract

The rapid rise of TNVS has improved urban mobility but introduced key operational challenges. To address these, an integrated solution is proposed to enhance store room management, streamline booking and payment systems, and leverage transport analytics. Efficient inventory tracking supports vehicle maintenance, while user-friendly booking features and secure payment systems ensure seamless customer transactions. Analytics and GPS tracking enable route optimization and performance evaluation, promoting operational transparency and improved service delivery. The development of the Transportation Network Vehicle Service (TNVS) system employs the Agile Scrum methodology due to its flexibility and adaptability. This framework supports iterative development, fosters continuous communication, and enables quick responses to changing requirements, making it well-suited for the fast-paced and dynamic environment of TNVS operations. The integration of key components such as storeroom management, payment systems, booking, GPS tracking, transport analytics, and AI in TNVS Core 2 has significantly improved efficiency, reduced costs, and enhanced customer satisfaction. These results demonstrate the effectiveness of leveraging technology in the TNVS sector. To maintain a competitive advantage, the study recommends continuous system monitoring, regular updates informed by user feedback, and further exploration of AI and data analytics innovations. TNVS Core 2 integrates storeroom management, payment systems, booking, GPS tracking, transport analytics, and AI to significantly enhance operational functions in transportation services. While challenges remain, the system offers strong potential for increased efficiency, reduced costs, and improved customer satisfaction.

Keywords: tnvs core 2, storeroom management, payment systems, booking procedures, gps tracking, transport analytics, ai integration, operational efficiency, cost reduction, customer satisfaction, system challenges.

**TRANSPORTATION NETWORK VEHICLE SERVICES: FINANCE
WITH INTELLIGENT BUDGET ESTIMATION SYSTEM**

Shine Christine Joy Buen, Juan Carlos Allordo, Justine Francis Reyes,
Raemarc Gullon, Tristan Custodio, Sheryl Adovas

Abstract

As the TNVS industry has evolved, new platforms such as Grab, Uber, and Angkas have emerged as leading providers of on-demand services, posing significant competition in the market. Traditional taxi businesses, including ABC Taxi Company, face difficulties competing with these technology-driven companies due to their lack of digitalization and adoption of modern technologies. To stay competitive, traditional taxi operators must embrace technological advancements. This study focuses on TNVS finance by developing an Intelligent Budget Estimation System designed to support ABC Taxi Company in modernizing its operations through improved financial management. The project highlights the role of technology in enhancing how taxi operators manage their business finances efficiently and effectively. A mixed-methods approach was employed, combining interviews and Agile methodology to evaluate the system's effectiveness. Interviews were conducted with operators from ABC Taxi Company, a traditional taxi business facing challenges in transitioning to modern technology. These interviews provided valuable insights into the obstacles and opportunities associated with adopting digital solutions. Meanwhile, the Agile methodology guided the system's development process, covering planning, design, development, testing, and deployment, ensuring a smooth and adaptive implementation. The implementation of the TNVS: Finance with Intelligent Budget Estimation System, particularly the Disbursement and Accounts Payable Management submodule, led to significant improvements in the financial processes of the selected taxi company. Financial reports became more transparent and easily accessible, facilitating improved decision-making and accountability. Feedback from the company's finance team highlighted increased efficiency, streamlined operations, and enhanced budget control. Overall, the system effectively addressed key financial challenges and supported the company's objective of embracing technological advancements in the competitive transportation industry. The system introduced practical solutions to enhance the taxi company's financial management, particularly in disbursement and accounts payable. By reducing manual tasks and automating critical processes, it minimized errors, accelerated transactions, and ensured accurate tracking of financial activities. The integration of budget estimation further supported effective planning and helped maintain spending within set limits. These improvements not only boosted operational efficiency but also facilitated the company's transition toward more modern, technology-driven practices.

Keywords: tnvs, intelligent budget estimation system, financial management, disbursement and accounts payable, agile methodology, digital transformation, taxi industry, budget control, process automation, traditional taxi operators, financial transparency, tec

TRAVEL AND TOURS ADMINISTRATIVE MANAGEMENT SYSTEM: (FACILITIES RESERVATION, DOCUMENT MANAGEMENT, VISITOR MANAGEMENT, AND LEGAL MANAGEMENT) WITH SMART FACILITIES MONITORING AND ALARM SYSTEMS WITH MICROCONTROLLERS AND MICROSENSORS, ENHANCED BY AI

Joyvie Rebamontan, Jude Mulay, Russel Cosico, Sean John Silverio,
Rylle John Paul Visto, Richelyn Villasor

Abstract

In today's highly competitive travel industry, digital transformation is crucial for achieving operational efficiency and maintaining a competitive edge. This study examines the implementation of the Travel and Tours Administrative Management System (TTAMS) at JVD Events and Travel Management Co. The research addresses key issues associated with manual workflows, such as process inefficiencies, unclear user roles, error-prone data entry, and prolonged service delivery timelines. Furthermore, reliance on legacy, paper-based documentation poses challenges in data traceability and exposes client information to potential security risks. The TTAMS initiative introduced four core capabilities: Facilities Reservation, Document Management, Visitor Management, and Legal Management. The system design integrated process automation through AI algorithms alongside IoT-enabled microcontrollers and sensor arrays to enhance operational performance. A notable advancement in cybersecurity was also implemented, utilizing TensorFlow to analyze malware-converted image data. This technique transforms potentially malicious files into grayscale or RGB images for neural network classification, effectively reducing the risk of cyberattacks on sensitive guest information within the travel industry. Key findings indicate substantial operational improvements following the implementation of TTAMS. The TensorFlow-based malware detection system effectively identified suspicious files, offering robust protection for sensitive travel data. Automation features significantly reduced processing overhead, enabled role-based access controls, and eliminated workflow bottlenecks. The introduction of a centralized document repository ensured version control, maintained data integrity, and enhanced information searchability. Additionally, database optimization techniques improved query response times, addressing previous service inefficiencies and supporting scalability for future customer growth. The adoption of digital record management also established comprehensive redundancy protocols, mitigating vulnerabilities inherent in traditional paper-based documentation systems. Users expressed high levels of satisfaction with the TTAMS platform, with clients particularly appreciating the streamlined process flows and data visualization features. The TensorFlow-based malware image analysis function was notably commended for its ability to perform flexible security tasks without compromising overall system performance. Overall, the findings suggest that the enterprise-level integration of TTAMS has a transformative impact on business operations in the travel sector, extending beyond internal optimization to influencing broader industry practices and standards.

Keywords: ttams, travel and tours administrative management system, digital transformation, ai automation, tensorflow, malware detection, iot integration, document management, cybersecurity, operational efficiency, travel industry, client data protection, proc

TRAVEL AND TOURS MANAGEMENT SYSTEM: HUMAN RESOURCE 1 (NEW HIRE ON BOARD AND EMPLOYEE SELF SERVICE, RECRUITMENT AND APPLICANT MANAGEMENT, PERFORMANCE MANAGEMENT, SOCIAL RECOGNITION) WITH AI CANDIDATE TOOL

Jewel Anne Rosello, Jayson Aton, John Kinneth Borjal, Alyana Ovilla,
Ellaine Mae Pedere, Richelyn Villasor

Abstract

As the travel and tourism industry continues to evolve, so too do the operations of travel and tours businesses, particularly within their Human Resources (HR) departments. HR plays a vital role in managing personnel, maintaining employee records, monitoring attendance, and ensuring organizational efficiency. Challenges commonly include identifying suitable candidates, maintaining employee satisfaction, processing requests promptly, conducting real-time performance evaluations, and managing promotions and recognition. This study focuses on the development and implementation of the Travel and Tours Management System: Human Resource I, which includes modules for New Hire Onboarding and Employee Self-Service, Performance Management, Recruitment and Applicant Management, and Social Recognition enhanced by an AI-powered candidate selection tool. The Agile methodology was applied to evaluate the effectiveness of this capstone project in enhancing employee satisfaction and operational efficiency. Following Agile principles, the development process included iterative planning, designing, development, testing, and deployment to ensure the system's usability and reliability. Insights regarding the implementation and its impact were gathered through an interview with the Chief Executive. The system was developed using PHP Laravel for the backend, JavaScript with Tailwind CSS for the frontend, and MySQL for database management. The results demonstrate significant improvements in the Human Resource processes following the implementation of the capstone project. Real-time updates on employee requests enhanced both satisfaction and operational efficiency. The systematic organization and secure storage of employee data fostered a greater sense of security among staff while also reducing errors and improving data accuracy. Additionally, the integration of the AI Candidate tool streamlined the recruitment process by efficiently matching applicant skills and qualifications with job postings, thereby minimizing manual screening efforts and reducing applicant wait times. The implementation of the system demonstrates its potential not only to enhance employee satisfaction and streamline HR processes but also to contribute to the overall business performance of the company. However, challenges such as cost preparation and training management must be addressed to fully maximize the system's benefits. This research provides valuable insights for future developers and researchers aiming to modernize HR technologies within the travel and tourism industry. The study underscores the importance of continuous innovation in HR systems to meet the evolving demands of the sector and ensure sustainable operational improvements.

Keywords: human resource management system, travel and tours, employee satisfaction, ai candidate tool, agile methodology, hr automation, php laravel, real-time updates, recruitment system, digital transformation, hr process efficiency, travel industry innovat

**TRAVEL AND TOURS MANAGEMENT SYSTEM: CORE 2 (ACCOUNT EXECUTIVE,
PASSPORT & VISA PROCESSING, CUSTOMER RELATIONSHIP MANAGEMENT,
SCHEDULE AND RATES) WITH AI-POWERED TRAVEL PLANNER
USING TENSORFLOW**

Marcelino Robles III, Lenard Avila, Angelic Grace Bautista, Zodeline Marababol,
Keannu Salvacion, Richelyn Villasor

Abstract

The Travel and Tourism Management System is designed to facilitate global tour bookings with greater efficiency. Through our research, we observed that many companies in the travel industry still rely on manual operations, resulting in inefficiencies and delays. This study focuses on streamlining essential processes such as passport and visa applications, optimizing travel schedules and pricing, enhancing customer relationship management, and improving the workflow of account executives within the travel and tour sector. Furthermore, the system integrates an AI-powered feature that enables clients to generate customized trip plans based on their preferences and budget, addressing the current lack of intuitive interfaces that support personalized and cost-effective travel planning. This research adopts the Agile Scrum methodology, enabling iterative development and continuous user feedback to enhance system functionality. The system was developed using Vue.js for the front-end, facilitating the creation of responsive and dynamic user interfaces. Laravel, an open-source PHP web framework, was used for back-end development to ensure robust application logic and scalability. Tailwind CSS was implemented for efficient and modern styling, while MySQL served as the database management system. To enable seamless communication between system modules, RESTful API architecture was integrated. Additionally, TensorFlow powered the AI-based Travel Planner, which streamlines customer inquiry handling by suggesting customized tours based on user preferences and budget, improving user experience and decision-making efficiency. The implemented system enhances the Customer Relationship Management (CRM) module by efficiently tracking customer interactions, booking history, and feedback, which facilitates personalized recommendations and strengthens customer engagement. It digitizes and automates application, validation, and documentation workflows, thereby improving processing speed and accuracy. Client interactions are automated, customer data is systematically tracked, and a centralized interface is provided for account executives to manage customer relations effectively. The system also incorporates dynamic pricing and real-time scheduling updates, ensuring customers receive accurate information on tour availability and rates. A key feature is the AI-driven Travel Planner, which empowers customers to customize their tours while simplifying decision-making by suggesting suitable destinations based on their preferences. The outcomes demonstrate the successful implementation of the system's key modules, underscoring their importance in streamlining travel and tour management processes. The study emphasizes the necessity for continuous innovation in travel and tour management systems to adapt to the evolving demands of the industry. However, challenges such as user adaptation and the need for frequent system updates were identified, highlighting areas that require ongoing attention to ensure sustained effectiveness and user satisfaction.

Keywords: travel and tourism management system, crm, ai travel planner, dynamic pricing, real-time scheduling, automation, digital transformation, customer engagement, system innovation, user adaptation

**TRAVEL AND TOURS MANAGEMENT SYSTEM: CORE I: TOUR CREATION,
CUSTOMER ITINERARY MANAGEMENT, TRANSPORTATION BOOKING AND
HOTEL RESERVATION USING AI-DRIVEN ITINERARY ADJUSTMENTS**

April Rose Gaspay, Justine Gullim, Joanna Joy Magno, Christian Sabalbarino,
Roniel John Ken Baclaya, Richelyn Villasor

Abstract

The travel and tourism sectors are rapidly expanding due to digital advancements and increasing customer demand for convenience, personalization, and responsiveness. In response, JVD Event and Travel Management Co. has developed a Smart Travel and Tours Management System (TTMS) designed to simplify tour creation, customer itinerary management, transportation bookings, and hotel reservations. The system incorporates AI-based itinerary modification capabilities, allowing for real-time adjustments that enhance the overall customer experience and operational efficiency. The system is designed with a modular architecture comprising four main modules: Tour Creation, Itinerary Management, Transport Booking, and Hotel Reservation. It leverages AI and machine learning algorithms to enable intelligent decision-making and personalization. Additionally, the system integrates with external APIs to provide real-time availability and facilitate seamless booking functionalities. The system automates key travel management activities, significantly reducing manual data entry and enabling the creation of personalized travel packages. It streamlines scheduling, transportation, and hotel reservations through an intuitive interface. The AI-based itinerary engine dynamically adjusts travel plans in real-time, enhancing both user satisfaction and staff efficiency. As a result, the system minimizes scheduling conflicts and substantially improves the overall customer experience. The Travel and Tours Management System, Core 1, leverages artificial intelligence to automate planning routines, enhance customer satisfaction, and streamline operational procedures. It intelligently responds to disruptions, ensuring consistent and reliable service delivery. Initial challenges were addressed through the implementation of robust security protocols. The system is designed with scalability in mind, supporting future enhancements such as predictive analytics, automated customer service, and multilingual accessibility.

Keywords: travel and tours management system, artificial intelligence, automation, customer satisfaction, operational efficiency, security protocols, predictive analytics, multilingual access, travel industry technology

**TRAVEL AND TOURS MANAGEMENT SYSTEM: FINANCIAL MANAGEMENT SYSTEM
(DISBURSEMENT, BUDGET MANAGEMENT, COLLECTION, GENERAL LEDGER,
ACCOUNTS PAYABLE/RECEIVABLE) WITH PREDICTIVE FINANCIAL
FORECASTING USING PREDICTIVE ANALYTIC TOOLS.**

Ryan Claire Ortega, Jobert Ken Bordamonte, Aeron Carl Cristobal,
Justine Lagario, Jenelyn Lipango, Richelyn Villazor

Abstract

Tourism activities have experienced significant growth in recent years, driven by increasing demand for unique travel experiences alongside the ongoing effects of globalization and urbanization. As market competition intensifies, travel agencies and tour operators are compelled to optimize their financial resource management. The Travel and Tours Management System (TTMS) offers a comprehensive software solution designed to enhance financial operations specifically for these businesses. This paper examines the key components of TTMS, with a particular focus on its Financial Management module, which integrates predictive analytics to provide accurate financial forecasting and support strategic decision-making. Agile development methodologies offer numerous advantages when applied to the creation of a Financial Management System for Travel and Tours Management. Fundamentally, Agile enables teams to rapidly adapt to evolving business requirements in response to the dynamic nature of the travel and tourism industry. This iterative process facilitates continuous identification and resolution of system errors and inefficiencies. Additionally, Agile promotes close collaboration between development teams and stakeholders, ensuring effective communication and the delivery of solutions that fully meet user needs. The implementation of the Travel and Tours Management System delivers multiple benefits that enhance the business performance of travel operators and agencies. It promotes financial transparency by providing comprehensive access to financial information, thereby increasing accountability. Operational efficiency is improved through automation, which significantly reduces the reliance on manual processes. Additionally, tour operators gain the capability to make data-driven decisions supported by predictive analytics and comprehensive data insights. The system also functions as a preventive tool against financial risks by offering timely alerts that detect potential bad debts and cash flow problems. Predictive analytics tools integrated within Financial Management Systems (FMS) have the potential to transform the travel and tourism industry. By leveraging predictive analytics, travel agencies can better anticipate demand for tour packages, enabling dynamic pricing adjustments, optimized inventory management, and a reduction in booking cancellations. Additionally, tour operators gain significant operational advantages by using predictive insights to forecast fluctuations in fuel prices, currency exchange rates, and weather conditions. These capabilities allow for proactive business planning, helping to mitigate financial risks and enhance overall profitability.

Keywords: travel and tours management system, financial management system, predictive analytics, travel industry, dynamic pricing, inventory optimization, risk management, automation, travel agency operations, tour operator efficiency

**TRAVEL AND TOURS MANAGEMENT SYSTEM: HUMAN RESOURCE II:
(COMPETENCY MANAGEMENT, SUCCESSION PLANNING, LEARNING
MANAGEMENT AND
TRAINING MANAGEMENT) WITH SKILLS MAPPING USING AG5**

Lawrence John Laran, John Christian Aylar, Ian Exequiel Delos Reyes,
Jaycob Magno, Dan Louie Relator, Richelyn Villazor

Abstract

JVD Event and Travel Management Company faced significant challenges in managing human resource processes, including inefficient recruitment, limited visibility of employee skills, and the absence of structured succession planning. To address these issues, this capstone project developed a Human Resource Management System (HRMS) comprising modules for Competency Management, Succession Planning, Learning Management, and Training Management. The system is integrated with Ag5 to enable real-time skills mapping. Its primary objective is to enhance strategic HR decision-making, foster employee development, and improve organizational agility. The project employed the Agile Scrum methodology, organizing development into iterative sprints with clearly defined roles, including Scrum Master, Product Owner, and Development Team. Laravel and MySQL were utilized to support back-end development, while Ag5 was integrated to facilitate advanced skill analytics. Regular interviews with JVD staff and iterative testing cycles ensured the system aligned with real operational requirements. Product and sprint backlogs were maintained to prioritize key features such as succession tracking, performance analysis, and training delivery. The implementation of the system significantly improved visibility into workforce skills and accelerated the identification of successors for critical roles. Employee engagement was enhanced through the introduction of gamified learning features. The integration of Learning Management System (LMS) and Training Management System (TMS) modules enabled real-time tracking of training progress and performance metrics. Automation of routine HR tasks reduced manual workload, while comprehensive dashboards provided actionable data to support informed human resource decision-making. The Human Resource Management System II (HR II) effectively addressed JVD's challenges related to manual processing, high employee turnover, and limited workforce insights. By centralizing HR functions and integrating Ag5 for competency tracking, the system aligned talent management strategies with organizational goals. The use of Agile methodology facilitated continuous feedback, enhancing system usability and user adoption. Ultimately, the solution supports improved workforce planning, increased employee satisfaction, and reduced attrition rates.

Keywords: human resource management system, agile scrum, competency tracking, succession planning, employee engagement, talent management, workforce planning, jvd event and travel management, ag5 integration, hr automation

**TRAVEL AND TOURS MANAGEMENT SYSTEM: HUMAN RESOURCES III (LEAVE
MANAGEMENT, TIME AND ATTENDANCE, CLAIMS AND REIMBURSEMENT,
AND PAYROLL) WITH AUTOMATED SCHEDULING
POWERED BY TENSORFLOW**

Mark Jemuel Relator, John Carl Edejer, Joriel Tejada,
Ried John Benitez, Jenelyn Nuique, Richelyn Villasor

Abstract

This capstone project introduces a Travel and Tours Management System with Human Resources III, developed for JVD Event and Travel Management Company. The system automates key HR functions, including leave management, time and attendance tracking, claims and reimbursement processing, and payroll computation. A standout feature is the integration of biometric fingerprint data, manually imported via USB, to ensure accurate and secure attendance records. The system also leverages AI-powered scheduling using TensorFlow to enhance workforce planning and operational efficiency. This capstone project presents a Travel and Tours Management System with Human Resources III, developed for JVD Event and Travel Management Company. The system streamlines core HR operations such as leave management, time and attendance tracking, claims and reimbursement processing, and payroll computation. The project adopts the Agile Scrum methodology, allowing for iterative development, continuous stakeholder feedback, and incremental refinement of system functionalities. Technically, the system is built using PHP Laravel for the backend, JavaScript with Tailwind CSS for the frontend, and MySQL for database management. A RESTful API ensures seamless communication across system modules. Attendance data is captured through biometric fingerprint devices, exported via flash drive, and manually imported into the system to maintain accuracy and security. For workforce optimization, the system integrates AI-powered scheduling using TensorFlow, which automates and enhances the planning of employee work shifts. Comprehensive testing including unit testing, system testing, and user acceptance testing (UAT), was conducted to ensure system reliability, performance, and user satisfaction. The implemented system significantly improves Human Resource Management System (HRMS) procedures at JVD Event and Travel Management Company. The integration of biometric attendance tracking effectively eliminates fraudulent timekeeping, ensuring accurate and reliable employee records. The use of TensorFlow for automated scheduling optimizes workforce deployment, reducing scheduling conflicts and enhancing operational efficiency. Furthermore, automated payroll and claims processing minimize manual errors and accelerate administrative workflows. User feedback, particularly from HR managers and employees, indicates high satisfaction levels, citing the system's user-friendly interface, enhanced transparency, and streamlined processes as key contributors to improved productivity and engagement. The findings underscore the substantial benefits of integrating AI-driven automation into Human Resource Management Systems, particularly within the travel and tour industry. By enhancing attendance tracking, leave management, and payroll processing, the system contributes to increased productivity, improved financial accuracy, and greater administrative efficiency. Despite its advantages, the project also faced challenges, including user adaptation to new technology and the need for regular system updates to maintain optimal performance. Addressing these concerns requires consistent user training, technical support, and a robust update mechanism. For future research and development, the study recommends management. Overall, biometric data synchronization to further streamline attendance tracking, AI-driven predictive analytics for proactive workforce planning and shift allocation, and expanding system integration with other enterprise tools for end-to-end HR and operations management. Overall, the project highlights the critical need for continuous innovation in

HR systems to meet the evolving demands of the travel and tourism sector and to ensure scalable, intelligent, and responsive workforce management solutions.

Keywords: travel and tours management system, human resource management system (hrms), biometric attendance, ai scheduling, tensorflow, payroll automation, php laravel, agile scrum, workforce optimization, predictive analytics, mysql, rest api, user satisfaction

**TRAVEL AND TOURS MANAGEMENT SYSTEM: LOGISTICS 1 (PROJECT
MANAGEMENT, ASSET MANAGEMENT, WAREHOUSING
AND PROCUREMENT) USING BARCODE TRACKING**

Joanna Marie Benigno, James Jerald Amenin, Christian Malto, Justine Ordoño, Richelyn Villazor

Abstract

The Travel and Tour Management System integrates specialized submodules such as project management, asset management, warehouse management, and procurement to address key operational challenges. By streamlining these areas, the system aims to enhance operational efficiency and service quality, critical factors in distinguishing industry leaders from competitors. In today's fast-paced and demanding travel sector, operational excellence has become a vital source of competitive advantage. The system is designed using a modular approach, with each submodule supporting a specific operational area. The Project Management module streamlines task scheduling, progress monitoring, and resource allocation to ensure effective project execution. The Asset Management module facilitates the proper utilization and maintenance of critical resources such as vehicles and equipment. The Warehouse Management module enhances inventory control and tracking, while the Procurement module improves supplier management and purchasing processes to ensure the timely availability of goods. Both the asset and warehouse modules integrate barcode technology to improve accuracy and efficiency in resource tracking. The system is developed using the Agile methodology, allowing for iterative enhancements based on continuous user feedback. The submodules of the Travel and Tour Management System significantly enhance logistical operations. The Warehouse Management module enables accurate tracking of inventory categories, improving stock control and retrieval efficiency. The Asset Management module boosts operational efficiency and accountability by monitoring the use and condition of essential resources. The Procurement module streamlines supply chain operations through the use of real-time data, supporting more informed and timely decision-making. Additionally, the Project Management module facilitates better coordination and integration of various logistical components, resulting in smoother execution and management of work activities. The Travel and Tour Management System efficiently integrates project management, asset management, warehousing, and procurement submodules to maximize operational effectiveness and address the complex challenges of the tourism industry. In essence, the system promotes transparency and delivers efficient service through a centralized, automated approach that eliminates redundant processes. Future enhancements may include the integration of statistical analysis tools to forecast operational demands, optimize procedures, and provide organizations with a strategic advantage in an increasingly competitive and dynamic business environment.

Keywords: travel and tour management system, project management, asset management, warehousing, procurement, automation, transparency, operational efficiency, tourism industry, statistical analysis, competitive advantage

**TRAVEL AND TOURS: LOGISTIC II (VENDOR PORTAL, AUDIT MANAGEMENT,
VEHICLE RESERVATION, FLEET MANAGEMENT, DOCUMENT TRACKING)
WITH ALTERNATIVE MAPS AND QR CODE USING ZAPIER**

Bea Bianca Almirez, Harby Dave Candido, Rixel Churls Cortez,
Daniel Mhar Buccat, Lovell Solero, Richelyn Villasor

Abstract

In today's fast-paced operational landscape, organizations must navigate complex logistics processes, including transportation, documentation, vendor coordination, and compliance monitoring. This capstone project introduces Travel and Tours: Logistics II, a comprehensive logistics management system specifically designed for JVD Events and Travel Management Co. The project was developed to address inefficiencies caused by fragmented and manual workflows in critical areas such as vendor coordination, audit management, vehicle scheduling, fleet monitoring, and document tracking. These challenges often result in delays, miscommunication, and elevated operational costs, ultimately compromising the company's ability to deliver seamless travel and event services. By integrating core logistics modules into a unified digital platform, the system aims to streamline operations, enhance communication, and reduce overall inefficiencies. An agile methodology was employed to promote iterative progress, continuous improvement, and adaptability to user feedback throughout the system's development. The development team collaborated closely with key individuals familiar with existing processes, including project sponsors, stakeholders, and the scrum master, to define the business process architecture. Proper documentation of the system played a vital role in enabling more effective planning and integration. Ultimately, this approach aims to significantly enhance operational efficiency, reduce human error, and improve overall customer satisfaction. The Travel and Tours: Logistics II system successfully streamlined a range of logistics operations, significantly improving accessibility, accuracy, and overall efficiency. By reducing manual tasks, enhancing communication between modules, and enabling real-time monitoring and automation, the system addressed many of the persistent challenges in travel and tour logistics. It proved to be user-friendly, scalable, and effective, making it a valuable tool for modernizing and optimizing operational workflows. The capstone project effectively addresses the major logistical challenges encountered by JVD Events and Travel Management Co. By integrating modules for vendor coordination, vehicle reservation, fleet management, audit automation, and document tracking using QR codes, the system streamlines operations and minimizes manual errors. Developed using the Agile Scrum framework, the project incorporated continuous stakeholder feedback, resulting in a user-friendly and efficient platform. Overall, the system enhances operational efficiency, strengthens security, and lays the groundwork for future innovations in travel logistics.

Keywords: travel and tours: logistics ii, logistics management system, jvd events and travel management, vendor coordination, vehicle reservation, fleet management, audit automation, qr code tracking, agile scrum, stakeholder feedback, operational efficiency,

**WASTE AND SANITATION MANAGEMENT SYSTEM WITH
AI-ASSISTED SCHEDULING AND ISSUES REPORTING**

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John Rhey Sangalang, Marifel Laynesa

Abstract

Effective waste and sanitation management is essential for protecting public health, preserving the environment, and maintaining the well-being of urban communities. As cities grow and population density increases, the challenges of managing waste collection, disposal, and sanitation services become more complex and resource intensive. Traditional systems often suffer from issues such as inconsistent collection schedules, missed pickups, overflowing bins, and slow responses to reported problems. These challenges are worsened by a limited workforce, aging infrastructure, and the rising volume of waste produced each day. The AI-assisted Waste and Sanitation Management System was developed through a systematic process that combined elements of software engineering, artificial intelligence, user-centered design, and system integration. This section details the essential components, development procedures, and evaluation methods applied throughout the system's design and implementation phases. The AI-assisted Waste and Sanitation Management System was assessed for its ability to enhance scheduling accuracy, efficiently address reported issues, and boost overall service performance. The findings presented are based on a 30-day period of simulation and field testing conducted in collaboration with a local barangay waste management unit. Incorporating artificial intelligence into waste and sanitation management offers a promising shift in how urban services are delivered. This study's findings reveal that AI-assisted scheduling and real-time issue tracking significantly enhance efficiency, responsiveness, and citizen participation. Nonetheless, a thorough evaluation of system implementation and performance is essential to understand its broader impact and potential for large-scale adoption.

Keywords: artificial intelligence, waste management, sanitation services, urban service delivery, smart scheduling, real-time reporting, system efficiency, community engagement, ai integration, scalability

WASTE COLLECTION CART ASSISTANT FOR STREET SWEEPERS USING ARDUINO

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Allan Dave Omboy, John Jhylo Pelisco, R-jay Pornasodoro

Abstract

The Waste Collection Cart Assistant aims to address persistent issues in waste management by introducing an automated system powered by Arduino technology and artificial intelligence. Designed to support street sweepers, this innovative device enhances the segregation and transportation of waste, promoting both efficiency and environmental sustainability. It ensures accurate sorting of biodegradable and non-biodegradable waste, helping to minimize the environmental footprint caused by improper disposal. Additionally, the cart's mobility feature improves accessibility, enabling workers to cover larger areas with less physical effort. Overall, the system seeks to create a cleaner, more sustainable environment while optimizing the performance of local waste management operations. This study utilizes an experimental research design to develop, implement, and assess the effectiveness of the Waste Collection Cart Assistant. The system aims to automate waste segregation processes while enhancing the operational efficiency of street-sweeping activities. By reducing manual effort and increasing the precision of waste classification, the system significantly improves the efficiency of waste collection. Preliminary tests demonstrate that the automated mechanism accurately identifies and separates biodegradable from non-biodegradable waste with consistent reliability. The Waste Collection Cart Assistant is an automated system developed to assist street sweepers in Barangay Sta. Monica, Novaliches, Quezon City. Incorporating Arduino-based technology and artificial intelligence, the cart aims to reduce physical workload, improve waste segregation, and enhance overall waste collection efficiency. Guided by experimental research design, the study focused on the system's development and evaluation. Results show improved operational efficiency through reduced manual labor and more accurate segregation. User feedback reported increased productivity, though minor usability issues were identified. Despite its benefits in promoting better waste management and environmental awareness, limitations such as battery dependency and occasional waste classification errors suggest the need for future enhancements, including solar charging and more advanced AI sorting features.

Keywords: waste collection cart assistant, arduino, artificial intelligence, automated waste management, street sweepers, waste segregation, efficiency, environmental awareness, battery dependency, smart waste system

**DEVELOPMENT OF AUTOMATED MECHATRONICS PRODUCT ORGANIZER
USING ARDUINO MEGA AND ESP32 WITH VERTICAL ACTUATOR**

Christian Lloyd Maltizo, Jigger Kent Pelariz, John Christian Candano, John Genesis Cayabyab,
John Mark Aries Casimiro, Mary Joyce Acob, Reynante Ponay

Abstract

The automated mechatronics product organizer is designed to optimize the management, sorting, and storage of products in industrial environments such as warehouses, manufacturing facilities, and retail operations. This system integrates mechanical, electronic, and computing technologies to automate repetitive and labor-intensive inventory tasks. It applies the principles of mechatronics, a multidisciplinary field combining mechanical engineering, electronics, computer science, and control systems, to develop an efficient and intelligent solution for product organization and inventory handling. The study employed the Experimental Prototype Development Method to design and construct the automated organizer. The development process involved identifying the required materials, assembling an initial prototype, conducting evaluations, and refining the system through iterative enhancements. The prototype utilized an Arduino Mega 2560 as the main microcontroller, supported by ESP32 for wireless connectivity and a vertical actuator for product movement and sorting. These components were selected to ensure functionality, expandability, and real-time control. The integration of mechatronics in manufacturing operations demonstrated multiple advantages, including increased productivity, operational efficiency, enhanced safety, and reduced labor costs. The system effectively automated tasks such as sorting and organizing products, minimizing manual errors and improving process accuracy. The prototype proved capable of performing multiple tasks with precision, confirming its potential for industrial application. The development of the automated product organizer using Arduino Mega and ESP32 successfully met its objective of providing a sustainable and efficient storage management system. The combination of sensors, actuators, and wireless control created a functional and scalable solution. The accuracy and reliability of the system reduce operational errors and contributes to a safer and more streamlined working environment. Future improvements may focus on increasing storage capacity, integrating smart analytics for inventory tracking, and enhancing the system's adaptability for various industrial use cases.

Keywords: mechatronics, automated product organizer, arduino mega, esp32, vertical actuator, inventory management, manufacturing automation, prototype development, industrial engineering, smart storage system

**MANUFACTURING MANAGEMENT SYSTEM: CORE 1 PRODUCTION AND PLANNING
(MASTER PRODUCTION SCHEDULING, MATERIALS REQUIREMENTS PLANNING,
WORK ORDER MANAGEMENT, BILL OF MATERIALS MANAGEMENT)
WITH DEMAND FORECASTING USING TENSORFLOW**

Patrick Vedaño, Francisco Padullo, Jervick Barbecho, Jerson Cornelio,
Genevieve Bantilan, Rommel Constantino

Abstract

In the manufacturing sector, optimizing efficiency and responsiveness is critical to sustaining operational competitiveness. Integrating core production functions such as master production scheduling, materials requirements planning, work order management, and bill of materials handling into a unified digital system can significantly improve operational performance. This study presents a Manufacturing Management System that incorporates TensorFlow-based demand forecasting to enhance planning accuracy and overall productivity. Historical datasets, including sales, inventory, and production records, were collected from a manufacturing firm to train deep learning models using TensorFlow. Neural networks and time series forecasting techniques were applied to generate demand predictions. These forecasts were embedded within the master production scheduling and materials requirements planning modules to support dynamic decision-making. Additional modules for work order and bill of materials management enabled coordinated execution across production tasks. System validation involves testing with real-world data to evaluate forecasting accuracy and operational performance. The TensorFlow-driven forecasting model reduced prediction errors by over 20% compared to traditional forecasting approaches. This resulted in more accurate production scheduling, better inventory optimization, and reduced instances of stockouts. The work order module enabled more streamlined task execution, increasing throughput and aligning production closely with demand. Collectively, the system improved manufacturing agility, resource utilization, and cost efficiency. The study demonstrates that integrating AI-based demand forecasting into production planning significantly enhances manufacturing performance. While deep learning models outperform conventional methods, challenges such as data quality and computational resource demands persist. Future development may explore real-time data integration and broader AI applications to further optimize manufacturing workflows. The system validates the effectiveness of using TensorFlow for demand forecasting in core production planning, highlighting its role in building resilient and responsive manufacturing systems.

Keywords: manufacturing management, demand forecasting, tensorflow, production scheduling, materials requirements planning, work order management, bill of materials, neural networks, deep learning, operational efficiency

**SUGARCANE BAGASSE FUEL PELLET: CHARACTERIZATION ON PHYSICAL
AND THERMOGRAVIMETRIC COMBUSTION PROPERTIES**

Mark Ray Latoza, Khevin Gabriel Buan, Justine Mae Nobresala,
George Vun Juan, Jomari Añago, Roldan Bamondi

Abstract

Waste management continues to be a pressing global issue, with sugarcane bagasse, an agricultural byproduct of sugar production being a significant contributor. Improper disposal or open burning of bagasse releases pollutants such as volatile organic compounds (VOCs) and carbon monoxide (CO), posing environmental and public health risks. This study explores an alternative use for sugarcane bagasse by converting it into fuel pellets, offering a sustainable and eco-friendly biofuel option. The research focuses on characterizing the physical and thermogravimetric combustion properties of the pellets to assess their viability as a renewable energy source. The study adopted quantitative experimental research design and utilized purposive and stratified sampling techniques. Ten respondents, composed of five environmentalists and five chemistry teachers, evaluated the fuel pellets using a validated survey questionnaire. The pellets were produced using sugarcane bagasse, cornstarch, and water, processed through a pelletizing machine. The study measured acceptability in terms of material composition, procedural methodology, combustion behavior, cost-effectiveness, and overall presentation. Thermogravimetric analysis (TGA) was used to evaluate the combustion profile. Statistical tools, including weighted mean, t-test, and F-test, were used to interpret the data. Results indicated that both groups of respondents rated the fuel pellets as "highly acceptable." Environmentalists gave an overall weighted mean of 3.50 with a variance of 0.315, while chemistry teachers rated the product slightly higher with a mean of 3.80 and a variance of 0.019. A t-computed value of 0.368 was recorded against a t-critical value of 2.306 at a 0.05 alpha level (two-tailed) with 8 degrees of freedom, indicating no significant difference between the two groups' evaluations. Suggestions from both respondent groups were noted for further development of the product. Recommendations included improving packaging aesthetics, sealing the product with plastic, adding additives to eliminate odors, ensuring uniform pellet measurements, and enhancing labeling through clear and informative wording. These enhancements are expected to improve the marketability and usability of the sugarcane bagasse fuel pellets as a sustainable biofuel solution.

Keywords: sugarcane bagasse, fuel pellet, biofuel, thermogravimetric analysis, combustion properties, waste management, renewable energy, materials science

**SELF-PARKING SYSTEM: BUILD AN AI SYSTEM THAT ENABLES
VEHICLES TO PARK FREE IN VARIOUS ENVIRONMENTS**

Sarah Mae Villosillo, Janina Eleane Amor, Ashley Lizada,
Johnlouie Padua, John Carlos Zausa, Carlito Gabriel

Abstract

Self-parking systems, which utilize sensors to enable automatic parking, address the growing issue of urban congestion caused by the increasing number of vehicles. These systems help mitigate the negative effects of inefficient parking on traffic flow and resource management. This study highlights the importance of smart parking technologies in optimizing space utilization, reducing emissions, and promoting sustainable urban development by offering more efficient and eco-friendly parking solutions. This study employs descriptive research design and utilizes purposive sampling to gather insights from ten selected respondents, consisting of five Mechanical Engineers and five Information Technology experts. A validated survey questionnaire was administered to collect data on demographic profiles, the acceptability of self-parking systems, encountered challenges, and proposed solutions. Data was collected through paper-based surveys and analyzed using descriptive statistics to effectively summarize the key findings. The results of the analysis, which evaluated materials, reliability, procedural methodology, system accuracy, and presentation, indicate an overall rating of "acceptable." The group of Mechanical Engineers recorded an overall mean of 3.03, with a variance of 0.332. The Information Technology Experts reported a slightly higher overall mean of 3.11, with a variance of 0.217. Both groups shared a significance level (alpha) of 0.05, a t-critical value of 2.306, and a computed t-value of 0.126. Since the t-computed is less than the t-critical, the findings suggest that there is no statistically significant difference between the assessments of the two groups. For the further enhancement and improvement of the project, the following recommendations are proposed based on the respondents' feedback: First, the use of branded and high-quality materials is advised to minimize the risk of device malfunction. Second, greater attention should be given to the core functionality of the device to ensure user safety and prevent accidents. Third, the procedural steps should be clearly defined and easy to follow to support proper implementation and maintenance. Lastly, it is important to remain focused on the objectives of the study and consider the potential benefits it can offer to end-users.

Keywords: self-parking system, smart parking, descriptive research design, purposive sampling, mechanical engineers, it experts, system reliability, procedural methodology, t-test analysis, user safety, device functionality, branded materials, step-by-step pro

**A COMPARATIVE STUDY OF HDP-2200 OFFSHORE PATROL VESSEL OF THE
PHILIPPINES AND DDG X DESTROYER NAVAL SHIP OF USA**

Jamela Cuasito, Jamela Cuasito, Jairus Ace Kis-ing, Reinard Gavrel Rabanal,
Jhaica Tariao, Jake Valenzona, Prince Michael De Leon

Abstract

This study compared expert perceptions of the Philippine HDP-2200 Offshore Patrol Vessel (OPV) and the U.S. DDG(X) destroyer to explore differing approaches to naval design within the context of Asia-Pacific maritime security. The research aimed to identify key factors influencing naval power projection decisions and to contribute to broader discussions on maritime security in the region. A quantitative comparative research design was employed, using a validated survey questionnaire administered to ten maritime professionals, five naval architects and five ship designers. The questionnaire evaluated both vessels in terms of fuel efficiency, passenger capacity, operational effectiveness, speed, and safety features, using a Likert scale. Data analysis involved frequency counts, percentages, weighted means, and the Mann-Whitney U test to determine significant differences in assessments between the two respondent groups. Expert assessments consistently rated the DDG(X) higher than the HDP-2200; however, the extent of this difference varied notably between naval architects and ship designers. Ship designers reported a significantly larger performance gap ($U = 99$, $p = 0.00652$) compared to naval architects ($U = 157$, $p = 0.25014$). Overall, the difference in evaluations between the two groups was statistically significant ($U = 533$, $p = 0.01046$), indicating that professional background plays a significant role in the assessment of naval vessel performance. The findings underscore the importance of incorporating diverse expert perspectives when evaluating naval vessel performance. Future research should explore the specific factors contributing to these differing assessments and examine their implications for naval design and acquisition strategies in the Philippines.

Keywords: asia-pacific maritime security, naval power projection, naval vessel performance

**ASSESSMENT OF TERMINAL POLICY ON THE SELECTED BUS COMPANY
ALONG NOVALICHES, QUEZON CITY**

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Emanuel Joseph Tolentino, Alezhandrea Clio Barrios

Abstract

The study entitled "Assessment of Terminal Policy on Selected Bus Companies Along Novaliches, Quezon City" aims to assess the effectiveness of terminal policies implemented by Citybus and Pascual Liner. It focuses on evaluating commuter satisfaction, safety, and security within these transport systems. The research explores how terminal policies impact the overall commuter experience, with particular emphasis on payment methods, ticketing systems, and the organization of loading and unloading operations. In response to the high number of commuters using Citybus and Pascual Liner services in the area, the researchers adopted a descriptive research approach to assess the experiences of 60 regular commuters. A Likert scale survey was utilized as the primary data collection tool to evaluate key aspects of terminal policies, particularly in terms of security measures and payment systems. Demographic analysis of the respondents revealed that the majority were male, aged between 18 and 22 years old. The results of the study suggest that commuters, particularly those using cash payments and concerned with fare accuracy, are generally satisfied with the existing ticketing and payment systems. However, the findings also highlight areas needing improvement, specifically in the loading and unloading processes. Respondents stressed the importance of improved communication between drivers and conductors, as well as the need for clearer signage and announcements to ensure smoother and more organized boarding and disembarkation. The survey findings indicate a strong need for regular bus maintenance, improved emergency response procedures, and enhanced security features such as CCTV surveillance and real-time incident reporting systems. The most pressing issues identified by passengers include overcrowding, insufficient facilities, and security risks. The study concludes that strengthening terminal policies is essential to ensuring a safer, more efficient, and commuter-friendly transport system. To address these concerns, the study recommends upgrading infrastructure, standardizing operational procedures, improving communication between staff and passengers, and enforcing stricter security protocols. These proposed enhancements are intended to increase passenger safety, satisfaction, and overall confidence in using public bus transportation services.

Keywords: public transportation, bus maintenance, terminal policies, passenger safety, overcrowding, emergency procedures, cctv surveillance, infrastructure improvement, security measures, commuter satisfaction

**FACTORS AFFECTING THE SUSTAINABILITY OF VISITOR'S
ENGAGEMENT ISSUES IN ARROCEROS, FOREST PARK**

Eron Alviar, Jasmine Agullion, Kristiana Asuncion, Kyla Marie Infante,
Analyn Jaldo, Christine Aliñabo

Abstract

This study aims to identify the factors affecting the sustainability of visitor engagement in Arroceros Forest Park and to propose improvements that can enhance the overall visitor experience in this urban green space. As urban parks play a vital role in promoting community health and environmental well-being, it is essential to examine how visitors interact with such areas and the elements that influence sustained engagement. The study investigates several key factors that contribute to visitor satisfaction, including quality of experience, accessibility, safety and security, available amenities, and community engagement. A combination of surveys and interviews was conducted among park visitors to assess their perceptions and experiences. These tools helped gather relevant data on challenges affecting the sustainability of visitor engagement. Findings revealed that while visitors appreciate the park's natural environment and recreational offerings, issues such as limited accessibility, concerns about safety, and inadequate amenities negatively affect their overall satisfaction. The study also emphasized the importance of fostering community involvement as a means to strengthen visitor connection and promote responsible park usage. Based on the results, the study proposes an improvement plan focused on enhancing accessibility, safety, amenities, and community engagement to ensure the long-term sustainability of visitor interaction with Arroceros Forest Park. These recommendations aim to improve the quality of urban park experiences and support the park's role as a valuable resource for the surrounding community.

Keywords: visitor engagement, urban parks, sustainability, accessibility, community participation, public spaces, arroceros forest park

Humanities and Social Sciences

**AN EVALUATION ON THE POLICE PERSONNEL INTERACTION
WITH THE COMMUNITY IN CRIME REDUCTION**

Joanne Mae Bation, Neicah Puyugao, Angelica Mayo, Javelyn Garibay,
Ej Rombaoa, Eduardo Villaruel

Abstract

This study explores the interactions between the police and the community at Station 4 in Novaliches, Quezon City, with a particular focus on the impact of community engagement in crime prevention. It examines the views of both residents and police officers on community-oriented policies, police visibility, and awareness campaigns, while also analyzing how demographic factors influence their perspectives. Employing a mixed-methods approach, the research aims to identify existing challenges and recommend strategies to improve police-community relations and promote a safer, more cooperative environment. This study utilized a mixed-methods approach, combining both quantitative and qualitative data collection. Participants were selected through purposive sampling to ensure representation from both community members and police personnel at Station 4. Quantitative data were collected using structured questionnaires that assessed perceptions of community-oriented policing, police visibility, and awareness campaigns through a Likert scale. To complement this, qualitative data were gathered through semi-structured interviews, exploring participants' experiences and recommendations for improving police-community engagement. Additionally, demographic information such as age, gender, and educational attainment was collected to support data analysis. The findings reveal that 66% of respondents were male, mostly aged 34–41, with 54% having completed higher education. Respondents generally agreed on the importance of community-oriented policies, police visibility, and awareness campaigns, as indicated by weighted mean scores ranging from 3.28 to 3.34. Despite this, a key challenge identified was the lack of trust and communication between the police and the community, acknowledged by 84% of participants. To address this issue, 88% recommended improving communication and engagement efforts as the most effective solution. The findings highlight the need for a comprehensive approach to improving police-community relations. While respondents generally viewed existing strategies favorably, the prevailing lack of trust and communication demands urgent attention. Recommended actions include strengthening communication channels (e.g., community meetings, social media), enhancing community policing programs, promoting transparency and accountability, and providing cultural sensitivity training for officers. Expanding educational and awareness campaigns is also essential. Future studies should evaluate the impact of these measures on crime reduction and public perception. Ultimately, the study emphasizes the importance of collaboration between police, barangay officials, and the community to rebuild trust and ensure public safety.

Keywords: police-community relations, trust and communication, community policing, transparency, accountability, cultural sensitivity training, public safety, educational campaigns, crime prevention, barangay collaboration

**ASSESSMENT OF SUSTAINABLE TOURISM MEASURES IMPLEMENTED AT RIZAL
PARK LUNETA: BASIS FOR SUSTAINABLE TOURISM DEVELOPMENT PLAN**

Shenna Rose Gile, Roxan Babe Matibag, Jay Ocampo, Arman Petalino,
Mary Grace Sabiles, Rosalie Jacinto

Abstract

This study aims to evaluate the sustainable tourism practices implemented at Rizal Park, a renowned historical and cultural landmark in the Philippines. Also known as Luneta Park, it is a significant urban green space located in Ermita, Manila. The research focuses on assessing existing sustainability efforts while identifying key challenges such as inadequate infrastructure development and the high cost of food and souvenir items. By addressing these concerns, the study seeks to contribute to the development of a comprehensive Sustainable Tourism Development Plan that balances environmental conservation with enhanced visitor satisfaction and cultural preservation. Data collection was conducted through on-site observations and the distribution of visitor surveys, aimed at gaining insights into the experiences, satisfaction levels, and perceptions of individuals visiting Rizal Park. The study identified several key issues that need to be addressed to enhance sustainable tourism at Rizal Park. One major concern is the need for improved infrastructure to elevate the overall visitor experience while ensuring environmental sustainability. This includes constructing modern visitor facilities, upgrading pathways and lighting, adding more public restrooms, and enhancing the park's aesthetics without compromising its historical value. Another notable concern is the high cost of food and souvenirs within the park, which may deter local visitors. The study highlights how pricing affects accessibility and recommends measures to make tourism more affordable, while still supporting the income of local vendors. The Sustainable Tourism Development Plan seeks to enhance the long-term viability of Rizal Park by upgrading infrastructure, incorporating environmentally friendly technologies, and addressing the issue of high prices for food and souvenirs. The plan also proposes a business expansion model that emphasizes eco-conscious practices, improved facilities, and fair pricing mechanisms. Collaboration with private enterprises, local government units, and non-governmental organizations is essential to effectively address these challenges. Through the implementation of these strategies, Rizal Park can become a more appealing and sustainable tourist destination, minimizing environmental impact while ensuring that future generations can continue to enjoy its cultural and historical significance. This initiative also positions Rizal Park as a benchmark for sustainable tourism development both locally and internationally.

Keywords: sustainable tourism, rizal park, infrastructure development, green technologies, fair pricing, business expansion model, environmental sustainability, public-private partnership, tourism planning, cultural preservation

LOCAL GOVERNMENT UNIT 1: PUBLIC MARKET MONITORING SYSTEM (VENDOR PORTAL, VENDOR MAPPING AND FEEDBACK SERVICES)

Vhea Lyzel Egida, Rovigrace Anne Robles, John Philip Alimorong,
Bn Laserna, Nelson Reyes, Richelyn Villasor

Abstract

With the rapid advancement of technology, there is a growing need to modernize the monitoring and management of public markets. This study proposes the implementation of the Public Market Monitoring System (PMMS), which includes a vendor portal, vendor mapping, and feedback services. The system aims to address challenges faced by market masters, vendors, and customers by providing an integrated digital platform that facilitates stall management, vendor oversight, and improved communication among stakeholders. The system was developed using microservices architecture and Agile Scrum methodology to ensure flexibility and continuous improvement. Core features include vendor registration, stall allocation, payment tracking, violation monitoring, customer feedback collection, and real-time notifications. API integrations were implemented to enable seamless data exchange with local government unit (LGU) systems. Separate user interfaces were designed for administrators and vendors to enhance usability. Security and data privacy protocols were incorporated throughout the system, and user experience was prioritized through a clean design and navigational mapping features for market accessibility. The implementation of PMMS resulted in increased efficiency for market masters, as manual processes were reduced through automation. The feedback system, powered by sentiment analysis AI, enabled market administrators to categorize and respond to feedback more effectively. Users were able to submit reports and suggestions through the system, allowing timely resolution of concerns. The mapping feature improved the ability of vendors and customers to locate stalls, facilitating smoother operations and enhancing the overall market experience. This study demonstrates the potential of technology to modernize traditional public market operations. The Public Market Monitoring System improved administrative efficiency, enhanced transparency, and fostered better service delivery. It also supported more informed decision-making and active communication between stakeholders. The system is expected to contribute significantly to the digital transformation of market governance at the barangay level and provide a replicable model for other LGUs aiming to modernize local economic infrastructure.

Keywords: public market monitoring, vendor portal, vendor mapping, feedback services, sentiment analysis, market governance, community development, digital market system

**A COMMUNITY BASED – FIRE PREVENTION PROGRAM FOCUS IN BARANGAY
FOREST HILL SUBDIVISION NOVALICHES QUEZON CITY: AN ASSESMENT**

Joverlyn Blanco, Cedric Dela Cruz, Kristine Joanah Digma,
Donalyn Pelenio, Precios Angel Andaya, Dr. Myrna Cuntapay

Abstract

This study on fire prevention focuses on the practices and measures taken to reduce the risk of fire and minimize its impact. It involves identifying potential fire hazards, implementing safety protocols, and educating individuals on how to prevent fires. One key element of fire prevention is fire safety education, which teaches people about fire risks, safe practices, and appropriate responses in the event of a fire. This study will examine the effectiveness of the Community-Based Fire Prevention Program focused on Barangay Forest Hill Subdivision in Novaliches, Quezon City. The participants will be divided into three groups, comprising a total of fifty (50) respondents: ten (10) firefighters, thirty (30) residents, and ten (10) barangay officials. The researchers will ensure that all respondents are capable of competently and adequately completing the questionnaire and providing the necessary information for the study. A convenience sampling technique will be employed for participant selection. Community-based fire prevention programs face several challenges that hinder their effectiveness in reducing residential fire incidents. One of the most significant issues is the lack of community participation, as many residents do not actively engage in fire prevention efforts due to limited awareness, interest, or trust in such programs. Without active involvement, critical initiatives such as fire safety training, emergency preparedness drills, and hazard identification become less effective, thereby increasing the risk of fire-related disasters. Furthermore, limited financial resources and personnel present additional obstacles, making it difficult to carry out essential preventive measures like regular fire drills, public education campaigns, and the distribution of fire safety equipment. Without sufficient funding and manpower, these efforts remain inadequate and less impactful. Active community participation is essential to the success of fire prevention programs, as it raises awareness and understanding of critical fire safety measures. Residents are encouraged to take part in fire drills, safety training sessions, and emergency response initiatives to ensure preparedness in the event of a fire. Increased awareness and engagement will help reduce the occurrence of fire-related incidents and contribute to a safer and more resilient living environment.

Keywords: fire prevention, drrm, fire safety education, emergency response programs

**A COMPREHENSIVE BARANGAY INTERVENTION PROGRAM TO REDUCE
GANG ACTIVITIES IN BAGUMBONG CALOOCAN CITY**

Edrian Areglamos, Kent Garao, Mark Angelo Hamtig,
Rolly Peralta Jr, Irene Gaviola

Abstract

The rising concern over gang activities presents a significant challenge, as these groups are often involved in criminal and antisocial behavior that endangers public safety and undermines community well-being. Despite numerous efforts to curb such activities, many communities, especially at the local level, continue to struggle with identifying and implementing effective solutions. This study aims to assess the effectiveness of a comprehensive barangay intervention program in reducing gang-related activities in Bagumbong, Caloocan City. A quantitative research design was deemed the most appropriate approach for assessing the effectiveness of a comprehensive barangay intervention program aimed at reducing gang activities in Bagumbong, Caloocan City. Data were collected from 50 respondents, divided into three groups: 40 community residents of Barangay Bagumbong, five barangay officials or volunteers, and five social workers assigned to the area. Structured questionnaires were used to gather information on respondents' demographic profiles and their perceptions of the program's impact. The demographic profile of the respondents showed that the majority were aged 18–25, accounting for 50% of the total sample ($n = 25$). The most pressing concern identified was corruption and collusion with gangs, cited by 82% of respondents as a critical issue. This was followed closely by a lack of community engagement and participation, as well as insufficient resources and funding, both reported by 80% of respondents. These findings reflect the community's ongoing struggle to address gang-related issues due to limited support and involvement. The study revealed that after-school education programs and community engagement initiatives significantly contributed to reducing gang recruitment and violence. Furthermore, mentorship programs and economic empowerment strategies offered alternative opportunities for at-risk youth. Regular progress tracking and gang activity surveys were also found to be essential in monitoring and evaluating the program's effectiveness. The study underscores the importance of community-based approaches in preventing gang involvement and promoting public safety. Key recommendations include strengthening family support systems, expanding access to education and employment opportunities, and fostering positive peer relationships. The findings provide valuable insights for policymakers and local authorities in designing sustainable and effective crime prevention strategies.

Keywords: gang activities, criminal behavior, antisocial behavior, public safety, sustainable crime prevention strategies

**A COMPREHENSIVE CRIME PREVENTION PROGRAM IN
BARANGAY 171 CALOOCAN CITY: A PROPOSAL**

John Buere, Reymart Aballa, Jahmerson Naboya, Harence Nicanor Noro,
Angel Mark Valdepeña, Egdar Reyes

Abstract

A comprehensive crime prevention program is essential for fostering a safe and secure community. Utilizing participatory approaches empowers citizens and harnesses local knowledge to address crime effectively. This report highlights the importance of community engagement, effective prevention strategies, and the role of collective efforts in enhancing public safety. The researchers aim to explore crime prevention through active community involvement by engaging the residents of Barangay 171. The research team employed a quantitative approach to assess the impact of crime prevention measures in Barangay 171. A purposive sampling method was chosen to thoughtfully and intentionally select participants based on relevant criteria. The study focuses on the perspectives and experiences of individuals in Barangay 171, Caloocan City. The participant group includes 30 residents, 10 barangay officials with a minimum of five years of service, and 10 police officers from Sub-station 9. All participants will be surveyed during the academic year 2024–2025. The results of the study reveal that the majority of respondents are male, primarily within the age groups of 18–25 and 26–33 years old. Respondents strongly agreed with key elements influencing the assessment of the crime prevention program in Barangay 171, Caloocan City, particularly in terms of the economic program, enhanced safety and security facilities, and police collaboration initiatives. The study engaged 30 residents of Barangay 171, 10 barangay officials with at least five years of service, and 10 members of the Philippine National Police (PNP), totaling 50 respondents. A survey questionnaire served as the primary instrument for data collection. Residents of Barangay 171 strongly support ongoing efforts in economic development, safety infrastructure, and police–community collaboration. To build on this momentum, the barangay will strengthen partnerships with law enforcement by organizing regular town hall meetings focused on crime prevention and community concerns. To address the current lack of public awareness, officials will launch a targeted campaign to educate residents about their role in maintaining safety, supported by workshops and seminars on recognizing and reporting suspicious activity. Law enforcement will also assist in forming neighborhood patrol groups, encouraging residents to actively monitor and report issues. This unified approach aims to deepen trust, enhance communication, and improve overall crime prevention within the community.

Keywords: crime prevention, crime prevention program, police-community collaboration, economic development, safety infrastructure

**A COMPREHENSIVE CYBERCRIME AWARENESS PROGRAM IN BARANGAY
NAGKAISANG NAYON NOVALICHES QUEZON CITY: A PROPOSAL**

Myles Viray, Jovelyn Gargar, Niño Go, Marlyn Mengote,
Arnisah Tampla, Irene Gaviola

Abstract

Cybercrime is a broad term that encompasses various illegal activities carried out through digital networks and devices. These crimes often involve the use of technology to commit fraud, identity theft, data breaches, malware attacks, and other malicious acts. This study aims to assess a comprehensive cybercrime awareness program in Barangay Nagkaisang Nayon, Novaliches, Quezon City, with a focus on advocacy, collaboration, and implementation planning. It also identifies key challenges and proposes recommendations for improvement. This study involved 50 respondents, consisting of 30 community residents, 10 barangay officials, and 10 members of the PNP Anti-Cybercrime Group. A random sampling technique was employed to ensure fair representation of perspectives. The study utilized quantitative research design, with data collected through a structured survey questionnaire. For the administration and retrieval of the instrument, the researchers personally approached the respondents, obtained informed consent, and distributed the surveys. Upon completion, the questionnaires were collected and securely stored to maintain confidentiality. The findings revealed that, in the assessment of the program, Advocacy received an overall weighted mean rating of 3.66, interpreted as Strongly Agree. Collaboration obtained an overall weighted mean rating of 3.62, also interpreted as Strongly Agree. Similarly, the Implementation Plan received a weighted mean rating of 3.62, indicating a Strongly Agree interpretation as well. Stay vigilant about online security, report any suspicious activity promptly, and actively share your experiences and feedback. Your insights play a crucial role in shaping effective cybercrime prevention strategies.

Keywords: cybercrime, cybersecurity, online security, cybercrime prevention, cybercrime strategies

**A COMPREHENSIVE SCHOOL BASED INTERVENTION PROGRAM
TO REDUCE CHILD IN CONFLICT WITH THE LAW**

Archer John Roldan, Joseph Angelo Basia, Renz Maceda, John Paulo Mangabang,
Angelo Velano, Denise Ann Osorio

Abstract

This study focuses on the pressing issue of children in conflict with the law (CICL) in the Philippines, highlighting the need for a comprehensive strategy to address the root causes of juvenile delinquency. Contributing factors include broken families, unemployment, lack of education, and peer pressure. In addition, systemic challenges such as inadequate law enforcement policies, poor rehabilitation services, and societal apathy, hinder effective reform and reintegration efforts. This study aims to evaluate a comprehensive school-based intervention program designed to reduce the incidence of CICL through targeted demographic and intervention activities, including parental involvement, outreach through the Alternative Learning System (ALS), and life skills education. The study employed a quantitative research method with random sampling to identify respondents, which included 15 students, 5 parents, 5 teachers or professors, 3 school authorities, and 2 guidance counselors. Data collection was conducted at Maligaya High School, where the researchers secured permission, explained the content of the questionnaire, and ensured confidentiality throughout the process. The data collection took approximately 15 minutes per respondent. The information gathered was statistically analyzed to assess the effectiveness of the intervention program and to profile respondents based on age, gender, and educational attainment. The data revealed that the majority of respondents were male students aged 17 or younger. The composite mean scores indicated strong support for the intervention techniques employed. However, challenges such as societal stigma were identified as significant barriers to the program's success. The most commonly cited solution to these challenges was the need for adequate training for staff and volunteers involved in the intervention programs. The report highlights the need for alternative solutions to address the challenges faced by Children in Conflict with the Law (CICL). While therapeutic programs are generally well-received, the study emphasizes that addressing social stigma is crucial to improving their overall effectiveness. Proper training for staff and volunteers is essential to ensure successful program implementation. Additionally, the study recommends strengthening family support systems, expanding access to education, and increasing public awareness to combat stigma. It advocates for a shift in focus toward prevention, education, and rehabilitation, rather than punitive measures.

Keywords: childhood delinquency, children in conflict with the law, cicl, youth intervention

**A COUNTER MEASURE INITIATIVES TO PREVENT CYBER BULLYING AMONG
BESTLINK COLLEGE OF THE PHILIPPINES CRIMINOLOGY STUDENTS**

John Dhenzel Dizon, Nisren Ali, Mariella Monique Fernando,
Alvin Sadullo, B-jay Allorde, Dr. Antonio Dawagan Sr.

Abstract

Cyberbullying has a significant negative impact on mental health, particularly in contributing to depression among children and adolescents. However, its effects on other conditions, such as anxiety, remain less well understood, indicating a need for further research and targeted interventions. Social media platforms should enhance their reporting systems and implement algorithms to detect harmful content more effectively. Schools are encouraged to provide digital literacy education, promote peer support systems, and establish accessible reporting mechanisms. In addition, policies should ensure that perpetrators are held accountable while offering comprehensive support to victims. Future research should focus on evaluating existing initiatives and identifying gaps in victim support services. This chapter details the research design, participants, and tools used. A questionnaire was administered to 50 Criminology students at Bestlink College of the Philippines, Bulacan Campus, using purposive sampling. The questionnaire covers individual, parental, and legal countermeasures against cyberbullying. It will be reviewed and validated before finalization. Data will be analyzed statistically after collection. This chapter analyzes the data presented in tables. Most respondents (62%) are aged 18-22, with a near-equal gender distribution (52% female, 48% male). The majority are 2nd-year students (34%), followed by 3rd-year students (30%). For countermeasures, the highest-ranked individual strategy is "Use of Technology" (mean 3.16), with an overall effectiveness score of 3.07. "Data Sensitivity Awareness" leads parental countermeasures (mean 3.26), and "Ethical Monitoring Practices" ranks highest for monitoring (mean 3.20). Legal countermeasures like "Evidence of Security Threats" scored the highest (mean 3.36), and cyberbullying advocacy, with a mean of 3.11, was also effective. Overall, the data suggests that the countermeasures to prevent cyberbullying are generally effective across various categories. This study evaluated countermeasures for preventing cyberbullying among criminology students at BCP. The findings revealed that most respondents were between the ages of 18 and 30. Effective individual strategies included digital footprint analysis and behavioral pattern recognition. Parental monitoring and the establishment of clear boundaries also proved effective, although the enforcement of these rules could be strengthened. Legal measures, such as reporting protocols and advocacy efforts, were successful in raising awareness. Overall, while existing countermeasures are generally effective, there is a need for improved data security education and increased parental involvement. The study recommends the implementation of an action plan to enhance these strategies and more effectively combat cyberbullying.

Keywords: cyberbullying, mental health, social media

**A PRACTICAL APPROACH ON DISASTER PREPAREDNESS AMONG RESIDENTS OF
LUCAS CUADRA STA QUITERIA CALOOCAN CITY: A PROPOSAL**

Rolly Ortega, Ana Mae Ambalan, Georgie Bulabos, Shiela Mae Boduso,
Chammy Curayag, Jenalyn Misolas, Dr. Myrna Cuntapay

Abstract

Disasters, whether natural or man-made, pose significant threats globally, affecting countless communities including those in the Philippines. This study aimed to strengthen disaster preparedness among the residents of Lucas Cuadra, Sta. Quiteria, Caloocan City. It examined the demographic profile of the respondents and assessed their perceptions of common disasters about disaster risk assessment, hazard identification, and economic impact. Additionally, the study sought to identify challenges to preparedness and propose strategies for improving community resilience. The study involved 50 purposively selected respondents, including 30 residents, 10 barangay officials, and 10 members of the emergency response team. A descriptive research design was employed. Prior to data collection, the researchers secured the participants' consent. Survey questionnaires served as the main data-gathering tool, which were personally distributed and collected by the researchers upon completion. The results show strong respondent agreement on the effectiveness of disaster preparedness efforts, with weighted mean scores of 3.48 for disaster risk assessment programs, 3.44 for hazard identification, and 3.42 for economic components. A key issue identified was the shortage of trained responders or volunteers. This highlights the need for targeted recruitment and the provision of additional training programs to strengthen community disaster response capacity. The study revealed that most respondents were male, aged 51 and above, and high school graduates. They expressed strong agreement on key aspects of disaster preparedness, particularly disaster risk assessment, hazard identification, and economic components. The most frequently cited issue was the lack of trained responders or volunteers. To address this, the study recommends the implementation of recruitment and training programs to build local response capacity. Additional suggested interventions include increased financial support from local government units (LGUs) and stronger collaboration with non-governmental organizations (NGOs) and public health institutions. Comprehensive recommendations were provided for residents, the community, barangay officials, LGUs, NGOs, and future researchers to enhance disaster preparedness and improve community resilience.

Keywords: disaster preparedness, risk assessment, hazard identification, economic components, trained responders, community resilience, local government units (lgus), non-governmental organizations (ngos), public health institutions, recruitment and training p

A PROPOSED MEASURE TO RESOLVE OVERCROWDING IN JAIL INSTITUTION

Jonnary Trabocon, Niel Joshua Cabarles, John Archie Amistoso,
Carlos Joseph Mendiola, Jed Nichols Nicolas, Edgar Reyes

Abstract

This chapter encompasses the study's history, theoretical framework, conceptual framework, problem statement, significance, scope and limitations, and definitions of words. This chapter presents the research methodology used to explore solutions for overcrowding in jail institutions. It covers research design, respondent selection, sampling methods, development and validation of research instruments, data collection procedures, and the statistical techniques applied to analyze the data. These methodological choices were made to align with the study's objectives and to ensure the collection of accurate, relevant, and reliable information to effectively address the problem of jail overcrowding. The study identified that overcrowding at Station 10 Jail in EDSA Kamuning primarily results from delays in bail, parole, and probation processes, along with limited access to rehabilitation programs. Inmates acknowledge that reforms such as the Good Conduct Time Allowance (GCTA), TESDA training, and NGO-provided livelihood assistance have potential but are impeded by inadequate implementation and resource constraints. The inmate population is largely male, aged 34 to 41, with generally low educational attainment. The findings recommend expediting legal processes, enhancing rehabilitation initiatives, and improving prison conditions as effective strategies to alleviate overcrowding. Chapter 4 connects the empirical findings of this study to their practical applications. This chapter presents an in-depth discussion of the results, interpreting them in the context of the research questions and relevant literature. The analysis serves as a foundation for developing evidence-based recommendations to address jail overcrowding and improve correctional practices. Ultimately, it provides a clear justification for the proposed measures and evaluates their potential effectiveness.

Keywords: jail overcrowding, correctional facility management, inmate population control, rehabilitation programs, legal process efficiency, good conduct time allowance (gcta), probation and parole reform, alternative sentencing, prison conditions improvement,

**A STUDY IN THE ROLE OF TECHNOLOGY IN PREVENTING AND DETECTING
PICKPOCKETING AT NOVALICHES PROPER, QUEZON CITY**

Armild Portera, John Lloyd Batiancila, Rogem Pacardo,
Johnrey Patricio, Berland Villarosa, Edgar Reyes

Abstract

According to Mugari et al. (2020), as urban areas grow more congested, pickpocketing continues to pose a significant problem for public safety officials. Nonetheless, technological advancements have brought forth new techniques to deter and alleviate these offenses. This study primarily seeks to determine how technology can help in preventing and detecting pickpocketing in Novaliches Proper, Quezon City. As cities grow more populated, pickpocketing remains a notable issue for public safety officials, as observed by Mugari et al. (2020). This research will employ a descriptive methodology. The study will involve fifty (50) participants from local community members, police officers, and barangay staff in Novaliches Proper, Quezon City. The researchers will utilize a purposive sampling method to distribute questionnaires to fifty (50) participants. Based on the formulated sub-problem, the study's conclusions are as follows. Of the fifty (50) respondents, twenty-four (24) to twenty-nine (29) years old, or sixteen (16) or thirty-two percent (32%), fall within this age range. There were twenty-seven (27) out of fifty (50) respondents, or 54% of the survey participants, who were female. Of the fifty (50) respondents, seventeen (17) or thirty-four percent (34%), have lived in their current residence for more than fifteen years. The respondents' evaluation of the effectiveness of technology in stopping and identifying pickpocketing at Novaliches Proper, Quezon City, in terms of 2.1 Offender Identification yields a weighted mean rating of 3.12 overall. The goal of this research is to apply technologically advanced, sustainable solutions that improve the ability to identify and stop pickpocketing. The project aims to make Novaliches Proper a safer and more secure public space by utilizing contemporary surveillance methods, encouraging community involvement, and strengthening infrastructure.

Keywords: technology, pickpocketing prevention, pickpocket detection, crime prevention technology, novaliches proper, quezon city, public safety, security systems, surveillance technology, anti-theft measures, urban crime prevention, community safety, technolo

**A STUDY ON THE EFFECTIVENESS OF POLICE ONLINE PRESENCE
IN ENGAGING IN PUBLIC CRISIS SITUATION**

Alyka Mae Claudio, Janine Ellah Magsayo, Angelica Jose,
Irish Ann Marquez, Jessa Rhey Marzan, Jinky Anacta

Abstract

This study assesses the Philippine National Police's (PNP) online presence during crises, with a focus on officers from Quezon City Police Stations. It examines communication response times, trust-building efforts, social media strategies, and transparency. The research aims to understand how the PNP leverages social media to engage the community, deliver timely updates, and counter misinformation. Findings from the study intend to improve the PNP's online communication approaches and strengthen police-community relations during emergencies. This study utilizes a quantitative descriptive design to evaluate the Philippine National Police's (PNP) online engagement during crises. It focuses on communication response time, trust, social media strategies, and transparency. The sample consists of 60 randomly selected officers from Talipapa Police Station 3 and Novaliches Police Station 4. Data collection is conducted through expert-validated structured surveys administered via digital devices. The collected data is analyzed using statistical techniques, including frequencies, means, and weighted means, while demographic information is also examined to contextualize the results. This study employs a quantitative descriptive design to evaluate the Philippine National Police's (PNP) online engagement during crises, focusing on communication response time, trust, social media strategies, and transparency. The sample includes 60 randomly selected officers from Talipapa Police Station 3 and Novaliches Police Station 4. Data was collected through structured surveys validated by experts and administered via digital devices. Statistical analyses, including frequencies, means, and weighted means, were used to interpret the data, with demographic information analyzed to provide context for the findings. The study revealed that the majority of surveyed PNP officers were male, aged 25-44, held bachelor's degrees, and had 11-15 years of service. Although the PNP's social media presence during crises was generally effective, particularly in fostering trust and transparency, challenges persist in managing negative comments, addressing misinformation, and providing real-time updates. Respondents suggested creating a dedicated social media team, enhancing officer training, improving internal communication, and incorporating more interactive content to better engage the public. These findings underscore the critical role of strategic communication and community engagement in strengthening the PNP's crisis response and public trust.

Keywords: philippine national police, pnp, online engagement, crisis communication, social media strategies, trust, transparency, misinformation management, real-time updates, police-community relations, strategic communication, officer training, public trust,

A YOUTH AWARENESS PROGRAM ON RESPONSIBLE SOCIAL MEDIA NAVIGATION

Edwin Miranda Jr., Lemuel Caronan, Zyrus Aron Muana, Salvador Oco Jr,
James Harvy Matabang, Dr. Antonio Dawagan Sr.

Abstract

Social media plays a central role in contemporary life, especially among young people who use it for communication, entertainment, and personal expression. However, its rapid expansion has also brought significant challenges, including cyberbullying, the spread of misinformation, addiction, privacy breaches, and detrimental effects on mental health. This study employs a quantitative research approach to thoroughly analyze the impacts of social media on youth. Survey data is collected from respondents aged 15 to 35, aiming to assess the necessity of youth awareness programs focused on responsible social media use. This method allows the research to identify statistical patterns and understand the experiences of young individuals as they encounter crime-related content online (Zhang, 2023). The findings of this study highlight the need for educational programs that promote responsible social media use among young people. Exposure to crime-related content on social media can distort their perception, leading them to believe that crime is more prevalent and violent than it actually is. This underscores the importance of fostering media literacy and critical thinking in the digital age. Conversely, some forms of social media engagement can foster greater awareness and critical thinking. Platforms that support balanced discourse and share accurate, data-driven crime statistics can encourage youth to participate in civic discussions and develop a more informed and realistic perspective on crime trends.

Keywords: social media engagement, critical thinking, youth awareness, crime statistics, balanced discourse, civic participation, realistic perception, media literacy

**AN ANALYSIS OF DOMESTIC VIOLENCE AGAINST WOMEN
IN BARANGAY 176-A BAGONG SILANG CALOOCAN CITY**

Angelica Joy Sanchez, Mary Jane Ariola, Joyce Bensurto,
Arianne Nicole Jarasa, Edelyn Tayoto, Edgar Reyes

Abstract

Domestic violence against women remains a pervasive issue in Filipino communities, often exacerbated by cultural stigma and gaps in systemic response. In Barangay 176-A, Bagong Silang, Caloocan City, socioeconomic factors such as poverty, overcrowding, and limited access to education and social services heighten the vulnerability of women. This study examines the local dynamics of domestic violence, aiming to identify contributing factors and inform targeted interventions. A descriptive quantitative design is employed to assess perceptions of domestic violence causes and community responses. Purposive sampling selects fifty respondents across four stakeholder groups: ten Philippine National Police officials, ten Violence Against Women and Children Desk personnel, ten barangay employees, and twenty community residents. A structured questionnaire measures agreement with theoretical explanations, strain theory and social learning theory, and socioeconomic and cultural factors, as well as the perceived prevalence of victim experiences and response actions. Data is analyzed using weighted means and rank ordering. Perceptions of intervention readiness were strongest for training and seminar initiatives (mean = 3.45, strongly agree) and community awareness campaigns (propaganda; mean = 3.39, strongly agree). Economic factors (mean = 3.08), strain theory (mean = 3.05), and cultural factors (mean = 3.02) were viewed as moderate contributors to domestic violence, while social learning theory (mean = 2.76) and broader social factors (mean = 2.73) scored lower. Among victim experiences, living in constant fear of harm or retaliation ranked highest. The least reported community response was contacting a domestic violence hotline or support organization. The findings indicated that capacity-building through training and public awareness initiatives were seen as the most effective strategies for addressing domestic violence in Barangay 176-A. As a result, it was recommended that the barangay collaborate with the DSWD, PNP and local VAWC Desk to implement regular seminars, strengthen community outreach, and expand support hotlines. Such advocacy efforts were expected to enhance victim safety, increase community knowledge of domestic violence causes and effects, and ultimately reduce incidence rates in the barangay.

Keywords: domestic violence, women's safety, community intervention, strain theory, social learning theory, barangay 176-a

**AN ANALYSIS OF SAFETY PROCEDURES AND PROTOCOLS
FOR SECURITY PERSONNEL AT SM FAIRVIEW**

Jullie Ann Ventura, Glaiza Mae Aragdon, Angelica Baguiwong,
Christian Glean, Kristine Zumaraga, Jinky Anacta

Abstract

Public spaces, including busy commercial areas such as SM Fairview in Quezon City, Philippines, demand robust safety and security measures to protect both customers and staff. This study evaluates existing protocols and procedures for security personnel at SM Fairview, aiming to identify strengths and areas for improvement to ensure a safer environment in high-traffic mall settings. A quantitative descriptive design is employed to assess the effectiveness of safety and security measures. Purposive sampling selects 100 respondents, comprising mall employees and security staff, to complete a structured questionnaire. The survey measures perceptions of vigilance, threat monitoring, feedback mechanisms, and promotional influence on visitor behavior. Clarification opportunities during data collection help minimize response bias and enhance result accuracy. Respondents were primarily aged 26–30 and 31–40 (each 38 percent), with smaller proportions aged 24–25 (11 percent) and 41–45 (13 percent). Males constituted 67 percent and females 33 percent of participants. Educational backgrounds included college graduates (57 percent), high school graduates (37 percent) and vocational training (6 percent). Respondents strongly agreed that access control personnel displayed high vigilance (mean = 3.71), monitoring efforts effectively identified threats (mean = 3.66), feedback mechanisms such as surveys outperformed those in other malls (mean = 3.71), and mall advertisements influenced their decision to visit (mean = 3.78). The findings suggested that SM Fairview's security protocols were well regarded, particularly in access control, threat monitoring, and feedback integration. As a result, recommendations include enhancing training programs to maintain vigilance, expanding feedback channels to capture real-time concerns, and leveraging promotional communications to reinforce safety messaging. These insights provide a model for other commercial establishments seeking to strengthen their safety operations.

Keywords: safety procedures, security protocols, access control, threat monitoring, feedback mechanisms, commercial security

**AN ANALYSIS ON THE PROLIFERATION OF DRUGS IN
BARANGAY 176 BAGONG SILANG CALOOCAN CITY**

Ma Desiree Baruelo, Cathleen Abcede, Elisa Alburo,
Nicole Andrea Gardon, Fea Suminguid, Jinky Anacta

Abstract

Barangay 176 in Bagong Silang, Caloocan City, the Philippines' most populous barangay, remains challenged by persistent illegal drug activities that undermine public security, health, and economic development. This study examines the root causes of drug proliferation in the community by investigating social, economic, and systemic determinants. The research aims to identify how these factors exacerbate the local drug problem and to propose targeted interventions to minimize or eradicate illicit drug influence. A descriptive quantitative design is employed, using a validated, pilot-tested survey questionnaire administered to sixty respondents selected for their roles and experiences in the barangay: forty residents, ten barangay officials, and ten police officers. The instrument collects demographic data, perceptions of drug proliferation causes, and challenges in containment. Data are analyzed using weighted means to assess consensus on contributing factors and rank ordering to identify primary concerns. Respondents were predominantly female, married, aged 26–33 and had lived in Barangay 176 for over ten years. They agreed that lack of education and employment opportunities (mean = 3.27), weakened social norms (mean = 3.24), and low socioeconomic status (mean = 3.22) were major contributors to drug proliferation. The most commonly identified problems were active drug syndicates and weak enforcement of barangay ordinances, each ranked as top concerns by 11.53 percent of participants. The findings indicated that the drug crisis in Barangay 176 was rooted in underlying socioeconomic challenges, ineffective local enforcement, and persistent syndicate operations. As a result, the study recommended enhanced coordination among local authorities, law enforcement, and community stakeholders; strengthened surveillance and ordinance enforcement; and the development of education and rehabilitation programs. These measures were expected to curtail drug activity and improve overall community well-being.

Keywords: drug proliferation, socioeconomic factors, law enforcement, community intervention, barangay 176

**AN ANALYSIS ON THE SOCIO-ECONOMIC FACTOR AFFECTING THE INCREASING
CRIME INCIDENTS IN BARANGAY 33, ZONE 3, DISTRICT 1, TONDO, MANILA**

James Michael San Diego, Gabriel Angelo Alazo, Joshua Real, Mark John Paul Tangonan,
Marck John Torres, Denise Anne Osorio

Abstract

This study analyzes socio-economic factors contributing to rising crime incidents in Barangay 33, Zone 3, District 1, Tondo, Manila, a densely populated area with significant economic disadvantages. Drawing on Shaw and McKay's Social Disorganization Theory, which posits that weakened social institutions and community cohesion foster higher crime rates, the research examines how variables such as poverty, unemployment, and educational attainment influence criminal activity in this neighborhood. A purposive sampling technique selects sixty residents of Barangay 33 who possess firsthand knowledge of local conditions. A structured questionnaire gathers demographic information and perceptions of socio-economic challenges, poverty levels, joblessness, housing quality, and access to social services, and their impact on crime prevalence. Data is analyzed using descriptive statistics and correlational measures to identify patterns between socio-economic indicators and reported crime incidents. Respondents ranged in age from 18 to over 55, with the largest group aged 25–34 (30 percent) and the smallest aged 18–24 (11.7 percent). Analysis revealed that high poverty rates (mean = 4.12 on a 5-point scale) and chronic unemployment (mean = 3.98) were perceived as primary contributors to local crime. Limited educational opportunities (mean = 3.75) and inadequate housing conditions (mean = 3.60) also correlated with increased criminal incidents. Correlational analysis showed a strong positive association between poverty levels and crime rates ($r = 0.68$, $p < 0.01$). The findings indicated that socio-economic deprivation, particularly poverty and unemployment, drove crime in Barangay 33, confirming Social Disorganization Theory's applicability in this context. As a result, the study recommended targeted interventions: job creation programs, vocational training initiatives, and community policing to strengthen social institutions. Improving access to education and affordable housing was also advised to reduce the root causes of criminal behavior. These measures were expected to foster community resilience and lower crime rates over time.

Keywords: socio-economic factors, crime incidents, social disorganization theory, poverty, unemployment, tondo, manila

**AN ASSESSMENT ON THE IMPACT OF DOMESTIC VIOLENCE AMONG WOMEN IN
NITANG ST. BARANGAY GULOD, NOVALICHES QUEZON CITY**

Lou Andrea Villarosa, Jeffrey Alipio, Andrea Madrid,
Paula Pakingan, Julie Ann Quiroz, Edgar Reyes

Abstract

Domestic violence remains a pervasive threat to women's safety and well-being, with physical assault, emotional abuse, and economic coercion occurring even within the home. In Nitang Street, Barangay Gulod, Novaliches, Quezon City, pregnant women face heightened vulnerability to such abuse. This study examines the impact of domestic violence on women in this community, focusing on physical, economic, and emotional consequences and the factors that exacerbate risk during pregnancy. A descriptive quantitative design is employed to assess the effects of domestic violence in Barangay Gulod. Purposive sampling selects fifty-five participants: twenty pregnant women who have experienced domestic violence, fifteen healthcare providers (doctors, nurses, and social workers) serving pregnant clients, and fifteen police officers from Station 4 trained in domestic violence response. A structured questionnaire gathers demographic data and ratings of violence impact and intervention needs. Weighted means and frequency distributions are used to analyze responses. Respondents were predominantly female, aged 34 to 41, married, middle class, and college graduates. Participants strongly agreed that domestic violence inflicted serious physical harm (mean = 4.35 on a five-point scale), increased economic hardship (mean = 4.20), and caused deep emotional trauma (mean = 4.45). The highest-ranked consequence was elevated risk of miscarriage or preterm birth, cited by 82 percent of women. Healthcare providers and police officers corroborated these findings and emphasized the need for coordinated support services. The study indicated that domestic violence during pregnancy carried severe multi-dimensional impacts in Barangay Gulod. As a result, a holistic intervention strategy was recommended, including regular community information campaigns using posters and flyers at the barangay hall, health centers, schools, and local stores; immediate, accessible support services for survivors; strengthened community capacity to prevent and respond to abuse; and advocacy for policy reforms to enhance legal protection and resource allocation. These measures were expected to improve survivor safety and promote community resilience.

Keywords: domestic violence, pregnancy, physical harm, emotional trauma, intervention strategies

**AN ASSESMENT ON THE TRAFFIC RULES AND REGULATIONS IMPLEMENTATION
IN BARANGAY PASONG TAMO, QUEZON CITY**

Gerald Kin Suela, Carlo Rala, Mark Joshua Roble, Elemar Trero,
Miko Monilar, Dr. Antonio Dawagan Sr.

Abstract

This study assesses the implementation of traffic rules and regulations in Barangay Pasong Tamo, Quezon City, by examining road users' knowledge and compliance. With increasing congestion and safety concerns in the barangay, understanding motorists' and enforcers' familiarity with traffic laws is essential for improving road safety and reducing violations. A qualitative descriptive design is employed, gathering data from fifty participants: forty motorists and ten Traffic and Transport Management Department officers, selected through purposive sampling. A structured questionnaire, validated by experts and administered in person with management permission, collected demographic information and insights on rule awareness, enforcement practices, and encountered traffic problems. Responses were analyzed using frequency distributions to identify predominant issues and compliance gaps. All fifty survey instruments were successfully retrieved. The most frequently reported problem was heavy traffic, leading to delays, frustration, and increased vehicle emissions, cited by 31 respondents (62 percent). The least reported issue was reckless drivers disobeying traffic laws and showing disrespect toward traffic enforcers, noted by 8 respondents (16 percent). These findings highlighted both systemic congestion challenges and the need for stronger adherence to regulations. The results indicated that while traffic enforcers focus on maintaining safety and efficiency through law enforcement and public education, persistent congestion and limited respect for regulations hinder effectiveness. As a result, recommendations include strengthening driver awareness campaigns, enhancing traffic officer visibility at peak hours, and improving infrastructure to ease bottlenecks. Local government units and barangay authorities are urged to collaborate on stricter rule enforcement and community outreach to foster a culture of compliance and ensure safer roads.

Keywords: traffic rules, regulation implementation, road safety, traffic congestion, barangay pasong tamo, motorist compliance

**AN ASSESSMENT OF TASKFORCE DISIPLINA IN ENFORCING CITY ORDINANCE
IN BARANGAY HOLY SPIRIT, QUEZON CITY**

Winston Macapallag, Rommel Econal, Emjay Mendoza, John Mark Rada,
James Benedict Rostata, Dr. Myrna Cuntapay

Abstract

This study evaluates the enforcement of city ordinances by Taskforce Disiplina in Barangay Holy Spirit, Quezon City. Taskforce Disiplina, established under Executive Order No. 48 Series of 2019, serves as the city's local ordinance enforcement arm. The assessment focuses on implementation strategies, personnel readiness, and procedural consistency, while identifying challenges encountered during enforcement and proposing targeted interventions to enhance operational effectiveness. A descriptive quantitative design is employed, with purposive sampling selecting fifty participants: thirty residents, ten Taskforce Disiplina members, and ten barangay officials or tanods. A structured questionnaire measures perceptions of enforcement effectiveness across three dimensions: implementation, personnel training, and procedural consistency. Survey responses are analyzed using weighted means to determine levels of agreement with key performance indicators. Respondents indicated strong agreement that ordinances are effectively enforced by Taskforce Disiplina, with implementation receiving a weighted mean of 3.57 on a four-point scale. Personnel readiness scored highest for the statement that Taskforce members are well trained (WM=3.49). Consistency was reflected in a WM of 3.40 for uniform adherence to procedures when handling violations. These results demonstrated positive perceptions across all measured dimensions. The findings suggested that Taskforce Disiplina was perceived as competent and consistent in ordinance enforcement. As a result, recommendations included increasing staffing levels or creating a volunteer cadre, enhancing public education on city ordinances, providing advanced training for Taskforce personnel, and modernizing enforcement equipment. These measures were expected to strengthen public trust, boost compliance, and improve overall safety and discipline in Barangay Holy Spirit.

Keywords: taskforce disiplina, ordinance enforcement, implementation effectiveness, personnel training, procedural consistency, barangay holy spirit, quezon city

**AN ASSESSMENT OF THE METRO MANILA DEVELOPMENT AUTHORITY ILLEGAL
PARKING CLEARING OPERATION IN BARANGAY HOLY SPIRIT QUEZON CITY**

Lucas Neil Patrick, Ivan Deocariza, Michael Rey Macahdo,
John Paul Orille, John Vincent Surio, Nilmar Plata

Abstract

Illegal parking in Barangay Holy Spirit, Quezon City, disrupts traffic flow, blocks driveways, and endangers pedestrians. Many vehicle owners lack awareness of designated parking areas, resulting in street obstructions and safety hazards. This study examines how Metro Manila Development Authority clearing operations address illegal parking and explores factors such as resident demographics and enforcement practices, that influence their effectiveness. A quantitative descriptive design is employed, surveying fifty participants: five MMDA enforcers, fifteen barangay officials, and thirty residents. Purposive sampling selects individuals directly involved in or affected by parking enforcement. In-person questionnaires gather demographic data and perceptions of clearing operations, regulatory awareness, and enforcement challenges. Data is analyzed using frequency distributions to identify predominant concerns and inform recommendations. Seventy-eight percent of respondents (39 of 50) agreed that illegal parking causes traffic jams and heavy congestion. Other frequently cited issues included limited awareness of parking regulations (65 percent), lack of designated parking spaces (60 percent) and insufficient enforcement of existing laws (58 percent). The least reported concern, close relationships between barangay officials and residents or businesses that hinder enforcement, received agreement from 20 percent. Based on these findings, specialized training for barangay officials and enhanced collaboration with the MMDA were recommended to strengthen clearing operations and public awareness campaigns. The study indicated that illegal parking significantly impaired traffic flow and public safety in Barangay Holy Spirit. As a result, targeted interventions such as capacity building for enforcement personnel, community education on parking rules, and joint MMDA-barangay assessments were proposed to improve compliance and operational efficiency. Future research was advised to explore community-driven solutions and policy enhancements to support sustainable parking enforcement.

Keywords: illegal parking, clearing operations, traffic congestion, mmda enforcement, community awareness, barangay holy spirit

**AN ASSESSMENT OF THE MOTORCYCLE ACCIDENTS AT
BARANGAY RIVERSIDE, QUEZON CITY**

Amanda Mary Mulle, Catherine Joy Matan, Daniela Rose Gozo, Ma Kristina Casandra Omac,
Stephany Roxas, Eduardo Villaruel

Abstract

Motorcycle accidents pose a major public safety concern in urban areas of the Philippines, including Barangay Riverside, Quezon City. With a growing number of motorcycle users, injury and fatality rates have risen. This study assesses the causes, effects, and contributing factors of motorcycle accidents by gathering perspectives from riders and traffic enforcers. The goal is to inform strategies that enhance road safety, improve infrastructure, and promote responsible riding behaviors. A descriptive research design is employed, incorporating quantitative and qualitative approaches. Stratified random sampling selects fifty participants: forty motorcycle riders and ten traffic enforcers. A structured questionnaire, validated and pretested for clarity, measures agreement with potential accident causes and effects using a four-point Likert scale. Data analysis involves frequency distributions, percentage calculations, and weighted means to determine the most critical factors. Respondents strongly agreed that lack of protective gear (WM=3.60), speeding (WM=3.45), rider fatigue (WM=3.30), and poor road conditions (WM=3.25) contributed to motorcycle accidents. A majority acknowledged that riding under the influence of alcohol or drugs increased liability. Critical driver behaviors included overspeeding and fatigue, while rainy nights, delayed emergency responses, and inadequate infrastructure emerged as significant challenges. Recommended interventions included improved road markings and signage, enhanced street lighting, stricter enforcement of traffic regulations, and comprehensive rider safety education programs. The study indicated that motorcycle accidents in Barangay Riverside resulted from a combination of environmental, human, and infrastructural factors. As a result, a coordinated response involving riders, traffic enforcers, local government, and policymakers was advised. Future research was recommended to evaluate the long-term impact of implemented measures and to explore the integration of smart traffic technologies for safer urban mobility.

Keywords: motorcycle accidents, road safety, protective gear, infrastructure, rider behavior, traffic enforcement

**AN ASSESSMENT OF THE TREATMENT PROGRAM IMPLEMENTED IN FEMALE
DORMITORY IN CAMP TOMAS KARINGAL, QUEZON CITY**

Christine Ferrer, Jorebelle Carag, Dinah Mangay-ayam,
Angie Pinto, Julyne Ramirez, Eduardo Villaruel

Abstract

An Evaluation of the Treatment Program for Female Inmates at Camp Tomas Karingal, Quezon City
This study aimed to assess the treatment programs implemented at the Female Dormitory in Camp Tomas Karingal, Quezon City. A descriptive quantitative research design was utilized, with purposive sampling employed to select the respondents. The participants consisted of twenty-five (25) persons deprived of liberty (PDLs) and twenty-five (25) wardens from the Quezon City Female Dormitory. Before data collection, the survey questionnaire was reviewed and improved with the assistance of the researchers' thesis adviser and professors. It was also evaluated by a grammarian to ensure grammatical accuracy and clarity. Once the instrument was approved, the researchers proceeded with the distribution of the survey to gather relevant data regarding the implementation and effectiveness of the treatment programs. The results were presented in the order of the research problems outlined in Chapter 1, accompanied by tables, statistical analysis, and narrative interpretation to clearly describe the findings. The age distribution of the 50 respondents: composed of 25 persons deprived of liberty (PDLs) and 25 wardens or jail officers, was as follows: the largest group was aged 26 to 33 years, with a frequency of 25 (50%). This was followed by the 34 to 41 age group with 12 respondents (24%), the 18 to 25 age group with 6 respondents (12%), the 42 to 50 age group with 4 respondents (8%), and those aged 51 and above with 3 respondents (6%). In terms of program effectiveness, the average weighted mean for Table 1 (Education Program) was 3.68, interpreted as Strongly Agree. Table 2 (Skills Development Program) had an average weighted mean of 3.60, also interpreted as Strongly Agree, while Table 3 (Reintegration Program) showed an average weighted mean of 3.66, likewise interpreted as Strongly Agree. These results indicate a high level of agreement among respondents regarding the effectiveness of the treatment programs implemented at the Female Dormitory in Camp Tomas Karingal. This study enabled the researchers to acquire a comprehensive understanding and meaningful insights into the treatment programs implemented at the Female Dormitory in Camp Tomas Karingal, Quezon City.

Keywords: treatment program, female dormitory, camp tomas karingal, quezon city, assessment, persons deprived of liberty (pdl), rehabilitation, correctional facility, program evaluation, quantitative research

**AN ASSESSMENT ON CHALLENGES ENCOUNTERED
BY BARANGAY CULIAT RESPONDERS.**

Ben Joe Arriesgado, Kenneth Ivan Arcilla, Vincent Antipolo,
Ian Ermis, Christian Vasquez, Eduardo Villaruel

Abstract

This chapter outlines the background of the study, review of related literature and studies, theoretical and conceptual frameworks, statement of the problem, scope and delimitation, significance of the study, and definition of terms. Barangay tanods, also referred to as barangay police officers or BPSOs (Barangay Public Safety Officers), are the lowest-ranking law enforcement personnel in the Philippines. Their roles and responsibilities were already well established even prior to the enactment of the Local Government Code of 1991, serving as the primary peacekeeping force within local communities. The researchers adopted a descriptive research design, which, according to M. Hassan (2023), is a methodology aimed at describing the characteristics, behaviors, attitudes, opinions, or perceptions of a specific population. This design was deemed appropriate as it allows for a deeper understanding of how individuals experience and perceive a particular phenomenon. To determine the respondents, the researchers employed purposive sampling, a method used to deliberately select individuals who are most likely to provide relevant and insightful data. This approach ensures the efficient use of research resources by focusing on participants who can offer the most meaningful contributions to the study. The findings reveal that 50% of the participants, or 25 respondents, are within the 40 to 55 age group, making it the most represented. The 25 to 30 age group is the least represented, with only one respondent or 2% of the total. In terms of sex, 80% of the respondents are female, while 20% are male. When it comes to civil status, 80% or 40 respondents are married. The categories with the lowest representation are separated and widowed, each comprising 4% or two respondents. Barangay Tanod Crime Response Training Program: To ensure barangay tanods are well-equipped, a Basic Law Enforcement and Legal Training Program should be held quarterly, covering essential laws, ordinances, and crime response procedures. Additionally, a Conflict Resolution and Community Relations Program should be offered bi-annually to enhance skills in mediation, de-escalation, and effective community engagement.

Keywords: barangay tanod, crime response training, law enforcement, legal training, conflict resolution, community relations, mediation, de-escalation, training programs, local peacekeeping

**AN ASSESSMENT ON CYBER ISSUES AMONG THE RESIDENTS
OF SAN JOSE DEL MONTE, BULACAN**

Lailanny Abo, Ziell Jhon Mae De La Peña, Jaymar Piñero, Jc Butel,
Jherome Clemente, Joana Flores, Dr. Antonio Dawagan Sr.

Abstract

San Jose del Monte, Bulacan, is undergoing rapid urbanization alongside increasing digital connectivity (Philippine National Police, 2024). This development heightens the community's exposure and vulnerability to cyber threats. This study aims to assess the extent of this vulnerability by examining residents' awareness and cybersecurity practices. The investigation is framed by Routine Activity Theory, which explains crime occurrence through the convergence of motivated offenders, suitable targets, and the lack of capable guardians (Cohen & Felson, 1979). This study utilized a descriptive quantitative research design to evaluate the awareness and experiences of 50 residents and 10 personnel from the Philippine National Police Anti-Cybercrime Group (PNP-ACG). Random sampling was employed to ensure a representative sample of residents across various barangays in San Jose del Monte. Data were collected using a questionnaire based on a 4-point Likert scale. The data analysis involved frequency distribution, percentages, and weighted mean to assess the levels of awareness and preventive behaviors (Creswell & Guetterman, 2020). The findings indicate that identity theft and smishing are the most prevalent cyber issues experienced by residents. Respondents showed limited awareness of phishing scams and lacked knowledge on reporting procedures, reflecting low digital literacy. Cybersecurity practices were notably weak, with enabling Two-Factor Authentication (2FA) having the lowest adoption rate. Only a small portion of respondents reported engaging in proactive cybersecurity measures. Additionally, 82% of residents had never participated in a cybersecurity awareness seminar. When choosing educational formats, residents preferred printed materials like brochures over workshops or online training. These results were confirmed by the Philippine National Police Anti-Cybercrime Group (PNP-ACG), which reported smishing and identity theft as the most common cases locally, often linked to insufficient cybersecurity awareness and failure to identify fraudulent communications (Philippine National Police, 2024). The study recommends launching a Community Outreach Street Campaign to distribute clear and accessible cybersecurity brochures to households in San Jose del Monte. These materials should highlight how to identify phishing and smishing attacks, implement secure account management practices such as strong passwords and Two-Factor Authentication (2FA) and report cyber incidents effectively. Future studies should evaluate the impact and effectiveness of this brochure-based intervention (Creswell & Guetterman, 2020).

Keywords: community outreach, cybersecurity awareness, phishing, smishing, secure account management, two-factor authentication, cyber incident reporting, brochure campaign, san jose del monte, digital literacy

**AN ASSESSMENT ON THE BUREAU OF FIRE PROTECTION VOLUNTEER FIRE
FIGHTER TRAINING PROGRAM IN NORTH CALOOCAN CITY**

John Denrick Roto, Junnell Visagar, Ernesto Lapasanda III,
Ace Alaceda, Cynitche Silvestre, Nilmar Plata

Abstract

This study examines the challenges caused by insufficient training equipment and facilities that hinder effective skill development in education and training programs. The lack of essential resources such as modern equipment, adequate space, proper maintenance, and updated technology, adversely affects training quality and limits learners' readiness for their professional fields. This study aims to evaluate the Bureau of Fire Protection's (BFP) volunteer firefighter training program by examining the influence of demographic factors such as age, sex, civil status, and educational attainment. Understanding these factors is key to assessing the program's effectiveness and identifying opportunities for improvement. The study seeks to explore the relationship between these personal characteristics and training outcomes to determine how well the BFP supports skill development among its volunteers. The research design encompasses a detailed examination of key components, including the study respondents, sampling techniques, and the development, validation, administration, and retrieval of data collection instruments. The study involved fifty (50) respondents, comprising BFP personnel, volunteer firefighters, and residents of North Caloocan City. Demographic analysis indicated that most respondents were male and fell within the 26 to 33-year age range. The study's findings showed that key aspects of the BFP volunteer firefighter training program, namely basic and advanced firefighting training and physical fitness, were strongly endorsed by respondents. However, a major concern was the insufficient training on fire equipment and inadequate facilities. Respondents highlighted the lack of essential equipment and proper facilities as significant barriers to effective training. In response, the researchers recommend mandatory fire safety seminars for all residents, emphasizing proper usage of various fire equipment.

Keywords: bfp volunteer firefighter training, basic firefighting training, advanced firefighting training, physical fitness, training equipment, facilities, fire safety seminars, skill development, north caloocan city

**AN ASSESSMENT ON THE CHILD AT RISK INTERVENTION MEASURES IN
BARANGAY GULOD, NOVALICHES QUEZON CITY**

Jeremy Macaspac, Bea Blanca Del Mundo, Allhaycel Padayag,
Aldren Francisco, Marie Flor Quilit, Irene Gaviola

Abstract

Children's well-being and safety remain critical concerns in communities facing socioeconomic hardships, environmental challenges, and limited access to basic services. Barangay Gulod in Novaliches, Quezon City, is one such community where children are exposed to various risks including poverty, hunger, poor education, child labor, abuse, neglect, and exploitation, that threaten their growth and future prospects. The study included 20 Social Workers/Barangay Council for the Protection of Children (BCPC) members, 20 Barangay officials, and 10 parents, all selected using random sampling. This method ensured equal selection opportunities for participants, promoting an unbiased and representative sample. The researchers utilized this approach to comprehensively address the challenges faced in implementing the barangay justice system, allowing for a focused and systematic investigation. Respondents in Barangay Gulod, Novaliches, Quezon City, expressed strong approval of child-at-risk intervention programs. The Life Skills Recreational Mentor Training Program received the highest rating with a mean score of 3.54, followed closely by the Regular Responsible Parenting Workshop (3.46), Education and Vocational Support (3.48), and Counseling and Family Therapy (3.44), all rated as "Strongly Agree." However, 88% of respondents identified poor communication and collaboration among stakeholders as the main challenge. To address this, the proposed action plan prioritizes Life Skills Training, particularly in problem-solving and conflict resolution, supported by 82% of respondents as vital to improving program effectiveness. To improve the Child-at-Risk Intervention Program, the study recommends implementing stronger preventive measures for early risk detection, expanding community-based initiatives to ensure wider service accessibility, and enhancing family support through parenting workshops and therapeutic services. Additionally, providing educational and vocational training opportunities for at-risk youth can help them acquire essential skills and break the cycle of poverty. These combined strategies aim to establish a holistic and sustainable support system for vulnerable children.

Keywords: child-at-risk, intervention program, preventive measures, community-based services, parenting workshops, vocational training, early risk detection, family support, poverty reduction

**AN ASSESSMENT ON THE CRUCIAL ROLE OF THEORETICAL DRIVING
COURSE TOWARDS FOR SAFE AND RESPONSIBLE DRIVING**

Argie Catarinin, Jerald Aragon, John Patrick Arbiol,
Jerico Bueno, Christopher Rivera, Irene Gaviola

Abstract

The Theoretical Driving Course (TDC) aims to foster safe and responsible driving by educating motorists on traffic regulations, defensive driving techniques, and risk management. Despite its intended purpose, the effectiveness of the TDC in reducing traffic violations remains unclear. This study seeks to assess the program's influence on drivers' knowledge, skills, and behavior, while also identifying existing challenges and recommending improvements to enhance driving education and promote road safety. This study involved 50 respondents, including 30 student drivers, 15 traffic enforcers, and 5 driving school instructors or staff from Susano Road, Novaliches, Quezon City. A purposive sampling technique was employed to ensure the selection of participants directly relevant to the study. Utilizing a descriptive research design, the study systematically gathered data on the respondents' perceptions of the effectiveness of the Theoretical Driving Course (TDC). Survey questionnaires were personally distributed along Quirino Highway, General Luis corner, and Susano Road. Before distribution, consent was obtained and the study's objectives were clearly explained. To ensure a high response rate and address any clarifications, the researchers remained on-site during the data collection process, resulting in accurate and reliable data for evaluating the TDC's effectiveness. The findings reveal that the Theoretical Driving Course (TDC) was rated as very effective across key components. In Classroom Instruction, Traffic Laws, Rules, and Regulations received a weighted mean of 3.47, while Workshops and Seminars scored 3.40. Under Assessment and Evaluation, Interactive Simulation was rated 3.47, and Driver Techniques and Maneuvers received 3.44. In terms of Skill Enhancement, Road Etiquette obtained the highest score of 3.50, followed by Hazard Perception and Risk Management with 3.37. These results highlight the TDC's substantial contribution to enhancing drivers' knowledge, practical skills, and responsible driving behavior. To further improve the effectiveness of the Theoretical Driving Course (TDC), student drivers should actively engage in interactive learning activities, while instructors are encouraged to adopt modern teaching approaches such as simulations and hands-on training. Refresher courses should be implemented regularly to reinforce road safety knowledge. Stronger collaboration between traffic enforcers and educational institutions is recommended, and driving schools should continuously upgrade their curriculum to meet current standards. Moreover, the Land Transportation Office (LTO), local government units (LGUs), and non-governmental organizations (NGOs) should strengthen their advocacy for road safety. Future research is advised to explore how socio-economic backgrounds and learning styles influence the outcomes of TDC. Collectively, these measures aim to enhance driver education and contribute to long-term road safety improvements.

Keywords: theoretical driving course (tdc), road safety, driver education, interactive learning, simulations, refresher courses, traffic enforcers, curriculum enhancement, lto, lgus, ngos, socio-economic factors, learning style

**AN ASSESSMENT ON THE EFFECTIVENESS OF CLOSED-CIRCUIT
TELEVISION CAMERA IN AID OF CRIMINAL INVESTIGATION**

Jean Myca Valiente, Abegail Julve, Michelle Pertez, Maeden Remegio,
Maria Jesa Krislyn Susada, Eduardo Villaruel

Abstract

Technological advancement has greatly transformed modern life, making it more convenient and efficient. Among its many contributions, one notable innovation is the Closed-Circuit Television (CCTV) system. CCTV cameras play a crucial role in enhancing security by providing continuous surveillance to protect individuals, property, and infrastructure. Acting as a force multiplier, these systems allow for broader and more effective monitoring than what could be achieved by security personnel alone. The study adopts a descriptive research design and utilizes purposive sampling to select participants from Barangay Batasan Hills, Quezon City. The respondents include 15 police officers, 15 barangay personnel, 5 CCTV operators, and 15 residents. This research aims to explore the benefits of using Closed-Circuit Television (CCTV) cameras as a tool in criminal investigations, to enhance surveillance strategies to improve public safety and security. Data will be gathered through a structured questionnaire, which will be distributed to the respondents and collected upon completion for analysis. The data collected provided valuable demographic insights, indicating that most respondents were male, aged 21 to 25 years, and held a bachelor's degree. Respondents rated the effectiveness of Closed-Circuit Television (CCTV) cameras in Barangay Batasan Hills, Quezon City as "Strongly Agree" across key areas, including real-time monitoring, cost-efficiency, wide coverage, continuous recording, and integration with other technologies. The most commonly encountered issue was related to suboptimal camera angles. To improve the effectiveness of CCTV systems in supporting criminal investigations, respondents recommended installing cameras in high-crime areas and ensuring proper positioning to maximize coverage and capture critical details. It is recommended to improve camera placement, upgrade surveillance technology to address lighting and visibility issues, and foster stronger collaboration between law enforcement agencies and community stakeholders. These measures aim to maximize the effectiveness of CCTV systems. By harnessing technological advancements and resolving operational limitations, law enforcement can enhance their investigative capabilities and further strengthen public safety and security.

Keywords: cctv effectiveness, camera placement, surveillance technology, law enforcement, community collaboration, public safety, investigative capabilities, lighting issues, operational challenges

**AN ASSESSMENT ON THE EFFECTIVENESS OF COMMUNITY AFFAIRS
PROGRAMS IN VALENZUELA CITY POLICE STATION**

Abdullah Mohammad Munim, Mary Grace Adepin, Rechel Bonita,
Jovelyn Rodeo, Tricia Mae Ubias, Irene Gaviola

Abstract

Community affairs programs play a critical role in modern policing by promoting stronger partnerships between law enforcement and the communities they serve. Their effectiveness greatly influences public trust, safety, and cooperation. This study aims to evaluate the community affairs programs of the Valenzuela City Police Station, focusing on their impact on community engagement, crime prevention, and public perception of the police. The findings seek to provide meaningful insights that can enhance the effectiveness of these programs and strengthen police-community relations. The researchers sought to evaluate the effectiveness of the community affairs programs implemented by the Valenzuela City Police Station. To assess community awareness and participation, a mixed-method approach was utilized, combining both qualitative and quantitative research methods. Data was collected and analyzed through surveys administered to selected respondents. The study involved a total of fifty (50) participants, comprising forty (40) residents and ten (10) police officers assigned to the Community Affairs Section of the Valenzuela City Police Station. The findings of the study revealed that out of fifty (50) respondents, nineteen (19) were aged 34 to 41 years, while four (4) were aged 51 and above. Among the respondents, twenty-six (26) were male and twenty-four (24) were female. Additionally, twenty (20) were classified as low-income earners, and eleven (11) had resided in or served Barangay Karuhatan for over sixteen (16) years. In terms of program effectiveness, the results showed that Program Implementation had an overall weighted mean of 3.59, interpreted as "Very Effective". Community Participation followed with a mean of 3.54, and Community Satisfaction scored 3.49, both also interpreted as "Very Effective". Regarding the challenges encountered, "Lack of funding" emerged as the most significant issue, identified by 40 out of 50 respondents. On the other hand, "Limited community engagement" was the least reported problem, with only 10 out of 50 respondents citing it. Based on the findings, the study recommends improving community participation and fostering stronger collaboration between barangay officials and law enforcement agencies. Additionally, it is advised to provide comprehensive training for barangay officials, police officers, and residents in mediation and conflict resolution techniques to promote effective community engagement and strengthen peacekeeping efforts at the local level.

Keywords: community participation, law enforcement collaboration, barangay officials, conflict resolution, mediation training, public safety, community engagement, valenzuela city police station

**AN ASSESSMENT ON THE EFFECTIVENESS OF HOUSE PARENT'S
ROLE IN BAHAY PAG-ASA PAYATAS, QUEZON CITY**

Kenji Morillos, Al-ameen Dimaampao, Denniel Aureada,
Alvin Luga, Jc Bryan Obra, Dr. Myrna Cuntapay

Abstract

The relationship between house parents and Children in Conflict with the Law (CICL) presents a sensitive and multifaceted concern, with significant implications for both the caregivers and the children. House parents, who are responsible for the care and rehabilitation of CICL, often face physical and emotional challenges that may hinder their ability to provide consistent and effective support. This study aims to assess the effectiveness of house parents in fulfilling their roles at Bahay Pag-asa in Payatas, Quezon City. This study adopted a descriptive research design to examine the implications of assessing the effectiveness of house parents' roles at Bahay Pag-asa, Payatas, Quezon City. Purposive sampling was employed to select participants who could provide meaningful and relevant insights, specifically, house parents working directly with Children in Conflict with the Law (CICL). This method ensured the collection of accurate and reliable data systematically. A total of forty (40) house parents from Bahay Pag-asa, Payatas, Quezon City, served as respondents for this study. At Bahay Pag-asa, the house parents are predominantly middle-aged, married males, most of whom are college graduates with extensive caregiving experience. They demonstrate strong skills in communication, emotional support, and conflict resolution. However, they emphasize the need for consistent training and a deeper understanding of the diverse needs of the children in their care. Their main concern is maintaining a supportive and nurturing environment, while inadequate training is considered a lesser issue. To reduce the risk of delinquency, they prioritize regular skills development over the addition of support staff. These findings reflect their dedication and effectiveness, while also highlighting the need for continuous professional development. A comprehensive support system including training, mentorship, and administrative assistance, is essential to enhance their role and promote the well-being of Children in Conflict with the Law (CICL). Ongoing evaluation and program improvement are crucial to sustaining a safe and rehabilitative environment. The findings reveal that Bahay Pag-asa was founded on the principle of providing Children in Conflict with the Law (CICL) with access to quality educational and social services. While house parents receive basic training in managing juvenile behavior, including strategies for addressing challenging conduct and encouraging positive behavior, these trainings are often limited in scope. To effectively meet the diverse and complex needs of the children, there is a growing need for more comprehensive and continuous training programs.

Keywords: bahay pag-asa, children in conflict with the law (cicl), house parents, training, behavior management, juvenile delinquency, social services, educational services, comprehensive training, caregiving.

**AN ASSESSMENT ON THE EFFECTS OF CYBERBULLYING AMONG
RESIDENTS IN NOVALICHES PROPER, QUEZON CITY.**

Joshua Matthew Lumaban, Edrian Escuro, Christian Jay Sumbilon,
Vince Dacpano, James Peter Manrique, Nilmar Plata

Abstract

The rapid expansion of digital communication platforms in recent years has significantly reshaped the way individuals, particularly adolescents and young adults, interact. However, this progress has also given rise to cyberbullying, defined as the intentional use of digital media to inflict harm through aggressive, threatening, or harmful behavior. Cyberbullying has become a pressing social concern, with serious implications for the mental, emotional, and academic well-being of its victims. Despite growing global awareness, the impact of cyberbullying in suburban and less-studied communities, such as Novaliches, a district in Quezon City, Philippines, remains underexplored in existing literature, which tends to focus on larger urban centers. This study seeks to fill that gap by investigating the prevalence of cyberbullying in Novaliches, analyzing its psychological and social consequences among youth, and identifying the coping strategies employed by affected individuals. By examining this issue within a local context, the research aims to provide a deeper understanding of the unique challenges faced by communities with distinct socioeconomic and cultural conditions. This study encompasses the following components: research design, selection of participants, sampling strategy, construction and validation of research instruments, procedures for data collection and retrieval, and statistical analysis of the data. This study aims to assess the effects of cyberbullying in Novaliches Proper, Quezon City, and to serve as a foundation for developing effective awareness and intervention strategies. Based on the respondents' insights, the study recommends fostering strong community engagement through neighborhood forums, outreach activities, and community policing initiatives. To address the issue effectively and prevent future incidents, the research team needs to demonstrate strong leadership, capable of providing clear guidance, support, and informed decision-making in navigating challenges and implementing solutions. This chapter provides the summary and conclusion of the study, which aimed to assess the effects and prevalence of cyberbullying in Novaliches Proper, Quezon City.

Keywords: cyberbullying, novaliches proper, quezon city, youth, digital harassment, social impact, psychological effects, community awareness, coping mechanisms, research findings

**AN ASSESSMENT ON THE FIRE VOLUNTEERS PREPAREDNESS
DURING FIRE INCIDENT IN BARANGAY TANDANG SORA**

Sean Demmie Aragonese, Darryl Christian Alto, Eli Samuel Baguio,
Ericson Ogalesco, Renz Nomar Sillar, Dr. Myrna Cuntapay

Abstract

This study aimed to evaluate the fire safety measures in Barangay Tandang Sora, Maco, with a focus on community awareness and the implementation of safety protocols. Fire safety is essential to ensuring public welfare, emphasizing the importance of preparedness and effective emergency response. The study explored how well residents are informed and equipped to handle fire-related incidents, as well as their perceptions of the existing fire safety procedures within the barangay. This study utilized a non-experimental descriptive research design and employed survey questionnaires as the primary tool for data collection. A total of 50 respondents were selected through simple random sampling, representing various sectors involved in fire safety such as collaborative initiatives, community participation, and logistical support from both National Government Units (NGUs) and Local Government Units (LGUs). This approach allowed the researchers to effectively assess the respondents' awareness, perceptions, and evaluations of the existing fire safety measures and the challenges faced within Barangay Tandang Sora. The findings indicated a high level of fire safety measures in Barangay Tandang Sora. Respondents generally agreed that community safety protocols and fire safety awareness were well implemented. Both fire volunteers and civilian participants strongly affirmed that firefighters were sufficiently trained to address logistical challenges during fire incidents. However, the study also identified several areas for improvement, including inadequate communication between fire volunteers and barangay officials during emergencies and low community participation in fire drills. The majority of respondents were female, primarily within the 31 to 40 age range. Notably, the statement "Recognizes and respects the contributions and needs of each individual" received a low weighted mean, highlighting the need to strengthen inclusivity and ensure that all members of the community feel valued and involved in fire safety initiatives. While respondents expressed strong agreement regarding the effectiveness of current fire safety training and awareness efforts, the study also revealed areas for improvement. Issues such as poor communication and low participation in fire drills point to the need for more structured and inclusive fire preparedness strategies. A common recommendation among respondents was the regular conduct of fire safety drills to minimize risks and safeguard both civilians and firefighters. These findings informed the development of an action plan aimed at addressing communication gaps, enhancing community engagement, and strengthening logistical readiness during fire emergencies.

Keywords: fire safety, fire drills, community awareness, communication gaps, preparedness, barangay tandang sora, training, logistical readiness, civilian protection, firefighter safety

**AN ASSESSMENT ON THE IMPLEMENTATION OF ANTI-VIOLENCE AGAINST
WOMEN AND THEIR CHILDREN IN POLICE STATION NO.14**

Ishi Duron, Ken-lyka Berolla, Janna Lynn Sozara Bobis,
Lory Vita, John Michael Yuipco, Edgar Reyes

Abstract

Violence against women and children (VAWC) is a serious and pervasive issue affecting communities throughout the Philippines, including Station 14 in Quezon City. Frontline agencies such as the Philippine National Police (PNP) and the Barangay VAWC Desk play a vital role in addressing this concern. They are tasked with enforcing protective laws, implementing intervention measures, and providing essential support to victims. This study aims to evaluate the implementation of the Anti-Violence Against Women and Their Children (VAWC) Act by legal practitioners, focusing on identifying gaps and areas for improvement in current enforcement measures. Conducted at Police Station No. 14 in Quezon City, the research utilized a quantitative-descriptive design. The study involved three groups of respondents: twenty-five (25) VAWC victims, five (5) personnel from the Philippine National Police (PNP), and ten (10) representatives from the Barangay VAWC Desk, totaling forty (40) participants. Data was collected using a researcher-designed questionnaire to gather insights on the effectiveness and challenges of implementing the VAWC law. The study found that most respondents were female, primarily within the 34 to 41 age range. Despite ongoing efforts to address cases of violence, several significant challenges remain. These include insufficient budget support, lack of specialized training for responders, delays in service delivery, weak inter-agency coordination, and a prevailing reluctance among victims to report abuse. These barriers significantly impede the timely and effective provision of support services, highlighting the urgent need for enhanced resources, continuous capacity-building, and stronger collaboration among agencies. To effectively address these concerns, the study recommends increased government funding, broader community education through seminars and media campaigns, and the creation of safe, confidential spaces where victims can speak out without fear. These measures are essential for developing a more responsive, empathetic, and efficient system to protect women and children from abuse. The findings of this study serve as a crucial foundation for enhancing service delivery, strengthening support systems, and improving coordination among local agencies in handling VAWC-related cases.

Keywords: violence against women and children (vawc), government funding, community education, safe spaces, victim support, inter-agency coordination, abuse prevention, local agencies, protection systems, quezon city.

**AN ASSESSMENT ON THE IMPLEMENTATION OF CITY ORDINANCE
NO. 2955 IN BARANGAY U.P. CAMPUS QUEZON CITY**

Kristian Redoblado, Reymond Quinal, Axel Almeda, Jhon Paul De Leon,
Jonel Rivera, Edgar Reyes

Abstract

The purpose of this study is to assess the implementation of City Ordinance No. 2955 in Barangay U.P. Campus, Quezon City. While alcohol consumption is often a part of social interaction, it poses serious risks, especially to minors. In Quezon City, the growing incidence of underage drinking has become a pressing concern due to its links to health problems, accidents, violence, and other risky behaviors. This study aims to evaluate how effectively the ordinance is being enforced, identify challenges in its implementation, and determine the level of community awareness and compliance within the barangay. This chapter outlines the research design, description of respondents, sampling technique, and the procedures for the validation, administration, and retrieval of the research instrument. The study adopted a descriptive quantitative research design to obtain measurable data regarding the implementation of City Ordinance No. 2955. A purposive sampling method was employed to ensure the selection of respondents with direct knowledge and involvement in the ordinance's enforcement. The respondents were grouped into three (3) categories: thirty-five (35) personnel from the Department of Public Order and Safety (DPOS) implementing OPLAN DISIPLINA, twenty (20) Barangay Officials, and fifteen (15) Community Residents from Barangay U.P. Campus. The study presents the findings based on the sub-problems formulated. It first outlines the profile of the respondents in terms of age, sex, and educational attainment. The study then evaluates the respondents' assessment of the implementation of City Ordinance No. 2955 in Barangay U.P. Campus, Quezon City, focusing on four main aspects: restriction of alcohol access to minors, policing and enforcement, guidance and counseling, and community involvement. Among the challenges identified, "insufficient awareness" emerged as the most significant issue, ranking first, with 37 out of 70 respondents (equivalent to 18.05%) citing it as a major concern. To address this issue, it is recommended that Barangay U.P. Campus implement initiatives that promote community participation in enforcing the ordinance. This may include volunteer programs, awareness campaigns, and community-based activities to strengthen local engagement and understanding of the ordinance. Proposed Intervention Program. To effectively reduce and prevent alcohol consumption among minors in Barangay U.P. Campus, a comprehensive intervention program is proposed. This program integrates education, regulation, enforcement, and community engagement to ensure sustainable and long-term impact. The key components are as follows: Education and Awareness. Launch targeted information campaigns in schools and communities to raise awareness about the dangers and consequences of underage drinking. Collaborate with educational institutions to integrate alcohol prevention topics into the curriculum and conduct seminars for students and parents. Regulation and Monitoring. Conduct regular compliance checks on establishments selling alcoholic beverages to ensure adherence to City Ordinance No. 2955. Impose appropriate penalties and sanctions on businesses that violate the ordinance, including fines and possible suspension or revocation of licenses. Enforcement of Protective Measures. Strictly enforce curfew hours for minors and increase police presence in areas prone to underage drinking. Limit the number and location of alcohol-selling establishments, particularly those near schools, youth centers, and residential zones. Community Participation and Support. Encourage community involvement through volunteer monitoring groups and awareness drives. Establish a Barangay-based Task Force to support ordinance implementation and respond to violations. Youth Guidance and Counseling Services. Provide counseling and intervention programs for minors identified as at-risk or involved in alcohol

consumption. Partner with local health and social services to offer support, rehabilitation, and mentoring initiatives.

Keywords: alcohol consumption, minors, city ordinance no. 2955, barangay u.p. campus, prevention program, education. regulation, enforcement, community participation, compliance checks, youth counseling

**AN ASSESSMENT ON THE NEGATIVE RESULT OF DRUNK DRIVING TO ROAD
ACCIDENTS IN MINDANAO AVENUE, QUEZON CITY**

Joel Geanag, Mico Peñas, Gary Jandoc, Mark Niljun Solis,
Leonardo Española, Irene Gaviola

Abstract

The Western Pacific region faces significant challenges related to alcohol consumption, particularly its role as a major risk factor for road traffic injuries. While stringent drunk driving laws have proven effective in some countries, a major concern is the lack of comprehensive data across much of the region, which limits the ability to design targeted and effective interventions. The article also emphasizes the complex impact of alcohol on both physical and cognitive functions, further exacerbating road safety risks. A more in-depth investigation is needed to identify the root causes of this data deficiency, assess the effectiveness of existing policies in comparable regions, and explore how this knowledge can inform the development of more effective strategies. The researchers will employ a survey questionnaire to collect data for this study. It will consist of structured and semi-structured questions aimed at obtaining relevant information from the respondents. The questionnaire may be distributed in person, online, or by mail, depending on the most practical and accessible method for participants. This tool ensures efficient and consistent data collection across all respondent groups. Among the 100 respondents, 36% (36 individuals) are between the ages of 34 and 41, making it the most represented age group. In contrast, only 6% (6 respondents) are aged 51 and above, the smallest group in the sample. The results emphasize the significant contribution of drunk driving to traffic accidents along Mindanao Avenue, Quezon City. In terms of Loss Control, the overall weighted mean rating is 3.36, which falls under the interpretation of "strongly agree", indicating that respondents perceive drunk driving as a major factor in traffic incidents. The category of Trouble in Decision-Making received a weighted mean of 3.22, also interpreted as "strongly agree", reflecting the view that alcohol impairs drivers' ability to make sound judgments. Regarding Legal Repercussions, the study recorded a weighted mean of 3.33, interpreted as "strongly agree", suggesting strong awareness among respondents about the legal consequences of drunk driving. Additionally, the dimension of Imprisonment yielded a weighted mean of 3.23, further affirming respondents' agreement with the severity of penalties imposed on offenders. Furthermore, 65% of the respondents (65 out of 100) agreed that excessive speed leads to longer stopping distances and reduced reaction time, increasing the likelihood of accidents. The majority of respondents are aged 34 to 41, making them the most represented age group in the study. Overall, the respondents strongly agree with the assessment of the harmful effects of drunk driving on traffic accidents along Mindanao Avenue in Quezon City, particularly in terms of loss of control, impaired decision-making, legal consequences, and imprisonment. Furthermore, respondents noted that excessive speed increases stopping distance, further heightening the risk of accidents. As part of the proposed solutions, they recommended the installation of CCTV cameras, strict enforcement of speed limits, and regular speed monitoring to help mitigate the negative impacts of drunk driving and improve road safety in the area.

Keywords: drunk driving, traffic accidents, mindanao avenue, quezon city, speeding, loss of control, legal consequences, cctv, speed limit enforcement, road safety

**AN ASSESSMENT ON THE POLICE VISIBILITY STRATEGIES OF THE POLICE
STATION 6 PERSONNEL IN THE REDUCTION OF PICKPOCKETING**

Will Jain, Diether James Annang, Manuel Kevin Justol,
Richard Romero, Keith Ramos, Irene Gaviola

Abstract

Police visibility refers to the active presence of law enforcement officers in public areas, primarily through routine patrolling. This presence helps instill a sense of security among citizens and serves as a deterrent to potential criminal activity. The purpose of this study is to assess the effectiveness of police visibility in reducing pickpocketing incidents and promoting a safer environment. The study involved 50 respondents, composed of 10 police officers from Police Station 6, Batasan, Quezon City, and 40 local residents within the same jurisdiction. Respondents were selected using a purposive sampling technique to ensure their relevance to the research objectives. A quantitative approach was utilized, specifically a descriptive research design, to evaluate the impact of police visibility on the occurrence of pickpocketing in the area. The researchers, in coordination with Police Station 6, conducted the evaluation of police visibility strategies and their effectiveness in reducing pickpocketing incidents. Prior to data collection, respondents were informed about the purpose of the study, and consent was obtained to ensure voluntary participation. Survey questionnaires were then distributed to the selected participants, and adequate time was allotted for them to complete their responses. The researchers ensured that participants were given clear instructions and that the data collection process was conducted in an organized and respectful manner. Once respondents completed the survey questionnaires, each form was individually collected by the researchers. The data analysis revealed that community awareness received the highest rating, followed by crime solution and crime prevention. Based on these findings, the study recommended several strategies to enhance police visibility and its effectiveness in reducing crime. These include increasing foot patrols, improving communication and engagement between police officers and the community, and incorporating technology, such as surveillance cameras, to support and strengthen law enforcement presence. The researchers recommended that police officers maintain a visible presence in areas identified as hotspots for pickpocketing incidents to help deter criminal activity and enhance public safety. They also advised Barangay officials to initiate information campaigns aimed at educating residents on preventive measures and promoting the use of community reporting systems to increase vigilance. In addition, the formation of Barangay patrol teams was proposed to improve coordination with local police and strengthen overall security efforts. The researchers further encouraged future researchers to utilize credible sources and accurate data to ensure the reliability of their studies. This research is also highly recommended as a reference tool or manual for students, particularly those focusing on crime prevention, community safety, and law enforcement strategies.

Keywords: police visibility, pickpocketing, barangay patrol teams, community awareness, crime prevention, reporting systems, law enforcement, public safety, research reference, student manual

**AN EVALUATION ON THE EFFECTS OF SENSATIONALIZED SOCIAL MEDIA
REPORTING IN CITY OF SAN JOSE DEL MONTE BULACAN**

Rosaleah Estrada, Joey Quimado, Floraine Abelong, Alvin Molina,
Railey Josh Mangubat, Hyasmin Trinidad, Dr. Antonio Dawagan Sr.

Abstract

This study explores the social and informational impacts of sensationalized reporting on social media in the City of San Jose del Monte. As digital journalism and user-generated content continue to expand, sensationalism characterized by exaggeration, emotional appeal, and attention-grabbing headlines, has become increasingly common. The research assesses how such reporting shapes public perception and contributes to the spread of misinformation, ultimately influencing how citizens understand and react to current events (Dagnes, 2021). This study utilized a descriptive quantitative research design through the use of surveys to determine the extent to which sensationalized social media reporting affects public perception and information accuracy. This method was deemed appropriate for measuring relationships between key variables in the study. Prior to data collection, the researchers secured permission from the Dean's Office to administer survey questionnaires. The participants included 5 PNP Cybercrime experts, 10 netizens who reported being affected by sensationalized reporting, and 35 general netizens from the City of San Jose del Monte, Bulacan. The researchers personally approached the participants, including individuals at Police Community Precinct (PCP) 2, to request their voluntary participation in the survey. After completing the data collection, the researchers analyzed the responses to assess the impact of sensationalized social media reporting. The results indicated that the majority of respondents were male, aged between 20 and 25 years old, and single. The data revealed that sensationalized reporting in the City of San Jose del Monte, Bulacan significantly affects public perception, particularly in terms of prejudiced public opinion, dissemination of inaccurate information, judicial and public pressure, compromised rights to a fair trial, irreversible reputational damage, and the experience of social stigma and trauma. Respondents strongly agreed that sensationalized content poses serious risks, including the spread of misinformation, erosion of public trust, increased polarization, manipulation of public opinion, emotional distress, reinforcement of harmful stereotypes, degradation of journalistic integrity, rise of clickbait culture, legal and ethical concerns, and reduced attention spans. In light of these findings, the researchers recommend promoting media literacy campaigns and establishing a reporting and verification system to combat the spread of misinformation on social media platforms. Academics and researchers should engage responsibly with media platforms. When their work is misrepresented by journalists or social media influencers, they are encouraged to address the inaccuracies professionally, either through direct communication or by issuing a public clarification. This approach helps maintain the accuracy of information and upholds the credibility of academic research.

Keywords: sensationalized reporting, social media, misinformation, public perception, media ethics, clickbait culture, netizens, cybercrime, public trust, san jose del monte

**AN EVALUATION ON THE EMERGENCY RESPONSE STRATEGIES
IN BARANGAY MALINTA, VALENZUELA CITY.**

Cristine Joyce Pepito, Jeanne Abides, Pearl Ramos, Rizzalyn Rivera,
Samantha Torculas, Irene Gaviola

Abstract

Emergency response teams are essential during disasters, yet their efficiency can be significantly affected by challenges such as flooding. In the Philippines, the effects of climate change have led to an increase in both the frequency and severity of disasters, as seen in events like Typhoon Yolanda (2013) and Typhoon Carina (2024). These events emphasize the urgent need for stronger disaster management systems. Local communities, particularly flood-prone areas like Barangay Malinta in Valenzuela City, play a crucial role in emergency response. This study aims to assess the effectiveness of Malinta's current emergency response strategies, identify existing weaknesses, and provide actionable recommendations to enhance its disaster preparedness and resilience. This study utilized a quantitative-descriptive research design to assess the effectiveness of emergency response strategies in Barangay Malinta. Data collection involved both direct observation and the distribution of a researcher-made survey questionnaire. A total of 50 respondents participated in the study, comprising 20 barangay officials, rescuers, and volunteers, along with 30 residents. Stratified sampling was used to ensure diverse representation. To ensure the accuracy, clarity, and reliability of the instrument, the survey questionnaire was reviewed and validated by a panel of experts, including a statistician, an English language specialist, and a subject matter professional. The study found that most respondents were young adults aged 18 to 25, with males comprising 62% and females 38%. The majority were single and had completed only high school. Most had 1 to 3 years of service experience. Evaluation of emergency response strategies showed that training, logistics, resources, and relocation efforts were rated highly adequate, while response time was deemed adequate. A significant challenge identified was poor road conditions, which impeded the timely delivery of goods and services. The study recommends establishing alternative routes to enhance the speed and efficiency of emergency responses. The study revealed that Barangay Malinta's emergency response teams are predominantly composed of young adults with limited experience, highlighting the need for enhanced training initiatives. Although logistics, resource management, and relocation strategies were rated as highly adequate, response times continue to be hindered, largely due to poor road conditions and obstructed routes. Implementing alternative routes is recommended to significantly improve emergency response efficiency. Overall, strengthening both training programs and infrastructure is crucial to enhancing the effectiveness of emergency response operations.

Keywords: emergency response, barangay malinta, training, infrastructure, logistics, response time, road conditions, disaster management, alternative routes

**AN EVALUATION ON THE IMPACT OF TRAFFIC CONGESTION IN
BAGUMBONG ROAD, BARANGAY 171, CALOOCAN CITY**

Michael Maculi, Jericho Agub, Mary Flor Caigoy, Renelyn Eraso,
Richelle Palteng, Dr. Myrna Cuntapay

Abstract

This study aims to evaluate the impact of traffic congestion on multiple dimensions of life along Bagumbong Road, Barangay 171, Caloocan City. It specifically investigates the social, economic, environmental, and psychological effects of traffic congestion as perceived by various stakeholders. The research collects perspectives from a diverse group of respondents, including traffic enforcers, commuters, entrepreneurs, community leaders, and private vehicle owners. The study utilizes a descriptive research method to systematically collect detailed information on the perceptions of different stakeholders concerning the impacts of traffic congestion along Bagumbong Road. The sample consisted of 50 participants, evenly distributed among five groups: ten traffic enforcers, ten commuters, ten entrepreneurs, ten community leaders, and ten private vehicle owners. The data reveal key demographic and behavioral characteristics of the respondents. Nearly half (46%) are aged 41 or older, and 70% are male. Additionally, 46% have resided in Barangay 171, Bagumbong, for one to ten years. When it comes to addressing traffic congestion, respondents showed strong support for various initiatives. The use of alternative fuel vehicles received a mean score of 3.26, while smart growth strategies and urban planning scored 3.48. Smart traffic signals prioritizing emergency vehicles were favored with a mean score of 3.56. The most endorsed measure was the visible presence of police and traffic enforcers in high-traffic areas, with a mean score of 3.92, indicating it as a highly recommended solution. These results reflect robust community backing for technological and infrastructural efforts to improve traffic flow and reduce congestion. The findings provide valuable insights into the community's perceptions of traffic congestion and the interventions required to alleviate the problem along Bagumbong Road, Barangay 171. The strong support for increased police and traffic enforcer presence underscores the community's demand for more effective law enforcement to curb traffic violations and improve congestion management.

Keywords: traffic congestion, community perception, law enforcement, traffic management, bagumbong road, barangay 171, police presence, traffic enforcers, urban planning, sustainable transport

**AN EVALUATION ON THE IMPLEMENTATION OF SAFETY AND SECURITY
PROCEDURES IN KAI MALL CALOOCAN: BASIS FOR PUBLIC SAFETY,
ENHANCEMENT**

Benedict Saguinsin, Daniel Morales, Adrian Solon, Melvie Adalid,
Aldren Avila, Denise Anne Osorio

Abstract

This study focuses on evaluating the implementation of safety and security procedures in Kai Mall, Caloocan, as a basis for enhancing public safety. The protection of patrons and the smooth operation of businesses within the mall rely heavily on the effectiveness of safety and security measures. These measures include the presence of trained security personnel, the installation of surveillance cameras, clearly marked emergency exits, and protocols to prevent incidents such as theft, vandalism, and other security threats. A strong security framework not only ensures the safety of employees and customers but also fosters a more positive and trustworthy shopping experience. Therefore, maintaining a secure environment is a top priority for the mall's management. This study employed a quantitative research design to assess the variables related to the implementation of safety and security procedures. The researcher prepared structured survey questions to collect relevant data. A total of 50 respondents participated, consisting of 30 shoppers and 20 security personnel. Data was gathered through face-to-face interviews and survey questionnaires. To ensure ethical standards, respondent confidentiality was upheld, and official permission was secured from the Customer Relations Services Officer of Kai Mall, Caloocan. Based on the data presented in Table 1, the majority of the respondents are aged 11 to 25 years old, with a frequency of 37, accounting for 74% of the total, and ranked first. This is followed by the 26 to 33 years old age group, with a frequency of 5 or 10%, ranked second. The 34 to 41 years old and 42 to 50 years old age groups both have a frequency of 4, each representing 8% of the total, and are tied at rank three. The total number of respondents is 50, representing 100% of the study population. The main purpose of this research is to evaluate the implementation of safety and security procedures to ensure they are effective, efficient, and consistently followed. These measures are essential in protecting individuals, property, and assets from potential risks. To maintain a safe environment for shoppers and support secure business operations, shopping malls must adopt industry-standard security practices. This includes the use of comprehensive security systems, such as strategically installed CCTV cameras in high-risk areas including entrances, exits, parking lots, and escalators. These cameras should be monitored 24/7 by trained personnel to detect and respond promptly to any suspicious activity.

Keywords: safety procedures, security implementation, cctv surveillance, mall security, public safety, trained personnel, risk prevention, retail safety, kai mall, security systems

**AN EVALUATION ON THE POLICE PRACTICE IN BARANGAY MUZON,
SAN JOSE DEL MONTE BULACAN**

Nicole Irish Punzal, Rosalinda Simbulan, Aloha Pucerio,
Marcela Loterte, Jyrami Jordan, Irene Gaviola

Abstract

The core responsibility of police organizations is to safeguard the rights and property of individuals while maintaining public order and community safety. Police officers are tasked with preventing and investigating crimes, ensuring the protection and well-being of citizens. This study aims to evaluate the effectiveness of law enforcement practices in reducing crime rates in Barangay Muzon, San Jose del Monte, Bulacan. This study adopts a quantitative research approach to identify patterns, correlations, and trends by collecting and analyzing numerical data. It relies on objective measurements and statistical analysis to test hypotheses and draw conclusions. The researchers used purposive sampling, a non-probability technique where participants are deliberately selected based on specific characteristics or criteria relevant to the research objectives. Most of the respondents were 26–33 years old, male, single, and had over 11 years of service or residency in Barangay Muzon, San Jose Del Monte, Bulacan. Their assessment of police practices in the area indicated a strong agreement with the implementation of hotspot policing, police visibility, stop-and-search operations, and police-community collaborative initiatives. However, a key issue identified was the inadequate attention given to the needs of vulnerable populations. To address this, the study recommends the immediate introduction of specialized training for police officers and the establishment of dedicated units or programs focused on assisting vulnerable groups. Furthermore, targeted interventions should be developed and implemented to ensure that local law enforcement prioritizes the protection and safety of these individuals. This chapter presents a summary of the key findings and conclusions from the study, which evaluated police practices in Barangay Muzon, San Jose Del Monte, Bulacan. A primary issue identified was the inadequate response to the needs of vulnerable populations, with 27 out of 50 respondents (54%) reporting this concern. The chapter also provides recommendations for both community members and law enforcement agencies to improve service delivery and enhance public safety through more inclusive and responsive policing strategies.

Keywords: police practices, vulnerable populations, barangay muzon, law enforcement effectiveness, community safety, san jose del monte, police-community relations, public safety, police visibility, hotspot policing.

**AN EVALUATION ON THE PROFICIENCY OF BARANGAY PUBLIC SAFETY
OFFICERS IN BARANGAY DULAP, PASOLO, VALENZUELA CITY**

Enrico Magtibay, Kurt Lewen Gabriel, Orly Aguilar, Zaldy Santelices,
Adrian Tiozon, Eduardo Villaruel

Abstract

This study aims to assess the proficiency of Barangay Public Safety Officers (BPSOs) in Barangay Dulap by evaluating their skills, knowledge, and overall effectiveness in managing incidents and emergencies. By identifying their strengths and areas needing improvement, the research seeks to offer actionable recommendations to enhance their capabilities and support the development of a safer and more secure community. In the Philippines, the barangay serves as the cornerstone of local governance and community safety. Central to this system are the BPSOs, commonly known as “tanods,” who play a vital role as first responders to crimes, emergencies, and natural disasters. This chapter presents the research methodology used in the study, detailing the research design, the rationale behind selected procedures, the respondents, the research instrument, sampling techniques, validation and administration processes, and the statistical treatment applied to analyze the data. The study adopted a descriptive research design, which aims to provide a clear picture of the current situation by describing the characteristics of the data. The primary goal of the research is to understand the thought processes and perceptions of the selected population. Titled *An Evaluation of the Proficiency of Barangay Public Safety Officers in Barangay Dulap, Pasolo, Valenzuela City*, the study involved a total of fifty (50) respondents. These were divided into two groups: ten (10) Barangay Public Safety Officers and forty (40) residents of Barangay Dulap, Pasolo, Valenzuela City. This chapter presents the data collected by the researchers, accompanied by tables, analysis, and interpretation. It covers the demographic profile of the respondents, the results of the survey questions, and the statistical tools used to analyze the findings. The presentation is structured to provide a comprehensive understanding of how the data supports the study’s objectives and research questions. This chapter presents the summary and conclusions of the study on the evaluation of Barangay Public Safety Officers (BPSOs) in Barangay Dulap, Pasolo, Valenzuela City. It outlines the key challenges faced by BPSOs in responding to various incidents and emergencies and offers strategic recommendations to enhance their skills, performance, and overall effectiveness in promoting community safety and security.

Keywords: barangay public safety officers, bpsos, barangay dulap, emergency response, community safety, incident management, skills enhancement, local governance, valenzuela city

**AN EVALUATION ON THE PROPER IMPLEMENTATION OF REPUBLIC ACT 10631
ALSO KNOWN AS PHILIPPINE ANIMAL WELFARE ACT OF 2013**

Lyka Gatarin, Shannie Mae Galela, Joanna Moreno, Arabela Navarra,
Charline Paymalan, Dr. Antonio Dawagan Sr.

Abstract

Animal cruelty, including the killing of animals, is a pressing global concern that highlights significant ethical and legal challenges. In response to heightened public awareness and growing advocacy for animal welfare, numerous countries have enacted legislation to combat such cruelty. For example, the United States established the Animal Welfare Act in 1966, and the European Union has introduced various directives aimed at safeguarding animals (Codecasa et al., 2021). These legal frameworks are designed to prevent unnecessary suffering, ensure accountability for offenders, and foster the development of a more compassionate society. The study employed purposive sampling to select respondents, which included Barangay officials, local residents, and representatives from the Philippine Animal Welfare Society (PAWS). The researchers personally engaged these participants to collect data on their assessment of the implementation of R.A. 10631. The findings indicate that law enforcement officers are well-informed about R.A. 10631 and capable of effectively addressing animal cruelty cases. Equipment for handling such incidents is regularly updated and maintained, according to respondents. Enforcement of penalties under R.A. 10631 was also rated positively. However, a notable challenge identified was the perceived weakness of penalties, reported in 30 cases (15%). To address implementation issues, 38 respondents (15.2%) recommended increasing public awareness about the importance of reporting animal cruelty. Public awareness should be enhanced through educational programs that encourage the reporting of animal cruelty and promote responsible pet ownership. Comprehensive training for law enforcement officers on animal welfare laws, investigative procedures, and proper animal handling is also crucial. Furthermore, additional funding must be allocated to provide necessary equipment and transportation to strengthen response capabilities. Lastly, the government should ensure sustainable financial support for ongoing public awareness initiatives, officer training, and the maintenance of animal shelters.

Keywords: animal cruelty, r.a. 10631, law enforcement, public awareness, responsible pet ownership, training, equipment, funding, quezon city, animal welfare

**AN EVALUATION ON THE ROAD SAFETY PROGRAM IMPLEMENTED BY TRAFFIC
AND TRANSPORTATION MANAGEMENT DIVISION ALONG QUIRINO HIGHWAY**

Sean Mico Yambao, Darwin Danos, Jade Francis Macaranas,
Dan Carlo Quillo, Joshua Ermino, Nilmar Plata

Abstract

The Quezon City Government, through its Traffic and Transportation Management Division (TTMD), has implemented several initiatives aimed at improving road safety along Quirino Highway. These initiatives focus on minimizing traffic accidents, enhancing traffic flow, and ensuring pedestrian safety. This study aims to assess the effectiveness of these road safety programs and identify areas that require improvement to further enhance public safety and transportation efficiency. This study employed a descriptive research method, with data gathered from 50 respondents: comprising 30 commuters, 10 drivers, and 10 traffic enforcers. The demographic profile showed that the largest age group among participants was 26–35 years old (32%), while the smallest was 42–50 years old (20%). Based on the study's findings, the following actions are recommended to improve road safety along Quirino Highway: Improve and maintain infrastructure to enhance safety for all road users. Expand public awareness campaigns to educate commuters and pedestrians on road safety. Strengthen enforcement of traffic regulations to ensure greater compliance. Implement ongoing monitoring and evaluation to address emerging road safety challenges. By adopting these recommendations, the Traffic and Transportation Management Division (TTMD) can enhance the effectiveness of its road safety program, reduce accidents, and promote a safer transportation environment along Quirino Highway. Road safety is a significant concern globally, especially in urban areas with dense traffic and complex transportation systems. Quirino Highway in Quezon City exemplifies this challenge, facing frequent congestion, heavy pedestrian traffic, and numerous vehicular accidents. In response, the Traffic and Transportation Management Division (TTMD) has implemented a road safety program aimed at enhancing traffic management, reducing accidents, and improving pedestrian protection. Evaluating the program's effectiveness is crucial to understanding its impact and identifying areas for improvement. Given the mixed traffic on urban roads like Quirino Highway, including public utility vehicles, private cars, motorcycles, and pedestrians, comprehensive management strategies are essential. Studies confirm that such road safety programs are vital to reducing risks and ensuring the safety of all road users.

Keywords: road safety, urban traffic, quirino highway, quezon city, traffic congestion, pedestrian safety, traffic management, vehicular accidents, mixed-use traffic, ttmd

**AN EVALUATION ON TRAFFIC SECTOR 5 TRAFFIC MANAGEMENT STRATEGIES
TOWARDS CONGESTION REDUCTION**

Jayson Estrabela, Daniel Atencio, Melbin Cabrillos, John Mark Dagala,
Benjie Soriano, Nilmar Plata

Abstract

This study evaluates the effectiveness of traffic management strategies implemented by Police Traffic Sector 5 in mitigating congestion along Commonwealth Avenue in Quezon City. As one of the most heavily trafficked and congested roads in the Philippines, Commonwealth Avenue presents ongoing challenges related to traffic flow, public safety, and urban mobility. Despite continuous efforts by law enforcement and local authorities, congestion remains a significant issue. This underscores the need for a thorough evaluation of existing strategies and the identification of areas for enhancement to improve traffic conditions and overall road efficiency. This study utilized a quantitative-descriptive research design to assess the traffic management strategies implemented along Commonwealth Avenue. A total of fifty (50) respondents participated, consisting of ten (10) police personnel from Traffic Sector 5 and forty (40) road users. To ensure fair representation, simple random sampling was employed. Data collection was conducted using a validated survey instrument, which focused on key areas such as road safety enforcement, community engagement, and the use of innovative traffic management systems. The findings indicated that respondents strongly agreed with the implementation of road safety enforcement and community education initiatives, reflecting a generally positive perception of these current strategies. However, the level of agreement slightly declined to agree when it came to the effectiveness of innovative traffic systems, highlighting a need for further technological advancements. One of the most commonly reported challenges was the sudden stopping of public utility vehicles (PUVs) such as buses and jeepneys to pick up or drop off passengers, which significantly contributes to traffic congestion along Commonwealth Avenue. The researchers recommend strengthening Police Traffic Sector 5 by providing advanced training, upgrading equipment, and utilizing CCTV and automated incident detection systems. Local government units and barangay officials should implement designated loading and unloading zones for public utility vehicles (PUVs) and lead comprehensive traffic education campaigns. Motorists and commuters must adhere to traffic laws and use proper loading areas to ease congestion. Students and future researchers are encouraged to explore innovative traffic management solutions. Human rights advocates should monitor traffic enforcement to ensure fairness and inclusivity. Finally, the Quezon City Government is urged to invest in smart traffic technologies and promote sustainable urban transportation systems.

Keywords: commonwealth avenue, traffic congestion, police traffic sector 5, traffic management strategies, road safety, public utility vehicles (puvs), community education, cctv, smart traffic systems, urban mobility, quezon city

**ANALYSIS OF CITY ORDINANCE NO.2955 KNOWN AS ORDINANCE PROHIBITING
THE DRINKING OF ALCOHOLIC BEVERAGES IN PUBLIC PLACES**

Eljay Alpas, Kristan Solis, Elger Orapa, Jake Eclarinal,
Jhon Marvie Castro, Irene Gaviola

Abstract

In Villaflor Village, Barangay Gulod, Novaliches, Quezon City, the public consumption of alcoholic beverages is prohibited under City Ordinance No. 2995, Series of 2020, which was proposed in March 2019 and implemented in January 2020. This study investigates the effectiveness of the ordinance by examining public perception, identifying challenges in its implementation, and recommending strategies to strengthen compliance. The research aims to support the development of more effective enforcement mechanisms and promote responsible public behavior regarding alcohol consumption. A survey involving 50 residents of Villaflor Village, Barangay Gulod, Novaliches, Quezon City, was conducted to assess the impact of City Ordinance No. 2995 in terms of social, cultural, economic, and enforcement aspects. Most respondents were aged 34 to 41, high school graduates, and long-term residents of the community. The findings revealed general agreement with the ordinance's social, cultural, and economic objectives, while enforcement efforts received the highest approval. However, a major challenge identified was the lack of public awareness, with 84% of respondents indicating they were not well-informed about the ordinance's provisions. To effectively address the identified challenges, the study underscores the importance of improving information dissemination, a measure supported by 92% of respondents. It further recommends strengthening enforcement strategies, setting up community hotlines for reporting violations, and reviewing the ordinance's provisions to ensure alignment with the community's changing needs and circumstances. Future studies are encouraged to examine the long-term effects of the ordinance on public safety, crime rates, and community behavior. By adopting the proposed recommendations, local authorities can strengthen enforcement, increase public adherence, and ensure the ordinance serves its intended purpose of promoting order and safety within the community.

Keywords: ordinance no. 2995, alcohol ban, public places, villaflor village, barangay gulod, enforcement, public awareness, compliance, community safety, policy implementation, information dissemination, quezon city

**ANALYSIS ON DRUG RELATED OFFENSES INVOLVING MINORS
IN BARANGAY 176, BAGONG SILANG, CALOOCAN CITY**

Aeron Lumawon, Jomari Operio, Sherwin Imperial,
Fallorina Mark Jonhel, Jinky Anacta

Abstract

The involvement of minors in drug-related offenses presents a complex and pressing issue with significant social, psychological, and legal consequences for individuals, families, and communities. This study focuses on analyzing the prevalence and contributing factors of such offenses in Barangay 176, Bagong Silang, Caloocan City. It explores the types of drug-related activities committed by minors, examines the root causes such as poverty, peer pressure, broken family structures, and lack of education, and considers the long-term impact on the youth involved. The goal of this research is to provide a comprehensive understanding that can guide the development of preventive strategies, intervention programs, and informed policymaking to address juvenile involvement in illegal drug activities. This study will utilize a combination of purposive and stratified random sampling to ensure a well-rounded and representative group of respondents. Purposive sampling will be applied to select individuals with direct involvement or expertise in drug-related offenses involving minors, such as law enforcement officers, community leaders, and social workers. In parallel, stratified random sampling will be used to gather responses from residents of Barangay 176, including, when applicable, minors and their families. The study will involve a total of fifty-five (55) respondents: eight (8) members of the Barangay Anti-Drug Abuse Council (BADAC), five (5) officers from the Philippine National Police (PNP), eight (8) personnel from the Department of Social Welfare and Development (DSWD), and thirty-four (34) parents. The study found that out of the 55 respondents, 16 were aged 51 or older, and 30 were female, representing 63.64% female and 36.36% male. Twenty-one respondents had completed high school, accounting for 38.18% of the group, while 31 respondents, or 56.36%, were married. The respondents evaluated drug-related offenses involving minors in Barangay 176 across three areas: social environment, trauma and abuse, and educational and preventive programs. The primary challenges contributing to minor involvement in drug offenses were identified as family distress, economic hardship, and parental absence. Additionally, 11.96% of minors were considered vulnerable to negative influences. To address these issues, the study recommends implementing community service and leadership programs that foster responsibility and a sense of belonging among minors. The overall program ratings were 2.99 for social environment, 2.80 for trauma and abuse, and 3.20 for educational and preventive initiatives. Partnering with the Barangay Anti-Drug Abuse Council (BADAC) is crucial for safeguarding minors through the provision of seminars, programs, and awareness sessions that address the factors contributing to their involvement in drug-related offenses. Furthermore, the Barangay should conduct regular seminars for parents and ensure timely responses to assistance requests to effectively protect and support the well-being of minors.

Keywords: minors, drug-related offenses, barangay anti-drug abuse council (badac), community programs, parental involvement, seminars, youth protection, drug prevention, barangay 176, caloocan city

**ANALYZING THE SUCCES OF PROBATION PROGRAM AT
NEW BILIBID PRISON: FOR PROGRAM ENHANCEMENT**

Regie Saballa, Aslanie Abdul Awal, Denrick Lanugan, Jinky Anacta

Abstract

This study examines the effectiveness of the Probation Program at New Bilibid Prison in rehabilitating offenders, ensuring public safety, and reducing prison overcrowding. The program serves as an alternative to incarceration for qualified individuals, enabling them to reintegrate into society under supervision. It aims to support personal reform while ensuring adherence to legal obligations, ultimately contributing to safer communities and more efficient correctional systems. This study utilized a descriptive qualitative research design, which focuses on exploring and understanding individuals' experiences, perspectives, and interpretations of a particular phenomenon. The primary goal of this design is not to test a hypothesis but to develop an in-depth and contextual understanding of the subject matter. It seeks to capture how individuals perceive and make sense of specific events or situations in their own words and context. The challenges identified by the respondents, the study proposes several measures: increasing funding for targeted rehabilitation programs, partnering with employers to create job opportunities, providing tailored support services such as job readiness training and mentorship, utilizing technology for job matching, and strengthening collaboration with community organizations. This chapter provides a comprehensive summary of the study's findings, interpretations, and corresponding recommendations. It presents not only the conclusions drawn from the results but also discusses the overall implications of the study, offering insights into future actions and potential areas for improvement.

Keywords: probation program, new bilibid prison, rehabilitation, public safety, prison overcrowding, qualitative research, reintegration, support services, job opportunities, mentorship, technology, community organizations.

**ANTI-SHOPLIFTING STRATEGIES OF SELECTED CONVENIENCE STORE IN
BARANGAY SAN BARTOLOME NOVALICHES QUEZON CITY**

Rexur Bille Uno Dela Rosa, Johne Rich Navales, Jerald Delampasig,
Charlie Pacolor, Rex Sayson, Ricardo Gabatin, Dr. Myrna Cuntapay

Abstract

Shoplifting continues to pose a major challenge in the retail sector, particularly in convenience stores, where limited space, store layout, and low staffing levels hinder effective theft prevention. As retail-related crimes become more frequent and sophisticated, store owners and managers are increasingly pressured to adopt robust anti-theft strategies. Maintaining a secure shopping environment is crucial not only for minimizing losses but also for fostering customer confidence and employee morale. This study examines the effectiveness of various anti-shoplifting measures in convenience stores, focusing on the roles of surveillance systems, employee training, and the presence of visible security personnel. This study utilized a descriptive quantitative research design to assess the effectiveness of various security strategies implemented in convenience stores in Barangay San Bartolome, Novaliches, Quezon City. This design was deemed appropriate as it enabled the collection of data that accurately describes the current security practices and conditions within these establishments. A survey method was employed, using structured questionnaires distributed to convenience store personnel to gather insights into their experiences, perceived safety, and the challenges they encounter. The data collected was analyzed using statistical tools to identify patterns, correlations, and the severity of the issues faced. This approach provided a comprehensive understanding of the existing security landscape and offered evidence-based recommendations for enhancing convenience store safety. This chapter presents the data collected by the researchers, along with corresponding tables, analyses, and interpretations. It includes the demographic profile of the respondents, the results of the survey questions, and the statistical methods applied in the study. The findings show that most respondents are aged between 18 and 27, with an even gender distribution and substantial experience in store operations. This demographic offers valuable perspectives on store functionality and security challenges. Remarkably, all respondents (100%) agreed that the existing security measures are insufficient, emphasizing an urgent need for improvement. They also noted that strengthening security would contribute significantly to both safety and overall operational efficiency.

Keywords: convenience store security, demographic profile, safety measures, operational efficiency, survey results, security inadequacy, respondent insights, anti-shoplifting, retail operations

**ASSESSING OF THE IMPACT OF THE IMPLEMENTATION OF TRUCK BAN ON
TRAFFIC CONGESTION IN DALANDANAN, VALENZUELA CITY**

Nhoe Mariano, Kelvin Aguilando, Sonny Flores, Januz Sta Ines,
Emmanuel Cedrick Tortoles, Dr. Antonio Dawagan Sr.

Abstract

Traffic congestion is a persistent and widespread problem in the Philippines, particularly in major urban centers such as Metro Manila, Cebu, and Davao. In industrialized areas like Valenzuela City, this issue poses significant challenges to mobility, productivity, and urban development. This study adopted a quantitative research design, which involves the collection and analysis of numerical data to obtain measurable insights. The respondents consisted of 20 personnel from the Traffic Management Office and 30 truck drivers based in Barangay Dalandanan, Valenzuela City. A purposive sampling technique was used to select individuals who are directly involved in or affected by traffic congestion in the area. Among the 50 respondents, 18 were aged between 34–41 and 42–49 years old, while only 5 were aged 18–25. All respondents were male. In terms of civil status, 27 were married, while only 1 respondent was widowed, the least represented category. Regarding respondent groups, 30 were truck drivers and 20 were Traffic Management Office (TMO) personnel. For years of service, 25 respondents had been working for 1–5 years, while 6 had over 11 years of experience, the longest service duration among the group. In assessing the implementation of the truck ban and its impact on traffic congestion in Barangay Dalandanan, Valenzuela City, the following average ratings were observed: Peak Hours: 3.65 (Strongly Agree) Weather Conditions: 3.56 (Strongly Agree) Insufficient Infrastructure: 3.57 (Strongly Agree) The most frequently reported issue was the increase in transportation costs due to rerouting, identified by 20 out of 50 respondents as a primary concern. To address the increased transportation costs due to rerouting, coordination with the Traffic Management Office (TMO) is recommended to request special permits when necessary. For the confusion caused by unclear truck ban schedules, it is advisable to conduct orientation sessions for drivers and logistics personnel to ensure a thorough understanding of the regulations. To improve the enforcement of truck ban policies, the adoption of surveillance technologies should be promoted to strengthen compliance monitoring. In response to the deterioration of road conditions due to heavy traffic on alternate routes, reinforcing road infrastructure is suggested to withstand the increased load from heavy vehicles. Lastly, to resolve the issue of longer travel times for delivery and logistics operations, adjusting delivery schedules to avoid peak traffic hours is highly recommended.

Keywords: truck ban, rerouting, transportation costs, traffic congestion, enforcement, surveillance technology, delivery schedules, valenzuela city, tmo, road infrastructure, logistics, truck drivers

**ASSESSING THE AWARENESS OF 4TH YEAR IN BCP BS CRIMINOLOGY STUDENTS
IN THE CONDUCT OF POLYGRAPH EXAMINATION**

Kiah Vallyree Gusi, Realyn Aras, Knor Honie Bagsican,
Jenelyn Laroco, Eddie Nacario, Eduardo Villaruel

Abstract

This aims to examine the complex relationship between lie detector technology and legal procedures, focusing on its historical background, scientific validity, ethical considerations, and potential impact on the justice system. The admissibility of polygraph tests, commonly referred to as lie detector tests, has long been a controversial issue in legal proceedings. These tests, also known as deception detection assessments, involve asking a subject a series of questions while monitoring physiological responses such as blood pressure, heart rate, respiration, and skin conductivity. The premise is that deceptive responses trigger detectable physiological changes; however, the reliability and scientific validity of polygraph results continue to be widely debated. The study identified several limitations in polygraph training. The highest-ranked issue was the limited availability of assessment tools, followed by insufficient practical experience and, in third place, limited exposure to real-world applications and a lack of specific knowledge about polygraph procedures. To address these gaps, the top recommendation is to organize small group sessions where students can practice conducting polygraph examinations on one another, as well as invite professional examiners from law enforcement and forensic agencies to share their expertise and provide mentorship. The second-ranked solution is to offer hands-on training with polygraph equipment through simulations and practical exercises under the guidance of qualified instructors. The most strongly supported solution among respondents directly addressed the primary concern they identified. The recommendation to organize small group sessions where students practice conducting polygraph examinations on one another received the highest level of agreement, with 43 respondents (86%) in favor. Conversely, the least preferred measure was the suggestion to have students write reflective essays on their understanding of polygraph examinations, including ethical implications, limitations, and potential biases, which was supported by 35 respondents (64%).

Keywords: polygraph training, assessment tools, practical experience, simulation, student engagement, mentorship, ethical reflection, forensic education

**ASSESSING THE EFFECTIVENESS OF EQUIPMENT IN
ENHANCING FIRE RESPONSE IN VALENZUELA CITY**

Carl Medina, Randel Briggs, Lourd Kent Dreighfer Reyes,
Aldrin Sagorio, Joshua Villanueva, Irene Gaviola

Abstract

This study, titled "Assessing the Effectiveness of Equipment in Enhancing Fire Response in Valenzuela City," investigates the adequacy, accessibility, and safety features of the firefighting equipment employed by emergency responders in Valenzuela City. It aims to determine how effectively the current equipment supports fire response operations and enhances overall emergency management. Furthermore, the research seeks to identify critical challenges and constraints related to equipment availability and functionality that may impact operational efficiency and firefighter safety. This study utilized a descriptive research design, combining both quantitative and qualitative methods. A total of 40 participants, comprising professional firefighters and fire volunteers, were involved. Data collection was conducted through structured survey questionnaires that examined the availability and operational condition of firefighting equipment, the efficiency of fire response, and the challenges faced in equipment maintenance and procurement. Findings indicate that while the majority of respondents strongly agree that firefighting equipment in Valenzuela City is generally adequate and accessible, several challenges hinder optimal fire response. The most critical issues identified include outdated equipment, an insufficient number of firefighting vehicles, and irregular maintenance. Furthermore, the lack of standardized protocols and limited training on proper equipment use were found to negatively affect the overall effectiveness of fire response efforts. To enhance the efficiency of fire response operations, this study recommends investing in modern firefighting equipment and establishing systematic maintenance schedules to ensure optimal functionality. Strengthening training programs for fire responders is also essential to improve proficiency in equipment handling. Moreover, improving the organization of equipment storage, securing additional funding for procurement, and fostering collaborative partnerships among relevant agencies are crucial measures to bolster the city's overall emergency response capacity.

Keywords: firefighting equipment, emergency response, valenzuela city, fire response effectiveness, fire safety, operational readiness, equipment maintenance, fire department performance, disaster preparedness, public safety, and operational readiness.

**ASSESSING THE EFFECTS OF ILLEGAL GAMBLING IN
BARANGAY BALINGASA QUEZON CITY**

Mark Dennis Garcia, Ralph Lauren Belotindos, Miguelito Diaz, Gerald Gonzales,
Al-amin Mambuay, Antonio Mejia, Dr. Nilmar Plata

Abstract

Illegal gambling poses significant social and economic challenges in urban communities. In Barangay Balingasa, Quezon City, unregulated gambling activities have been linked to unemployment, family conflict, and financial instability. This study assesses the effects of illegal gambling on residents' socioeconomic status, psychological well-being, and family dynamics. A descriptive quantitative design is employed to measure residents' perceptions of gambling impacts. Thirty respondents selected via purposive sampling and representing various age groups, civil statuses, educational backgrounds, and occupations (police officers, barangay officials, and others) completed a structured questionnaire. The instrument, grounded in prior literature, captures demographic data and ratings on socioeconomic, psychological, local economic, and family-related effects using a four-point Likert scale. Data is analyzed using weighted means and frequency distributions. Respondents were primarily aged 26–33 (30 percent), married (56.7 percent) and college graduates (66.7 percent). Police officers, barangay officials, and other occupations were equally represented (33.3 percent each). Socioeconomic effects received a weighted mean of 3.90 (strongly agree), family problems 3.93 (strongly agree), local economic impacts 3.87 (strongly agree), and psychological effects 3.77 (strongly agree). The most frequently cited challenge was insufficient data on illegal gambling incidents (96.7 percent). The study indicated that illegal gambling significantly undermined socioeconomic stability, family cohesion, and psychological health in Barangay Balingasa. As a result, it was recommended that local authorities implement comprehensive data-gathering protocols, establish community education programs, and strengthen collaboration between law enforcement and social services to mitigate gambling-related harms.

Keywords: illegal gambling, socioeconomic impact, psychological effects, family problems, barangay balingasa, descriptive study

**ASSESSING THE IMPACT OF LIVELIHOOD PROGRAM FOR THE REHABILITATION
AND REINTEGRATION OF PERSON DEPRIVED OF LIBERTY IN VALENZUELA CITY
JAIL**

Arlene Mulay, Arlene Mulay, Jobelle Ann Bonaobra, Ma Maica Leaño,
Mario Roberto, Angel Mae Zulueta, Jinky Anacta

Abstract

Livelihood programs administered by the Bureau of Jail Management and Penology provide Persons Deprived of Liberty (PDLs) with community-based, income-generating activities such as crafting bags, bonsai plants, and wallets during confinement. These programs aim to develop skills, foster self-reliance, and offer financial support for PDLs' personal needs and their families. A descriptive survey design is employed to assess the impact of these livelihood initiatives at Valenzuela City Jail. A total of fifty respondents: comprising twenty PDLs, twenty jail officers, and ten community members, are purposively selected. A structured questionnaire gathers demographic data and evaluates perceptions of program selection, training quality, logistical support, policies and procedures, and post-release employability. Respondents were predominantly aged 18–30, married, and college graduates. Assessment scores indicated strong agreement across all dimensions: fair and transparent participant selection, comprehensive training modules, sufficient logistical requirements, clear policies and procedures, and enhanced employability prospects. PDLs and officers rated the overall program impact positively, confirming improved skill sets and readiness for reintegration. Findings demonstrated that livelihood programs significantly enhanced PDLs' technical competencies and self-efficacy, contributing to smoother reintegration into society. Strong training and logistical frameworks fostered confidence among participants, while clear policies ensured program consistency. Enhanced employability outcomes suggested that participants were better prepared for gainful post-release employment, thereby supporting long-term rehabilitation goals.

Keywords: livelihood program, person deprived of liberty, skill development, reintegration, employability, valenzuela city jail

**ASSESSING THE IMPACT OF OVERCROWDING OF PERSON DEPRIVED OF
LIBERTY IN QUEZON CITY JAIL MALE DORMITORY**

Johnny Alinsud, Ariel Alfabeto, Kier Balara, Jhermin Ibayan,
Arron Jorge, Dr. Nilmar Plata

Abstract

Overcrowding occurs when the number of Persons Deprived of Liberty (PDLs) exceeds the designed capacity of a facility, resulting in constrained living space, elevated health risks, and heightened challenges in maintaining security and order. This study assesses the physical, sociological, and environmental impacts of overcrowding on PDLs within the Quezon City Jail male dormitory. A quantitative descriptive design is employed, surveying 50 individuals, including 30 PDLs, 10 jail personnel, and 10 visitors, selected through random sampling to ensure diverse perspectives. Data are collected via a structured questionnaire addressing physical health, social interactions, and environmental conditions. Researchers obtained informed consent, administered the surveys in person, and secured completed questionnaires to maintain confidentiality. Assessment of the physical impact revealed an overall weighted mean of 3.59, indicating that respondents strongly agreed overcrowding adversely affected personal health and well-being. Sociological effects received an overall weighted mean of 3.47, reflecting strong agreement that limited space and resources strained social relations and cooperation. The environmental impact yielded a weighted mean of 3.44, signifying strong agreement that overcrowding degraded living conditions through poor sanitation and inadequate ventilation. The findings highlighted that overcrowding significantly undermined PDLs' physical health, social cohesion, and environmental quality. As a result, policy interventions such as capacity limits, infrastructure expansion, and enhanced health services were identified as priorities. These recommendations aim to guide more effective management strategies and improve living conditions for PDLs in Philippine detention facilities.

Keywords: overcrowding, physical health, sociological impact, environmental conditions, jail management, policy intervention

**ASSESSING THE IMPACT OF TRAFFIC VIOLATIONS AND PENALTIES ON
DRIVERS IN BARANGAY UGONG, VALENZUELA CITY**

Chinee Panganiban, Angelica Barrientos, Hezin Cinso, Jhon Mark Frayres,
Josephine Nacor, Denise Anne G. Osorio

Abstract

Traffic violations contribute significantly to road accidents, congestion, and public safety risks in urban areas. In Valenzuela City, rapid urbanization and increasing vehicle numbers exacerbate these challenges. Barangay Ugong experiences frequent violations that undermine traffic flow and endanger drivers and pedestrians. This study assesses the impact of traffic violations and penalties on drivers in Barangay Ugong, Valenzuela City, to inform enforcement strategies and public safety initiatives. A descriptive quantitative design is employed using purposive sampling to select respondents knowledgeable about local traffic enforcement. Permission was obtained from the Bestlink College of the Philippines School of Criminology and the Barangay Ugong substation commander. A structured survey questionnaire was administered to fifty participants: forty drivers and ten traffic enforcers, to collect numerical data on enforcement effectiveness, penalty perceptions, and enforcement challenges. Responses were analyzed using means and percentages. Respondents were predominantly male, aged 18 to 25, married, with over eleven years of driving experience. Most identified as drivers (80 percent). Enforcement effectiveness received strong agreement (mean = 3.40), with technology applications such as speed and red-light cameras rated highly (mean = 3.60). Penalties were viewed as effective motivators (mean = 3.50), and awareness of traffic laws was high (mean = 3.70), especially regarding safety equipment use (mean = 3.78). Major concerns included difficulties in license renewal and income loss due to vehicle impoundment (both 84 percent). The most supported recommendation was stricter vehicle inspections at checkpoints (88 percent). The findings indicated that robust enforcement measures and technological tools improve compliance, but administrative hurdles and financial impacts undermine driver cooperation. As a result, drivers in Barangay Ugong were encouraged to adhere to traffic regulations and take responsibility for violations. Stricter enforcement of severe offenses, such as drunk driving and illegal parking, was recommended to reduce accident risk and enhance public safety. Implementing these measures contributed to a safer traffic environment in the community.

Keywords: traffic violations, law enforcement, penalties, driver compliance, public safety

**ASSESSING THE INFLUENCE OF PEACE AND ORDER PROGRAMS ON PREVENTING
CHILD IN-CONFLICT WITH THE LAW IN MALIGAYA COMPOUND
UNIT 4 BARANGAY COMMONWEALTH QUEZON CITY**

Myca Ella Cahatol, Micah Barde, Jhane Carla Guardiano,
Mark Angelo Pepito, Ashahiel Villasor, Dr. Myrna Cuntapay

Abstract

Juvenile delinquency remains a significant global social issue, encompassing unlawful behaviors among individuals aged 18 and younger. It poses a threat to community members, young families, and society as a whole. In response, many countries have implemented peace and order programs that include free sports and recreational activities for young people, promoting self-discipline, cooperation, and friendship. These initiatives also support disadvantaged youth by providing free meals, addressing the critical issue of hunger, which often exacerbates social unrest and inequality. By addressing fundamental issues such as education, recreation, and hunger, these programs help mitigate broader societal challenges. Moreover, this study examines the impact of peace and order programs on the prevention of children in conflict with the law. This study used a mixed-methods approach and a descriptive-exploratory research design. Surveys were used in the quantitative component to assess how individuals (those aged 18 and up) who are involved in the execution and assessment of peace and order programs feel about the prevention of juvenile delinquency under RA 9344. Key informant interviews were conducted as part of the qualitative and quantitative component to obtain information about particular program practices, difficulties, and suggestions. This chapter presented tables, analyses, and interpretations of the data gathered by the researchers. It included the demographic profile of the respondents, the survey questions, as well as the statistical treatment used in the study. The top recommendation, with the highest percentage of 11.93% from the respondents, was the indicator: "Implement restorative justice approaches that focus on rehabilitation and reintegration rather than punishment." This can involve mediation, victim-offender dialogue, and community-based programs. The second recommendation that respondents agreed upon was the indicator: "Community policing fosters strong relationships between law enforcement and communities, particularly youth. This can involve community outreach programs, youth dialogues, and joint initiatives to address local concerns. Finally, the measure proposed by respondents regarding effective institutions for the control of juvenile delinquency highlighted the importance of parental involvement, positive parenting, emotional support, and education.

Keywords: influence of peace and order programs on preventing children in conflict with the law, respondents of the study, construction of the instrument

**ASSESSING THE OPERATIONAL EFFICIENCY OF BARANGAY PEACEKEEPING
ACTION TEAM (B.P.A.T) IN NAGKAISANG NAYON, QUEZON CITY**

John Paulo Bobis, Aaron Cristoper Daguia, Jayson Luperia,
Harvey Angelo Ruiz, Iran Sanoy, Denise Anne Osorio

Abstract

The Barangay Peacekeeping Action Team (B.P.A.T.) serves a critical function in Nagkaisang Nayon, Quezon City, addressing drug-related offenses, petty theft, domestic abuse, and other community disorders. This study assesses B.P.A.T.'s operational efficiency by examining its organizational structure, resource allocation, personnel training, coordination with law enforcement agencies, and program effectiveness. The focus is on community engagement, crime prevention, and incident response to determine how these activities contribute to overall barangay safety and security. This study employs a quantitative descriptive research design and purposive sampling to select respondents with relevant experience. A total of 50 participants, 25 B.P.A.T. personnel and 25 barangay residents, completed a structured questionnaire assessing perceptions of B.P.A.T.'s crime prevention, problem-solving, and crime reduction efforts. Data were analyzed using descriptive statistics to evaluate operational efficiency indicators. Respondents strongly agreed that B.P.A.T. exhibited high operational efficiency in crime prevention, crime resolution, and crime reduction activities. The most frequently cited challenge was a lack of knowledge about emerging crime-prevention strategies. An action plan recommending targeted seminars and training was proposed, and subsequent evaluation confirmed improved knowledge among B.P.A.T. personnel in preventive techniques. B.P.A.T.'s strongest performance was in crime prevention and reduction, while crime resolution scored lowest (mean = 3.20, agree). Implementation of the proposed training and seminar program led to measurable gains in personnel competence. These findings suggest that ongoing capacity building and knowledge enhancement are essential for strengthening B.P.A.T.'s ability to resolve incidents and further improve community safety.

Keywords: operational efficiency, crime prevention, peacekeeping action team, community safety, training

**ASSESSING THE OVERCROWDING SITUATION OF PERSON DEPRIVED OF LIBERTY
IN CALOOCAN CITY JAIL: BASIS IN PREVENTING AGGRESSIVE BEHAVIOR**

Marietoshi Abogatal, Ashly Arellano, Jennel Bongalos, Lea Allizon Gemina,
Jhon Chester Princena, Dr. Myrna Cuntapay

Abstract

In this day and age, information about violence inside overcrowded correctional facilities is commonly reported. This long-standing issue seems endless and may weaken the rehabilitation of offenders. This study aimed to determine the basis for preventing aggressive behavior among overcrowded PDLs in Caloocan City Jail. The respondents of the study were 10 jail officers and 40 Persons Deprived of Liberty from Caloocan City Jail. The sampling technique utilized by the researchers was purposive sampling. This study used quantitative methods, particularly descriptive research design. The researchers requested permission from the head of Caloocan City Jail to conduct the survey. Prior to the survey, the researchers asked the consent of the target respondents to complete the survey questionnaires. They waited until the respondents finished answering the survey. Upon completion, the researchers collected the questionnaires and interpreted the information given. The respondents were assured by the researchers that the information gathered would be kept confidential. The highest weighted mean in terms of Personal Factors was “Strong self-control helps PDLs to better control their behavior despite overcrowding.” In terms of Situational Factors, it was “The lack of privacy and space caused by overcrowding makes PDLs more likely to act aggressively.” In Cognitive Processes, it was “PDLs frequently perceive confrontational situations as personal attacks, which can lead to aggressiveness.” Lastly, in terms of Affective States, it was “Prisoners who feel helpless or trapped in their situation are prone to react aggressively.” Persons Deprived of Liberty and their families should be aware of their anger, learn healthy coping mechanisms, and settle disagreements peacefully to avoid conflict escalation. To lessen frustration and provide emotional support, they need to develop stronger relationships with their peers.

Keywords: assessing, aggression, persons deprived of liberty

**ASSESSING THE PHILIPPINE NATIONAL POLICE PERSONNEL ASSIGNED IN
POLICE STATION 4 IN RESPONDING TO STREET CRIME**

Arabella Pergis, Rosemarie Clemente, Riza Maro, Samantha Joy Nerviol,
Janine Tenedora, Dr. Antonio Dawagan Sr.

Abstract

Street crimes encompass unlawful and often violent acts occurring in public spaces, posing significant threats to community safety. Effective response to such crimes requires coordinated law enforcement tactics, proactive community engagement, and preventive strategies. This study assesses how personnel of Police Station 4 in Barangay Bagbag, Novaliches, Quezon City respond to street crime, focusing on enforcement activities and collaboration with local stakeholders. A quantitative descriptive design is employed, with purposive sampling used to select fifty respondents comprising police officers, barangay officials, and residents. A structured survey questionnaire is administered to evaluate perceptions of enforcement effectiveness, community engagement, and operational challenges. Data collection follows a systematic distribution and retrieval process to ensure high response quality, and results are analyzed using descriptive statistics. The demographic profile indicated balanced representation across age, sex, length of service, and residency. Findings revealed that respondents “Strongly Agreed” on the effectiveness of enforcement measures and community engagement initiatives by Police Station 4. The most frequently encountered problem was the lack of CCTV cameras and adequate street lighting, which hindered timely police response. Proposed measures included increasing police visibility through intensified patrols and presence in high-crime areas, particularly during peak hours. The study confirmed that robust enforcement and active community collaboration contributed to positive perceptions of police response to street crime. However, infrastructural deficiencies such as insufficient lighting and surveillance systems limited operational effectiveness. As a result, enhancing environmental support through installation of CCTV cameras, improved lighting, and expanded patrols, was recommended to strengthen overall response capacity and public safety in Barangay Bagbag.

Keywords: street crime, police response, community engagement, enforcement effectiveness, public safety, barangay bagbag

ASSESSING THE ROLE OF BARANGAY WOMEN DESK IN REDUCING DOMESTIC VIOLENCE IN BARANGAY BAGBAG NOVALICHES QUEZON CITY

Harrold James Fabillo, April Tubig, Prencess Jerahcel Suminguid,
Rica Joyce Redon, Rhea Crystel Ricablanca, Irene Gaviola

Abstract

This study examined the role of the Barangay Women Desk in reducing domestic violence. The Philippines has passed various laws and programs to stop domestic violence, yet several Filipino women still long to feel safe and protected, especially in the hands of their partners. The likelihood of them being victims of abuse has remained constant. Despite the prevalence of violence against women, this issue has not been adequately addressed, mainly because it occurs within their own households. Other factors include victims not realizing they are being abused, feeling ashamed or blaming themselves, guilt over reporting their partners, fear of punishment, and fear that if they tell anyone and their partners find out, the abuse will worsen. This chapter entails the research design, study respondents, sampling technique, instrument used in the study, instrument validation, administration and retrieval of the instrument, and statistical treatment of data. The research design is descriptive. For administration and retrieval of the instrument, the researchers personally approached VAW officers and asked local women privately if they had suffered violence at home. The researchers distributed the questionnaires and waited for them to finish answering. Once completed, the questionnaires were collected by the researchers. Based on the findings, in terms of age, the majority of the respondents ranged from 31–34 years old. As to civil status, the majority of married respondents were 17. In terms of educational attainment, 15 of the respondents were high school graduates. Regarding socio-economic status, 15 of the respondents belonged to the middle and lower working class. In Part 2 of the questionnaire, the major indicator for awareness and education was number 2; in proactive measures, the major indicator was number 6; and in counseling and psychological support, the major indicator was number 1. In Part 3, the majority of respondents answered number 7 as a measure. Lastly, the researchers proposed measures and their objectives. This chapter presents the summary and conclusion derived from the conducted study, ASSESSING THE ROLE OF THE BARANGAY WOMEN DESK IN REDUCING DOMESTIC VIOLENCE IN BARANGAY BAGBAG, NOVALICHES, QUEZON CITY. It also provides recommendations to Barangay officials and to the community.

Keywords: women's desk; domestic violence; awareness and education; proactive measures; counseling and psychological support

**ASSESSMENT IN THE CONDUCT OF PEACE AND ORDER PROGRAMS AT
BARANGAY STA. LUCIA NOVALICHES QUEZON CITY**

Mc Duane Montealegre, John Lester Dela Virgen, Rolan Samson,
Vincent Lester Valladores, Jonathan Vienes, Eduardo Villaruel

Abstract

Peace and order refer to the degree of comfort or security provided to a community. It does not only involve stopping and controlling crime but also creating a friendly and cooperative environment where people can live, work, and interact safely. Local government units directly maintain peace and order in the Philippines, with barangays serving as the frontline institutions that promote security and resolve community issues. Barangay Sta. Lucia has its own challenges in crime prevention and in strengthening community relations to ensure public safety. To assess the conduct of peace and order programs in Barangay Sta. Lucia, Novaliches, Quezon City, this study employed descriptive research method, which focused on providing a detailed account of a particular phenomenon or situation. In the context of peace and order programs, the study aimed to explore outcomes, identify participants, and understand how these programs functioned. Purposive sampling was used, involving the deliberate selection of participants or cases based on specific characteristics or criteria that aligned with the research objectives. Respondents strongly agreed that mediation, conciliation, and arbitration processes in peace and order programs were effective in resolving conflicts. Mediation was rated as highly effective in addressing community disputes, conciliation received strong agreement regarding its role in peace and order programs, and arbitration was recognized as an essential service for conflict resolution. The problems encountered by the respondents in assessing the conduct of peace and order programs in Barangay Sta. Lucia, Novaliches, Quezon City, included the lack of awareness among residents about peace and order programs, which was the most frequently reported issue, with a frequency of 18 (18%), ranking first. This was followed by delayed responses from authorities when incidents or issues were reported, with a frequency of 14. The most frequently suggested measure was to conduct regular information campaigns to increase awareness about peace and order programs among residents, with a frequency of 20 (20%), ranking first. This was followed by organizing more community meetings and forums to engage residents, allowing them to discuss their concerns, and by increasing resources for peace and order programs to improve training and overall implementation.

Keywords: peace and order, peace and order programs

**ASSESSMENT OF OUTREACH PROGRAM IN PROTECTING THE CHILD-AT-RISK IN
BARANGAY 176-E, BAGONG SILANG, CALOOCAN CITY**

Luke Cris Pajaron, Mark Angelo Eno, Mark Bryan Malquisto, Ricky Montalaba Jr,
Samuel Junarojie Villar, Eduardo Villaruel

Abstract

This study assesses the effectiveness of an outreach program in protecting children-at-risk in Barangay 176-E, Bagong Silang, Caloocan City. Children-at-risk often face abuse, neglect, poverty, and exposure to criminal behavior, making them vulnerable to long-term developmental challenges. Guided by Bronfenbrenner's Ecological Systems Theory, the research examines how factors at the microsystem, mesosystem, exosystem, and macrosystem levels influence child protection. The outreach program implemented in the community seeks to reduce vulnerability and enhance the safety and well-being of children through education, social engagement, and coordinated local efforts. The study evaluates the program's strengths and weaknesses and offers strategic recommendations for improvement. A descriptive research design is employed, with purposive sampling to select fifty respondents, including twenty children-at-risk, twenty barangay officials, and ten representatives from the Department of Social Welfare and Development. Data are gathered using a validated survey questionnaire and processed through descriptive statistics, including frequency, percentage, and weighted mean. A four-point Likert scale measures respondents' agreement with statements regarding the program's impact across the different ecological system levels. Respondents showed strong agreement on the outreach program's effectiveness at all ecological system levels. At the microsystem level, increased child participation in positive activities received the highest rating (mean = 3.40). Collaboration between families, leaders, and authorities in the mesosystem was rated highest (mean = 3.50). Communication between families and schools in the exosystem stood out (mean = 3.36). At the macrosystem level, positive cultural shifts toward child protection were recognized (mean = 3.44). The most frequently encountered problems were insufficient funding (82%), lack of trained professionals (76%), and absence of long-term support (76%). Effective strategies identified included community-based activities, strong partnerships with law enforcement, and provision of mental health services. The outreach program in Barangay 176-E was perceived as significantly beneficial in safeguarding children-at-risk, fostering positive engagement, and building community resilience. However, the program faced challenges related to limited resources and operational constraints. As a result, it is recommended to enhance collaboration among stakeholders, secure sustainable funding, and integrate continuous evaluation mechanisms to strengthen and sustain the program's long-term impact.

Keywords: outreach program, children-at-risk, ecological systems theory, community collaboration, program evaluation

**ASSESSMENT OF RECIDIVISM AT BARANGAY BIGNAY, VALENZUELA CITY: BASIS
FOR CREATION OF COMMUNITY BASED CRIME PREVENTION STRATEGY**

Selwyn Clapano, Jomar Fuentes, C-Jay Hernandez, Junrey Nelmidia,
Adrian Penilla, Dr. Myrna Cuntapay

Abstract

This study assesses recidivism at Barangay Bignay, Valenzuela City, as a basis for creating a community-based crime prevention strategy. It examines the factors driving repeat offending, such as unemployment, lack of social support, and limited rehabilitation programs, and evaluates existing prevention activities in the barangay. By understanding these dynamics, the study aims to inform targeted interventions that reduce reoffending and enhance public safety. This study employs a descriptive survey design to evaluate recidivism and support the development of a community-based prevention strategy. Purposive sampling is used to select fifty respondents: thirty residents, ten barangay officials, and ten police personnel. Data are collected via a structured questionnaire covering perceptions of repeat offending rates, contributing factors, and the effectiveness of current prevention measures. Survey responses are analyzed using frequency distributions and weighted means to identify predominant themes and areas for strategic focus. The researchers sent a letter to the research adviser to state the intention of the study. After securing the adviser's assurance and cooperation, they distributed the questionnaires to the respondents to establish rapport. Clear instructions were provided to ensure the respondents could answer the questionnaire accurately. The completed questionnaires were collected, tallied, and analyzed by the researchers. The information gathered was reviewed and carefully validated by the adviser. Based on the analyzed data, the researchers prepared a matrix and graph for presentation. The findings indicated that socioeconomic vulnerabilities and gaps in post-release support underlie high recidivism levels at Barangay Bignay. Prevention efforts were found to be fragmented and underresourced. As a result, it was recommended that the barangay establish a centralized database to monitor repeat offenders, implement tailored livelihood and skills training programs for former inmates, and partner with rehabilitation centers and non-governmental organizations to deliver community-based reintegration services. Community awareness campaigns were also advised to engage residents in crime prevention and foster a supportive environment for at-risk individuals.

Keywords: recidivism, crime prevention, community strategy, livelihood programs, valenzuela city

**ASSESSMENT OF THE LAW ENFORCEMENT RESPONSE ON CYBERCRIME
INCIDENT IN BARANGAY SAN JOSE, RODRIGUEZ RIZAL**

Angelo Celso, Hezron Allauigan, Carl Venzent Habulin,
Jaylord Maderas, Oliver Tupas, Eduardo Villaruel

Abstract

This chapter presents the foundational elements of the study, including the background of the research, review of related literature and studies, theoretical and conceptual frameworks, statement of the problem, scope and delimitation, significance of the study, and definition of key terms. The primary aim of this research is to assess the response of law enforcement to cybercrime incidents in Barangay San Jose, Rodriguez, Rizal. This study adopts a descriptive research design, which aims to systematically and objectively describe the characteristics of a specific population, situation, or phenomenon. The selected respondents include sixty (60) police officers stationed at the Police Station located along Mayon Avenue in Barangay San Jose, Rodriguez, Rizal. To ensure fairness and representation, the researchers will employ a random sampling technique, a probability-based method wherein each individual in the population has an equal chance of being chosen. Data will then be gathered from the selected participants to obtain accurate and generalizable insights relevant to the study's objectives. The findings indicate that most respondents are young male officers with limited professional experience. A majority expressed confidence in the current policies and procedures for addressing cybercrime, describing them as systematic and effective in managing present and future incidents. However, respondents also recognized the need to enhance these protocols to keep up with the rapidly evolving strategies employed by cybercriminals. With regard to training, it was noted that officers regularly participate in updates and seminars to stay informed about emerging cyber threats. Despite this, there remains a strong demand for more specialized and advanced training to effectively handle complex cybercrime cases. Additionally, the study found that law enforcement personnel have adequate access to the essential tools and technologies needed for cybercrime investigations. To ensure a proactive and adaptive approach, the effectiveness of current policies, training programs, and equipment used in responding to cybercrime incidents should be regularly evaluated. These assessments must include input from law enforcement personnel, stakeholders, and the local community to identify gaps and areas for improvement. Strengthening the law enforcement response in Barangay San Jose, Rodriguez, Rizal through continuous monitoring and feedback will enhance the overall efficiency of cybercrime prevention and resolution efforts.

Keywords: cybercrime response, law enforcement, policy evaluation, training effectiveness, community feedback, equipment assessment, monitoring and evaluation, cybercrime prevention, rodriguez rizal, stakeholder involvement

**ASSESSMENT OF THE STRATEGIES USED BY TRAFFIC ENFORCERS IN
REDUCING TRAFFIC CONGESTION IN NOVALICHES QUEZON CITY**

Oshin Mojar, Roegae Dianne Aureada, Jazmind Calacat,
Irish Jane Guzman, Irene Gaviola

Abstract

Traffic congestion remains a significant challenge in urban centers worldwide, and Novaliches, Quezon City, is no exception. As one of Metro Manila's busiest districts, Novaliches frequently experiences severe traffic bottlenecks, particularly during peak travel hours. The area functions as a critical transit hub for commuters moving within Quezon City and to neighboring municipalities. With limited road capacity and a rapidly increasing volume of vehicles, the demand for effective traffic management solutions has become increasingly urgent to alleviate congestion and improve mobility. This study utilized a descriptive research design to investigate the traffic management strategies employed by traffic enforcers in Novaliches, Quezon City, aimed at mitigating traffic congestion. This design is well-suited for evaluating existing practices, identifying challenges, and assessing the effectiveness of implemented strategies. Purposive sampling was applied to select participants based on specific criteria relevant to the study's objectives, allowing the researchers to focus on individuals directly impacted by traffic congestion in Novaliches Bayan. The sample consisted of twenty (20) traffic enforcers and seventy (70) local residents. The majority of respondents are aged 18 to 25, predominantly male, and many have lived or worked in Novaliches, Quezon City, for over 11 years. Both traffic enforcers and community residents strongly agree on the effectiveness of strategies related to technology use, transport management, and traffic enforcement in reducing congestion. Despite this, residents identified insufficient parking spaces as a significant issue, leading to illegal parking and worsening traffic congestion. To address this challenge, the study recommends promoting greener transportation policies. The proposed strategy to alleviate traffic congestion involves the implementation of a traffic monitoring system designed to deliver real-time traffic updates to drivers, enhancing overall transportation efficiency.

Keywords: traffic congestion, traffic monitoring system, real-time traffic information, transportation efficiency, traffic management, urban mobility, novaliches, quezon city, traffic enforcement, green transportation policies

**ASSESSMENT ON CLIENT MERCHANT FRAUD AMONGST
DELIVERY RIDER IN NOVALICHES, QUEZON CITY**

John Paul Valdez, Aljun Ariap, Vinz Benedict Corcilles,
Kyle Clarence Degoma, Cyrus Dolores, Jinky Anacta

Abstract

The study entitled “Assessment on Client-Merchant Fraud Among Delivery Riders in Novaliches, Quezon City” was conducted in response to the rising incidence of fraudulent activities within the delivery service industry, particularly with the rapid growth of e-commerce and app-based logistics platforms. While the digital age has brought increased convenience to consumers and expanded income opportunities for businesses and delivery personnel, it has also given rise to various forms of fraud involving both clients and merchants. These fraudulent acts undermine financial security, safety, and trust essential to the efficient operation of the delivery ecosystem. This research aims to evaluate the prevalence, underlying causes, and consequences of client-merchant fraud as experienced by delivery riders operating in Novaliches, Quezon City. The main instrument used in the study was a structured questionnaire designed to gather data across four key dimensions: (1) the demographic profile of respondents, (2) assessment of fraud concerning account security, transaction security, and the security of shipped items, (3) identification of problems related to client-merchant fraud, and (4) proposed strategies to counter such fraudulent activities. The questionnaire underwent expert validation and pilot testing to ensure clarity, relevance, and reliability. Data collection was conducted with prior permission from relevant local authorities and businesses, and questionnaires were distributed and collected in person to ensure a high response rate. Collected data were analyzed using appropriate statistical tools such as frequency, percentage, weighted mean, and ranking to identify trends and highlight areas of concern. The demographic findings indicate that a significant portion of respondents were over the age of 25 (54%), suggesting that delivery services are primarily performed by mature individuals with possible prior work experience. The data also showed a male-dominated workforce (74%), pointing to a gender imbalance that may affect perceptions of risk and exposure to fraud. Furthermore, the majority of respondents were single (60%), which may reflect stronger financial incentives to pursue delivery-related employment. The prevalence of fraud in delivery services, particularly in areas like Novaliches, calls for comprehensive preventive measures. Key recommendations include stricter identity verification protocols, improved tracking of transactions, and educational programs to raise fraud awareness among delivery riders. Establishing mutual rating systems, enhancing cooperation with law enforcement, offering mental health support, and enforcing clear protective policies are also crucial in safeguarding both delivery personnel and customers while fostering a more secure and trustworthy delivery environment.

Keywords: client-merchant fraud, delivery riders, e-commerce, transaction security, identity verification, fraud prevention, risk perception, delivery services, novaliches, rider protection policies, mutual rating system, law enforcement collaboration, digital

**ASSESSMENT ON METROPOLITAN MANILA DEVELOPMENT AUTHORITY TRAFFIC
MANAGEMENT PROGRAM IN REDUCING TRAFFIC CONGESTION
ALONG COMMONWEALTH QUEZON CITY**

Arianne Joyce Suministrado, Irish Libando, Angel Aubrey Orit,
Alinor Pitembangan, Francine Torres, Edgar Reyes

Abstract

The Metropolitan Manila Development Authority (MMDA) is responsible for the oversight and coordination of traffic management in Commonwealth, Quezon City. This encompasses the implementation of traffic control strategies, strict enforcement of traffic laws, and upkeep of road infrastructure. Efficient traffic management is vital not only for facilitating daily commutes but also for ensuring that emergency response services are not impeded. This study utilized a quantitative descriptive research design to evaluate the impact and effectiveness of the MMDA Traffic Management Program in alleviating traffic congestion along Commonwealth, Quezon City. Data was collected through structured questionnaires administered to a purposively selected sample consisting of ten (10) MMDA personnel, twenty (20) drivers, and twenty (20) commuters within the area. This approach allowed for targeted insights from key stakeholders directly involved in or affected by the traffic management efforts. Among the assessed factors, Land Management received the highest weighted mean for Infrastructure at 3.56, indicating strong agreement. Within Traffic Systems, CCTV Cameras scored highest with a mean of 3.51, while Data Collection led in Traffic Technology with a mean of 3.53. For Traffic Discipline, Commuters also achieved a weighted mean of 3.53, all reflecting strong agreement from respondents. The most pressing issue identified was “road accidents resulting from traffic conditions,” ranked as the top concern. Conversely, the least prioritized proposed solution was the enhancement and expansion of traffic signals, signage, and other traffic technologies on roads and highways. Launch a comprehensive public awareness campaign aimed at educating the community on traffic regulations and promoting safety among both drivers and commuters. Furthermore, establish efficient and well-coordinated traffic management systems to ensure smoother and safer road usage for all.

Keywords: public awareness campaign, traffic rules education, driver safety, commuter safety, road coordination, traffic management, community education, road safety, traffic regulation compliance, traffic flow improvement

**ASSESSMENT ON THE BEHAVIOR OF SUSPECT OF PHYSICAL VIOLENCE
CASES IN PASONG PUTIK QUEZON CITY**

Juan Benjamine Duyog, Jestony Capistrano, Paul Aron Dela Cruz,
Jeffrey Marcellano, Jonathan Sulon, Dr. Myrna Cuntapay

Abstract

Physical violence is a pervasive issue that inflicts profound psychological, emotional, and physical harm on victims and their families worldwide. In Pasong Putik, Quezon City, a rapidly developing urban area, incidents of physical violence have emerged as a critical concern for law enforcement, policymakers, and the community. Such violence disrupts social stability and highlights the need to understand the underlying behaviors and motivations of suspects involved. This study aims to provide an in-depth assessment of the behavior of suspects in physical violence cases within Barangay Pasong Putik. Data will be gathered from fifty (50) respondents directly connected to these cases to support a comprehensive analysis. The researchers will employ an appropriate sampling technique to assess the behavior of suspects involved in physical violence cases in Pasong Putik, Quezon City. This study adopts a quantitative descriptive research design to examine key variables. Data collection will involve structured interviews and observations to gain in-depth understanding, complemented by survey questionnaires for statistical analysis. After obtaining approval from the dean's office, the researcher personally administered the questionnaires to respondents in Pasong Putik, ensuring accurate distribution and providing clarifications when necessary. Among the Behavioral Patterns, the most significant factor identified was the influence of alcohol and drugs as a common trigger for violent behavior, highlighting their role in impulsive aggression. In terms of Family Background, the absence of parental guidance was the predominant factor contributing to violent behavior, emphasizing the vital importance of supervision in behavioral development. Future researchers are encouraged to broaden the scope of this study by conducting a comparative analysis across various year levels, departments, or institutions. Additionally, incorporating qualitative methods such as interviews or focus group discussions could offer deeper insights into the community's assessment of suspected physical violence behaviors.

Keywords: behavioral patterns, violent behavior, substance abuse, alcohol influence, drug influence, impulsive aggression, family background, parental guidance, supervision, factors contributing to violence, physical violence, suspect behavior, pasong putik, q

**ASSESSMENT ON THE IMPACT OF TRAFFIC ENFORCER'S
PERFORMANCE IN BARANGAY 171, CALOOCAN CITY**

Edisson Nieva, Edison Nieva, Arsenio Avila, Samuel Dorado,
Genesky Niebres, Aldion Jay Tarce, Jinky Anacta

Abstract

This research program seeks to examine the role and impact of traffic enforcers in regulating vehicular flow within Barangay 171. It focuses on assessing their contributions to traffic management, the challenges they face in daily operations, and the prevailing attitudes of both enforcers and community members. By exploring these key aspects, the study aims to provide a comprehensive understanding of the effectiveness of traffic enforcement and offer insights for improving traffic governance and community engagement. This study employed a quantitative research approach to assess the impact of traffic enforcers' performance. Specifically, it aimed to evaluate their involvement in managing and controlling the flow of traffic in Barangay 171, Caloocan City. The researchers adopted a descriptive research design to gather relevant data, utilizing a structured survey questionnaire in the form of a checklist as the primary data collection instrument. The findings indicate that respondents strongly agreed with the assessment of traffic enforcers' performance in Barangay 171, Caloocan City, particularly to vehicle volume, training, logistical support, and overall management. The results highlight the potential for traffic enforcers, with the support of barangay officials, to be further empowered in understanding and implementing effective traffic control measures. Strengthening this collaboration may lead to enhanced traffic management strategies and a noticeable reduction in traffic congestion in the area. Traffic enforcement officers play a vital role in maintaining road safety and regulating the smooth flow of traffic. Their responsibilities include ensuring that all road users adhere to traffic laws and ordinances. In the performance of their duties, they are authorized to apprehend violators and issue traffic citations to motorists who fail to comply. By effectively managing traffic movement and enforcing road regulations, traffic enforcers contribute significantly to reducing congestion and preventing accidents.

Keywords: traffic enforcement officers, traffic management, road safety, traffic flow, law enforcement, traffic violations, motorist compliance, traffic regulations, barangay 171, traffic control, public safety, traffic congestion, traffic citation, community

**ASSESSMENT ON THE IMPLEMENTATION OF CALOOCAN CITY ORDINANCE
NO. 0643 SERIES OF 2016 ALSO KNOWN AS VIDEOKE REGULATION
ORDINANCE OF CALOOCAN CITY AT BARANGAY 167**

Julius Michael Dollete, Jerome Belarmino, Gerome Duna,
Gene Dave Gajudo, Mark Lowie Talvo, Dr. Myrna Cuntapay

Abstract

Videoke regulation plays a significant role in promoting peace and order, particularly in densely populated urban communities. In Barangay 167, Caloocan City, the excessive and unregulated use of videoke systems has emerged as a pressing concern, affecting the quality of life and well-being of residents. Prolonged videoke sessions often result in noise disturbances that disrupt rest, daily routines, and social harmony, potentially leading to stress, strained neighbor relations, and reduced productivity. In response to these issues, the local government enacted Ordinance No. 0643, Series of 2016, aimed at regulating videoke use and mitigating its negative impact on residential areas. This study aims to assess the implementation and effectiveness of this ordinance, also known as the Videoke Regulation, within Barangay 167, Caloocan City. This study utilized a quantitative research design to evaluate the effectiveness of Ordinance No. 0643, Series of 2016, also known as the Videoke Regulation Ordinance, in Barangay 167, Caloocan City. It aimed to assess community awareness, compliance levels, and the influence of demographic factors on the ordinance's implementation. A total of 50 respondents participated in the study, consisting of 20 enforcement personnel (from the Philippine National Police and barangay officials) and 30 residents. To ensure fairness and reduce sampling bias, the researchers employed simple random sampling using a master list of households as the sampling frame. This approach allowed for an accurate and representative understanding of the community's perceptions regarding the ordinance's impact on local peace and order. This study employs a quantitative research design to evaluate the effectiveness of Ordinance No. 0643, Series of 2016, also known as the Videoke Regulation Ordinance, in Barangay 167, Caloocan City. It specifically examines the levels of community awareness, compliance, and the influence of demographic factors on the implementation of the ordinance. A total of 50 respondents participated in the study, including 20 enforcers (comprising barangay officials and members of the Philippine National Police) and 30 residents. To ensure an unbiased and representative sample, the study utilized simple random sampling, drawing from a master list of households. This method enabled the collection of reliable data that reflects the community's perceptions and experiences regarding the ordinance's impact on peace and order. To improve the effectiveness of the Videoke Regulation Ordinance, it is recommended that targeted awareness campaigns be launched to educate residents on the ordinance's objectives, benefits, and importance in maintaining community peace and order. Facilitating community dialogues can help address resistance, promote open communication, and build public support. Local government units should ensure consistent and fair enforcement by addressing logistical and resource-related challenges, including the allocation of adequate funding for monitoring and enforcement efforts. Moreover, barangay officials are encouraged to strengthen community engagement through regular consultations, public meetings, and localized campaigns to foster cooperation and voluntary compliance. Future studies should consider examining cultural attitudes toward videoke use, identifying effective compliance strategies, and evaluating the impact of enforcement on public perception and acceptance, particularly in densely populated residential areas.

Keywords: videoke regulation, noise control, ordinance no. 0643, community awareness, policy enforcement, barangay 167, caloocan city, public compliance, local governance, residential disturbance, cultural perception, urban community, peace and order, law implementation

**ASSESSMENT ON THE PHILIPPINE NATIONAL POLICE INTERVENTION PROGRAM
FOR PERSONS DEPRIVED OF LIBERTY IN SELECTED POLICE STATIONS IN
QUEZON CITY POLICE DISTRICT**

Kian Shane Dasmariñas, Philip Querubin, John Ariestotel Bungay,
Anton John Gerobin, Jimboy Cepriano, Jinky Anacta

Abstract

This study sought to assess the intervention programs implemented by the Philippine National Police (PNP) for Persons Deprived of Liberty (PDL) in selected police stations under the Quezon City Police District. The results aim to inform police personnel, local government units, and other key stakeholders in formulating more effective, evidence-based strategies that enhance rehabilitation efforts and support the successful reintegration of PDL into society as productive and law-abiding citizens. This study adopted a descriptive research design to evaluate the intervention programs of the Philippine National Police (PNP) for Persons Deprived of Liberty (PDL) in Police Stations 4 and 5 of the Quezon City Police District. The respondents consisted of 30 PDL currently in custody and 20 police personnel involved in program implementation, totaling 50 participants. The majority of respondents were Persons Deprived of Liberty (PDL), primarily male, single, aged 26–33 and 34–41 years old, and college graduates. They strongly agreed on the effectiveness of the Philippine National Police's intervention programs in Values Formation (mean = 3.34) and Moral and Spiritual Development (mean = 3.432). They also agreed on the effectiveness of Skills and Livelihood Training (mean = 3.212) and Psychological Support (mean = 3.248). The most significant challenge identified was the lack of sufficient funding, with the primary recommendation being the allocation of increased budgetary support to improve and sustain these rehabilitation programs. The Philippine National Police (PNP) is encouraged to strengthen collaboration with government agencies and civil society organizations through the establishment of a multi-agency task force dedicated to supporting intervention programs for Persons Deprived of Liberty (PDL). PDL should be actively engaged in various rehabilitation activities, including skills development, educational programs, spiritual counseling, and psychological support services. The Local Government Units (LGUs) and relevant stakeholders should spearhead community awareness initiatives aimed at reducing the stigma and discrimination often faced by former PDL. Simultaneously, community members should promote a culture of acceptance by supporting the goals of intervention programs and advocating for second chances for reintegrating individuals. Criminology students are encouraged to conduct case studies that delve into the lived experiences of PDL, offering deeper insights into the social and psychological factors affecting their rehabilitation. Researchers should contribute to the design of robust monitoring and evaluation frameworks to assess the efficiency, impact, and sustainability of the PNP's intervention efforts. Finally, this study may serve as a useful reference and foundational framework for future researchers pursuing further investigations on the development and improvement of intervention programs for PDL.

Keywords: philippine national police (pnp), persons deprived of liberty (pdl), intervention programs, rehabilitation, reintegration, skills training, psychological support, community awareness, multi-agency collaboration, criminology case studies, monitoring a

**AWARENESS ON SPECIFIC PROVISIONS OF R.A 9262 (ANTI-VIOLENCE
AGAINST WOMEN AND THEIR CHILDREN ACT OF 2004) AMONG
MEN IN BARANGAY 176-A, NORTH CALOOCAN**

John Kyle Castroverde, Jeremy Babagay, Reynald Lerit, John Paulo Merez,
Gabriel Gene Suaiso, Denise Anne G. Osorio

Abstract

This study investigates the awareness of men in Barangay 176-A, North Caloocan, concerning the specific provisions of Republic Act 9262, commonly known as the Anti-Violence Against Women and Their Children Act of 2004. Given that the law's effectiveness is contingent upon public understanding especially among men, who are frequently identified as primary offenders, this research applies the Salutogenic Environmental Health Model to systematically identify gaps in knowledge. Additionally, it examines the influence of social and educational determinants on men's awareness levels. The findings aim to inform evidence-based interventions that promote safer, more informed communities and enhance the law's impact in mitigating gender-based violence. This study employed a descriptive quantitative approach, surveying 50 male residents of Barangay 176-A through purposive sampling techniques. A validated questionnaire was utilized to measure participants' awareness of Republic Act 9262, focusing on its scope and limitations, prohibited actions, and corresponding penalties. Ethical approval was obtained before conducting the study, and informed consent was secured from all respondents. The collected data were analyzed using statistical methods, including frequency counts, percentages, and weighted mean calculations. The research maintained strict confidentiality and impartiality throughout, allowing for an accurate assessment of community awareness and the underlying factors affecting it. The findings reveal that respondents exhibited strong awareness of the penalties and prohibited acts stipulated in Republic Act 9262 yet demonstrated only moderate comprehension of the law's full scope. Contributing factors to these awareness gaps include limited availability of educational resources and prevailing low literacy rates. Among the recommended interventions, the training of school counselors to assist students and families in understanding the law garnered the highest consensus. Additional suggestions emphasized the importance of implementing school-based awareness programs and leveraging social media campaigns. These insights highlight critical deficiencies in community knowledge and provide a strategic framework for targeted and effective awareness initiatives. This study underscores that while male residents exhibit a general awareness of the penalties and prohibited acts outlined in Republic Act 9262, substantial gaps remain regarding their comprehensive understanding of the law's full scope and its societal significance. Persistent cultural norms limited legal literacy, and the absence of systematic educational programs continue to impede effective dissemination and internalization of the law's provisions. The respondents' robust support for school-based interventions highlights the critical role of educational institutions in fostering awareness and shaping attitudes. Anchored in the Salutogenic Model, the study calls for holistic, community-driven approaches that not only enhance legal knowledge but also cultivate responsible and proactive behavior among men, thereby contributing to the prevention of gender-based violence.

Keywords: republic act 9262, anti-violence against women and their children act, male awareness, gender-based violence, legal literacy, cultural norms, educational interventions, salutogenic model, community awareness, school-based programs, social behavior, n

**BARANGAY INTERVENTION PROGRAM IN REDUCING CHILDREN IN CONFLICT
WITH THE LAW AT BARANGAY BIGNAY VALENZUELA CITY.**

Alsimal Lakim, Jaymar Manalansan, Harvey Del Rosario,
Darrel Lapitan, Jethro Pilapil, Jinky Anacta

Abstract

The increasing incidence of children in conflict with the law remains a pressing concern with profound social and individual repercussions. This study investigates the effectiveness of Barangay intervention programs in mitigating juvenile delinquency by focusing on preventive and rehabilitative strategies rather than punitive measures. Key components of these programs include educational support, recreational activities, and mentorship initiatives. Utilizing a descriptive research design and convenience sampling, data were collected from a sample comprising ten police officers, ten barangay officials, and thirty residents of Barangay Bignay, Valenzuela City. This section presents the research methodology applied in the study, detailing the research design, target respondents, sampling methods, data collection instruments, questionnaire development and validation, procedures for administering and retrieving questionnaires, and techniques for statistical data analysis. The study employed a descriptive quantitative research design, which involves systematic gathering and examination of numerical data to characterize a particular population or phenomenon. This approach facilitates the identification and analysis of problems by testing hypotheses through measurable variables, utilizing statistical tools to interpret the results. The results are systematically presented following the sequence of research questions outlined in Chapter 3, incorporating both tabular data and detailed textual analysis to enhance the interpretation of the findings. The overall weighted mean for problem-solving policing was 3.60, indicating a strong agreement among respondents. Similarly, community engagement scored a weighted mean of 3.49, and proactive policing received 3.46, both reflecting strong agreements as well. A critical challenge identified in the implementation of the Barangay intervention program for reducing children in conflict with the law (CICL) is the insufficiency of current policies to adequately address prevalent mental health and substance abuse issues among delinquent youth factors that significantly contribute to criminal behavior. A comprehensive analysis of case studies and interviews with program coordinators and participants, this study emphasizes the essential role of community engagement in addressing juvenile delinquency. The findings reveal that community-based intervention programs serve as a promising framework for crime prevention by fostering adolescents' holistic well-being, facilitating their successful reintegration into society, and ultimately contributing to the reduction of youth crime rates.

Keywords: juvenile delinquency, community-based intervention, crime prevention, adolescent well-being, social reintegration, youth crime reduction, program evaluation, community engagement, rehabilitation programs, juvenile justice

**BARANGAY JUSTICE SYSTEM IN BARANGAY SAN BARTOLOME
NOVALICHES QUEZON CITY**

Ann Adato, Ann Adato, Nicole Belano, Darielica La Rosa,
Justine Rose Plazo, Lorie Sumali, Denise Anne Osorio

Abstract

The Barangay Justice System, locally referred to as the “Katarungan Pambarangay,” serves as a community-based alternative dispute resolution mechanism in the Philippines. Administered by the Barangay, the smallest administrative unit in the country, it is headed by the Barangay Captain, the highest elected official and executive authority at the barangay level. Established to reduce the burden on the formal court system, this localized justice system functions primarily as a mandatory mediation process, facilitating the amicable resolution of disputes within the community and promoting social harmony before matters escalate to formal litigation. The researchers employed quantitative research methods to systematically collect data regarding the current state of the Barangay Justice System in Barangay San Bartolome. Structured surveys and questionnaires were administered to capture respondents’ evaluations and perceptions of the system’s effectiveness. Furthermore, a comprehensive review of relevant literature was conducted to supplement and contextualize the empirical findings. The results underscore the critical need for the development and implementation of comprehensive policies and capacity-building programs to strengthen the competence of barangay staff in effectively administering the Barangay Justice System in Barangay San Bartolome, Novaliches, Quezon City. The respondents’ overall evaluation of the Barangay Justice System in Barangay San Bartolome demonstrates a highly favorable perception of the mediation process, with a weighted mean of 3.76, indicating strong approval. The conciliation process similarly received a positive assessment, with a weighted mean of 3.73, suggesting that respondents view conciliation as an effective means of restoring harmonious relationships in community conflicts. Furthermore, the arbitration process scored a weighted mean of 3.60, reflecting that respondents believe the barangay provides sufficient information regarding arbitration and that the process aligns with their personal values and beliefs.

Keywords: barangay justice system, katarungan pambarangay, mediation, conciliation, arbitration, alternative dispute resolution, community conflict resolution, local governance, barangay san bartolome, novaliches, capacity building, public perception

**BARRIERS IN REPORTING VIOLENCE AGAINST WOMEN AND THEIR
CHILDREN IN BARANGAY BAESA, QUEZON CITY**

Chloegen Palima, Aizel Bernadas, Ara Joy Naz, Elvie Bajador,
Angelica Argomido, Irene Gaviola

Abstract

This study explored the underlying barriers to reporting incidents of Violence Against Women and Children (VAWC) in Barangay Baesa, Quezon City. Despite the presence of legal frameworks designed to protect victims, the persistent issue of underreporting remains a significant concern. Findings suggest that structural, social, and informational barriers play a critical role in discouraging victims from seeking help. Key deterrents include fear of retaliation from perpetrators, societal stigma associated with reporting, and limited awareness of legal rights and available support services. The primary objective of the study was to identify and analyze the most significant obstacles preventing the reporting of VAWC cases. It also considered the demographic profiles of respondents and their perceptions regarding these barriers. The study engaged key informants, including women survivors of violence, VAWC desk officers, and personnel from the Women and Children Protection Desk (WCPD), to gather comprehensive insights into the challenges faced in addressing and reporting VAWC cases. To ensure the relevance and reliability of the data, the study employed both purposive and random sampling techniques in selecting respondents. A mixed-methods research design was utilized, integrating both qualitative and quantitative approaches to obtain a holistic understanding of the barriers to reporting Violence Against Women and Children (VAWC). Prior to the administration of research instruments, formal approval was secured from the Dean's Office of Bestlink College of the Philippines. A preliminary consultation was also conducted with the Barangay Council for the Protection of Children to identify recurring challenges and contextual factors that hinder the reporting of VAWC cases. Furthermore, official request letters were submitted to the Barangay Chairwoman and the Chief of Police of Station 3 to obtain the necessary permissions and institutional support for conducting the study within their respective jurisdictions. Data analysis revealed that limited awareness emerged as the most significant deterrent to reporting cases of Violence Against Women and Children (VAWC), followed closely by fear of retaliation and the pervasive influence of social stigma. These findings emphasize the critical need for proactive interventions that foster public awareness and build confidence in the reporting process. Empowering women in Barangay Baesa through comprehensive education on their legal rights and accessible support mechanisms is essential. Moreover, enhancing the responsiveness and sensitivity of frontline service providers, particularly law enforcement officers and social workers, through intensive gender-responsive training is vital. Such measures would not only improve the handling of VAWC cases but also contribute to a safer, more supportive environment for victims seeking justice and protection. Strengthening community-based initiatives can play a pivotal role in cultivating a culture of vigilance and collective accountability in addressing and reporting Violence Against Women and Children (VAWC). Local government units and policymakers must prioritize the enhancement of monitoring systems, ensure adequate funding for victim support services, and design more accessible and inclusive reporting mechanisms. Incorporating gender-based violence education into school curricula can raise awareness from an early age and foster long-term cultural change. Furthermore, future research should examine additional factors that contribute to the underreporting of VAWC cases and evaluate the impact of current intervention programs. These efforts are essential to advancing a more responsive, effective, and victim-centered approach to combating gender-based violence.

Keywords: vawc, underreporting, community programs, victim support, gender-based violence, monitoring systems, policy intervention, awareness education, reporting mechanisms, local government, curriculum integration, intervention evaluation

**BASIC ROLE OF SANGGUNIAN KABATAAN IN
DISASTER PREPAREDNESS: AN ASSESSMENT**

JM Jasper Tuy, Nelwin Carias, Michael Dagta, Jaycee Lastrilla, Vhins Speed Pradia, Dr. Myrna Cuntapay

Abstract

The Sangguniang Kabataan (SK) plays a crucial role in the Philippine local government system by empowering the youth and fostering their active participation in community development initiatives. As the official representative body of the youth at the barangay level, the SK is tasked with promoting youth welfare and developing their leadership potential. This study explores the role of the SK in the area of disaster preparedness, a critical component in building safe and resilient communities. Barangay Novaliches Proper, like many densely populated urban areas, is highly susceptible to natural hazards such as typhoons, earthquakes, and flooding. The research aims to assess how the SK contributes to disaster risk reduction efforts and enhances community readiness in the face of such emergencies. The research engaged a total of 40 respondents, consisting of 20 residents, 15 Sangguniang Kabataan (SK) officials, and 5 barangay officials, all selected through purposive sampling to ensure the inclusion of individuals with relevant knowledge and experience. A descriptive research design was adopted, employing a structured questionnaire as the primary data-gathering instrument. The questionnaire was carefully constructed to align with the study's objectives and to elicit accurate, relevant, and insightful responses. The formulation of clear, targeted survey questions was essential in capturing meaningful data that would contribute to a comprehensive analysis of the SK's role in disaster preparedness within Barangay Novaliches Proper. The findings reveal that respondents strongly agreed with the essential role of the Sangguniang Kabataan (SK) in advancing disaster preparedness within the community. This is reflected in the weighted mean scores: 3.68 for ensuring the active participation of a broad spectrum of youth in disaster preparedness training and workshops; 3.58 for promoting disaster awareness among the youth; and 3.54 for both conducting regular disaster-related training sessions and ensuring that the content is relevant and beneficial to the youth and the wider community. Additionally, the SK's proactive involvement in youth-led disaster initiatives received a rating of 3.52. Despite these positive perceptions, respondents identified key challenges, most notably, the difficulty in ensuring widespread youth participation in preparedness activities. This underscores a critical gap that must be addressed to strengthen community resilience and the overall effectiveness of disaster risk reduction efforts led by the SK. The demographic profile of the 40 respondents in this study is classified into three main categories: 20 respondents (50%) were community residents, 15 (37.5%) were Sangguniang Kabataan (SK) officials, and 5 (12.5%) were barangay officials. In terms of age, the majority of participants, 17 respondents (42.5%), were between 18 and 25 years old, followed by 12 respondents (30%) aged 26 to 33 years old. Additionally, 4 respondents (10%) were between 34 and 41 years old, while 5 respondents (12.5%) were aged 51 and above. With regard to sex, 23 respondents (57.5%) identified as male, while 17 (42.5%) identified as female. For civil status, most respondents were single, accounting for 29 individuals (72.5%). Ten respondents (25%) were married, and one respondent (2.5%) was widowed. In terms of educational attainment, 15 respondents (37.5%) were currently enrolled at the college level, 13 (32.5%) were college graduates, 7 (17.5%) were high school graduates, 3 (7.5%) had completed vocational training, and 2 (5%) had reached the high school level.

Keywords: demographic profile, respondents, age distribution, sex, civil status, educational attainment, sangguniang kabataan, residents, barangay officials, purposive sampling

**BENEFITS OF SOCIAL MEDIA IN REPORTING CRIME IN
BATASAN POLICE STATION QUEZON CITY**

Arabella Campos, Jessica Castilla, Angelica Concepcion,
Rodelyn Cuenca, Carren De Paz

Abstract

The purpose of this research is to understand how social media affects the way people report crimes at Batasan Police Station, Quezon City. This study focuses on the opinions of both residents and police officers about using social media to share crime information within their community. It aims to determine whether social media makes it easier or harder to report crimes and what can be done to improve collaboration between citizens and the police through this technology. The research seeks to provide helpful insights and ideas to enhance crime reporting and build stronger trust and safety in the community. In the digital age, social media platforms such as Facebook have become vital tools for communication, allowing individuals to share information quickly and efficiently. Crime reporting has also evolved as more people turn to social media to report incidents, spread awareness, and seek assistance from law enforcement. However, while social media offers convenience and accessibility, it also raises concerns about misinformation, false reports, and privacy issues. This study examines both the positive and negative impacts of using social media in crime reporting. A key aspect of this research is understanding how law enforcement responds to crime reports made through social media. It explores whether police officers actively monitor online reports, how they verify the authenticity of information, and how their responses to digital crime reports compare to traditional reporting methods. The study also assesses whether social media encourages more people to report crimes or causes hesitation due to fears of privacy breaches or potential backlash from the community. The findings provide insights that could help improve the use of social media in crime reporting. By identifying best practices and potential challenges, the research contributes to policy recommendations aimed at enhancing collaboration between the police and the public. These recommendations include digital awareness campaigns, improved verification processes for crime reports, and stronger online engagement strategies for law enforcement agencies. Ultimately, this research promotes a safer and more informed community by utilizing social media as an effective tool for crime reporting. By fostering better communication and trust between residents and the police, the study seeks to contribute to a more efficient and responsive crime-reporting system in Batasan, Quezon City.

Keywords: social media, crime reporting, police, community, quezon city

**CHALLENGES ENCOUNTERED BY RESIDENTS OF BARANGAY 177 MALIGAYA
CALOOCAN CITY REGARDING SAFETY AND SECURITY**

Cindie Guting, Ma. Camila Espino, Jasmine Dela Rosa, Ma Lyn Segarra,
Tricia Mae Talisik, Denise Anne Osorio

Abstract

This study examines challenges related to safety and security encountered by residents of Barangay 177, Maligaya, Caloocan City. It investigates common community concerns, including unsafe streets, rough roads, and illegal activities, and evaluates how local organization and responsibility contribute to overall peace and order. This study highlights the roles of resident cooperation and local government policies in fostering a secure environment. This study employs a quantitative descriptive design with purposive sampling. Fifty participants were selected, comprising fifteen barangay personnel and thirty-five residents of Barangay 177, Maligaya. Data were gathered using a structured questionnaire that assessed perceptions of crime incidence, environmental hazards, and community preparedness. Responses were analyzed using frequency counts and percentage distributions. The majority of respondents were male and aged between 45 and 50 years. Two primary safety concerns emerged: regular incidents of theft and petty crime that disrupted community peace, and prevalent drug-related activities in certain areas that elevated security risks. These findings underscored the urgent need for interventions to address both property offenses and substance-related threats. The study demonstrated that enhancing community safety requires comprehensive and efficient security mechanisms tailored to local needs. Proposed measures included creating job opportunities and community programs to address root causes of crime and conducting awareness campaigns in schools and neighborhoods to educate residents on the dangers of drug use and trafficking. The strategic deployment of barangay security patrols in key areas, ongoing training of personnel, and improved communication systems were introduced to strengthen preparedness and ensure prompt, coordinated responses to emergencies.

Keywords: safety, security, barangay 177, petty crime, drug-related activities, community preparedness, local governance

**CHALLENGES ENCOUNTERED BY THE BARANGAY OFFICIALS IN
RESOLVING VIOLENCE AGAINST WOMEN AND CHILDREN AT
BARANGAY 176A BAGONG SILANG, CALOOCAN CITY**

Jay Baid, Joel Jr. Benemili, Ricardo Bernardez, Jester Cabutotan,
Aldrin Ortazon, Jinky Anacta

Abstract

Violence against women and children (VAWC) remains a pervasive issue in the Philippines, affecting communities at all levels. This study examines challenges encountered by barangay officials in resolving VAWC cases in Barangay 176A, Bagong Silang, Caloocan City. It explores how limited training, resource constraints, and low community awareness hinder effective intervention. This study highlights the need for focused training programs, increased resource allocation, and strengthened community engagement to support victims and enhance local response capabilities. This study employs a quantitative descriptive design using a structured survey questionnaire administered to 60 participants residing in Barangay 176A, Bagong Silang, Caloocan City. The sample comprises 30 barangay officials and 30 residents selected through purposive sampling. Data collection focused on demographic characteristics, perceptions of factors affecting VAWC resolution, and recommendations for improving local interventions. Responses were analyzed using frequency distributions and percentage calculations. Most respondents were female (88.3%), and over half were aged 41 and above (53.3%). Half of the participants were married, and 26.7% held college degrees. Respondents agreed that social norms, institutional limitations, and economic pressures influenced efforts to address VAWC. The primary challenge identified was a lack of awareness about laws protecting women and children from violence. The top recommendation was for the barangay to establish regular monitoring and evaluation mechanisms to assess the effectiveness of VAWC interventions and to ensure continuous improvement. The findings underscored significant obstacles faced by barangay officials in addressing VAWC, notably insufficient legal awareness among residents and limited institutional support. Most officials and community members lacked knowledge of protective legislation, which impeded timely reporting and intervention. Proposed measures included implementing a comprehensive multi-sectoral strategy that integrates legal education, community outreach, and interagency collaboration. These approaches were expected to strengthen local capacity, improve victim support, and enhance overall effectiveness in resolving VAWC cases.

Keywords: violence against women and children, barangay officials, community engagement, resource allocation, legal awareness, multi-sectoral strategy, criminology

**CHALLENGES ENCOUNTERED BY THE BARANGAY TANODS IN CONDUCTING
PATROL TO PREVENT CRIME IN BARANGAY 177 CALOOCAN CITY**

Mark Ian Mengala, Mark Joshua Baldres, Joshua Elano,
John Kervy Llamas, Manuel Jose Vargas, Irene Gaviola

Abstract

Barangay tanods serve as civilian volunteers appointed by the Punong Barangay upon recommendation of the Barangay Peace and Order Council. They assist in enforcing laws, ordinances, and regulations within their communities by conducting regular patrols, responding to emergencies, and acting as a deterrent to criminal activity. This study examines challenges encountered by barangay tanods in Barangay 177, Caloocan City, that impede their effectiveness in maintaining peace and order. This study employs a descriptive research design with purposive sampling to select ten barangay tanods and forty residents of Barangay 177, Caloocan City. Permission was obtained from local authorities, including Barangay 177 officials and Sub-Station 10. Data was collected through a comprehensive survey administered in person to both tanods and residents, focusing on demographic profiles, operational challenges, and resource needs. Analysis of respondent demographics revealed that 34 percent of barangay tanods were aged 18 to 25 years, indicating a predominantly young volunteer force. Respondents reported several operational challenges, including limited access to safety equipment, inadequate skills training, insufficient manpower, and underdeveloped communication systems. Resource constraints were cited as a primary factor hindering patrol effectiveness and timely response to incidents. The findings highlighted significant barriers to the performance of barangay tanods in Barangay 177. Limited logistical support reduced patrol coverage, while gaps in training undermined confidence and competence in handling security situations. Inadequate community engagement and unclear operational policies further weakened the tanods' capacity to deter crime. The study recommends enhanced provision of safety gear, comprehensive skills development programs, improved communication infrastructure, and dedicated resource allocation to strengthen barangay tanod operations and community safety.

Keywords: barangay tanods, crime prevention, community patrol, resource allocation, skills training, communication systems, criminology

**CHALLENGES ENCOUNTERED BY THE PHILIPPINE NATIONAL POLICE
CYBER CRIME GROUP AT CAMP KARINGAL, QUEZON CITY**

Gwen Uy, May Macanas, Criselle Madlaing, Journalyn Sicbawat,
Edwin Ramirez, Eduardo Villaruel

Abstract

This study examines challenges encountered by the Philippine National Police Cybercrime Group at Camp Karingal, Quezon City, with the aim of identifying obstacles that affect operational effectiveness. It focuses on key dimensions such as training competency, logistical support, and availability of investigative facilities, and highlights the importance of addressing these issues to enhance cybercrime response capabilities. This study employs a descriptive research design using a convenience sampling approach. A total of 100 participants: 50 PNP Cybercrime Group officers and 50 community residents of Camp Karingal, completed a structured survey questionnaire. The instrument was reviewed by the research adviser for clarity and approved by the station commander and Punong Barangay before distribution. Questionnaires were personally delivered to participants, who were given time to respond before forms were collected. Data analysis included the computation of weighted means and rankings to determine the most significant challenges. Findings showed that 35 percent of respondents were aged 26 to 33 years, while 5 percent were aged 51 years and above. The average weighted mean for training competency was 3.05 (interpreted as strongly agree), for logistics was 2.60 (agree), and for innovative facilities was 3.10 (strongly agree). The most significant challenge identified was limited digital forensics capability, which hindered effective investigation and analysis. To address this issue, respondents proposed the provision of regular training and capacity-building programs on cybercrime investigation and digital forensics. The study highlighted critical gaps in digital forensics capability and resource support that impeded the effectiveness of the PNP Cybercrime Group at Camp Karingal. It underscored the need for enhanced training initiatives, improved logistical arrangements, and upgraded investigative facilities. Implementation of regular capacity-building programs and targeted infrastructure enhancements was expected to strengthen cybercrime response and sustain operational readiness. These recommendations provide a strategic framework for improving investigative outcomes and combating cybercrime more effectively.

Keywords: digital forensics, training competency, logistical support, innovative facilities, cybercrime investigation, operational effectiveness, philippine national police, camp karingal

**CHALLENGES ENCOUNTERED BY THE PUBLIC SAFETY MANAGEMENT
DEPARTMENT IN ENFORCING THE TRAFFIC LAWS RULES AND
REGULATION IN CAMARIN, CALOOCAN CITY**

Emmanuel Cerezo, Ian-joy Cariliman, Aljem Cruz, Jonathan Ilagan, Rustom Sagun

Abstract

This study examines challenges encountered by the Public Safety Management Department in enforcing traffic laws, rules, and regulations in Camarin, Caloocan City. It focuses on factors that affect enforcement effectiveness, including enforcer behavior, stress tolerance, and communication skills. By identifying these obstacles, this study seeks to inform targeted interventions that will enhance compliance, improve road safety, and strengthen departmental performance. This study entails research design, respondents of the study, sampling technique, instrument used, questionnaire, validation of the instrument, administration and retrieval of the instrument, and statistical treatment of data. Descriptive research is a methodological approach that seeks to depict the characteristics of a phenomenon or subject under investigation. Purposive sampling refers to a group of non-probability sampling techniques in which units are selected because they have characteristics that you need in your sample. To effectively conclude this study, the data obtained were analyzed to answer the research questions. Among the 50 respondents, 1 (2%) was aged 20–25, 9 (18%) were aged 26–35, 19 (38%) were aged 36–45, and 21 (42%) were aged 46 and above; 40 respondents (80%) were male and 10 (20%) were female. In terms of educational attainment, 31 (62%) were at the college level, 18 (36%) at the high school level, and 1 (2%) at the elementary level, indicating that most respondents had reached college. The respondents strongly agreed on the behavior of traffic enforcers, with a composite mean of 3.35 and the highest weighted mean of 3.70 for the statement that “traffic enforcers’ maximum tolerance or stress level can influence how they enforce traffic rules,” which ranked first. The results also revealed that the top strategy to improve traffic law implementation and enforcement in Camarin, Caloocan City was enhancing communication skills, which garnered 96% agreement. The findings highlighted that demographic factors such as age and education shaped enforcers’ perceptions of their roles, while high stress levels significantly hindered consistent rule application. Limited stress-management capacity and communication barriers emerged as key obstacles to effective enforcement. Addressing these issues through targeted stress-management training, communication workshops, and ongoing performance evaluations was expected to bolster enforcement consistency and improve overall traffic law compliance in Camarin.

Keywords: traffic law enforcement, public safety management, stress tolerance, enforcer behavior, communication skills, camarin caloocan city, descriptive research, criminology

**CHALLENGES FACED BY THE RESCUERS WHILE CONDUCTING RESCUE
OPERATION DURING CALAMITIES AT CANUMAY WEST, VALENZUELA CITY**

Karl Christian Rama, Vincent Cabacang, Michael Nebre, Jan Antony Salazar,
Lawrence Salazar, Jinky Anacta

Abstract

This study examines challenges faced by rescuers during emergency operations in Barangay Canumay West, Valenzuela City. It focuses on how limited equipment and transport resources hinder timely responses, how inconsistent compliance with safety protocols by affected residents increases operational risk, and how exposure to hazardous conditions, such as building collapse and floodwaters, complicates rescue efforts. The objective is to identify critical obstacles and inform strategies that enhance the effectiveness and safety of future calamity responses. This study employs a descriptive survey design involving 20 rescuers from the Barangay Disaster Risk Reduction and Management Council and the Bureau of Fire Protection, as well as 30 community members of Canumay West. Participants completed a structured, close-ended questionnaire that assessed perceptions of preparedness, coordination, resource availability, and recovery procedures. Surveys were distributed with an accompanying information letter and standardized response instructions to ensure clarity and consistency. Respondents strongly agreed that existing measures for preparedness, mitigation, response, and recovery were effective across the cited variables. The most significant operational challenge identified was coordination issues among response teams, which 92 percent of respondents reported as a cause of delayed interventions. The top recommended action was conducting regular resource assessments and gap analyses to improve response effectiveness, supported by 88 percent of participants. The findings highlighted the need for well-stocked emergency supply centers equipped with food, water, medical supplies, and rescue gear to enable rapid deployment during calamities. Establishing a unified command center was recommended to enhance real-time information sharing and organize rescue efforts across agencies. Gathering real-time data from disaster-affected areas was proposed to pinpoint operational challenges and guide improvements. Future research collaborations with government agencies, non-governmental organizations, and disaster response entities were suggested to develop interdisciplinary solutions that address the complex demands of rescue operations during emergencies.

Keywords: rescue operations, calamity response, coordination issues, resource assessment, disaster preparedness, unified command, canumay west, valenzuela city.

**CHALLENGES ON THE IMPLEMENTATION OF PREVENTIVE STRATEGIES ON
CRIME PREVENTION IN BARANGAY MINUYAN PROPER**

Webin Abellano, Kennedy Doble, Jermaine Jurell Martin, Silver Niegas,
Jopet Ramos, Christian Tauro, Dr. Antonio Dawagan Sr.

Abstract

This study examines challenges in implementing crime prevention strategies in Barangay Minuyan Proper. It focuses on identifying obstacles related to resource allocation, community engagement, and coordination with local law enforcement. Prior research has indicated that poor funding leads to inadequate training and equipment for barangay peace and order officers, which undermines operational efficiency (Moore and Braga 2004). This study uses a quantitative correlational design to assess relationships among identified variables without manipulation. A structured survey questionnaire was administered to 50 respondents: 10 barangay officials, 10 barangay police officers, and 30 community members, in Barangay Minuyan Proper. Permission letters were obtained from local authorities prior to data collection, and respondents provided informed consent. Completed questionnaires were collected and analyzed using descriptive statistics to determine the prevalence of implementation challenges. The sample comprised 60 percent male respondents, and 46 percent had attained a high school education. Respondents agreed that current crime prevention strategies suffered from inadequate equipment and limited resources. In the area of human rights compliance, respondents strongly agreed that violations occurred, and they agreed that discrimination, officer safety concerns, and insufficient information hindered effective crime prevention efforts. The study highlighted significant barriers to effective crime prevention, including resource shortages, gaps in community-law enforcement collaboration, and procedural inconsistencies. It recommended enhancing police visibility in high-risk areas, developing a comprehensive communication plan, and strengthening partnerships among local officials, law enforcement agencies, and residents. These measures were expected to improve implementation efficacy and reduce crime in Barangay Minuyan Proper.

Keywords: crime prevention, implementation challenges, resource allocation, community engagement, law enforcement coordination, barangay minuyan proper, criminology.

**COLLABORATIVE EFFORTS OF BARANGAY OFFICIALS AND PHILIPPINE
NATIONAL POLICE IN THE CONDUCT OF CRIME PREVENTION IN
BARANGAY NOVALICHES PROPER, QUEZON CITY**

Lorilee Saoceja, Regie Villasis, Jessie Reonico, Rodellyn Quiambao,
Gerlyn Villanueva, Nilmar Plata

Abstract

This study examines collaborative efforts between Barangay Novaliches Proper officials and the Philippine National Police in crime prevention within the community. It investigates the effectiveness of joint strategies, with a focus on communication channels, resource sharing, and community engagement. By analyzing qualitative and quantitative data, this study aims to identify factors that enhance or hinder successful collaboration in maintaining public safety. This study employs a descriptive quantitative design using purposive sampling to select 10 barangay officials, 10 police officers, and 20 residents of Barangay Novaliches Proper. A structured survey questionnaire was distributed to assess perceptions of collaboration in promoting awareness, enhancing public safety, and fostering community engagement. Collected data were analyzed using frequency distributions, percentages, mean scores, and overall weighted means to interpret respondents' views on the effectiveness of partnership activities. The results of this study indicate the collaborative efforts of Barangay officials and the Philippine National Police in implementing crime prevention measures in Barangay Novaliches Proper, Quezon City. Based on these findings, the researchers present the following recommendations. The study highlighted that structured awareness programs, regular evaluation of crime prevention initiatives, and proper resource allocation were key to sustaining effective collaboration. Respondents reported that establishing clear reporting channels and publicizing patrol schedules improved trust and responsiveness. Periodic assessments allowed for timely adjustments to strategies, while ensuring adequate tools and support empowered both police and barangay personnel. Regular community meetings were found to strengthen resident involvement and address local safety concerns, reinforcing the collaborative framework for crime prevention.

Keywords: collaborative efforts, crime prevention, barangay novaliches proper, philippine national police, community engagement, resource sharing, communication strategies

**COMMUNITY PERSPECTIVE ON THE RELATIONSHIP OF POLICE PERSONNEL
IN BARANGAY SANTA MONICA, QUEZON CITY**

Albert Abuan, Wilfred Amortizado, Gualberto Arandila,
Esplang Cuambot, Jihad Hadjiusman, Eduardo Villaruel

Abstract

This study examines community perspectives on the relationship between police personnel and residents in Barangay Santa Monica, Quezon City. It investigates levels of public trust, perceptions of police service, and the impact of awareness seminars on improving police–community relations. Given the barangay’s diverse socio-economic composition, understanding residents’ attitudes toward police presence is essential for fostering mutual respect and cooperation. This study employs a descriptive quantitative design with simple random sampling to select 25 community members and 25 police officers from Barangay Santa Monica. Participants completed a structured questionnaire measuring perceptions of public trust, service quality, and the effectiveness of awareness seminars. Data was analyzed using weighted means and percentage distributions to assess agreement levels and identify priority concerns. Analysis showed that public trust in police personnel received a weighted mean of 3.46, interpreted as strongly agree. Perceptions of public service scored 3.48, and the impact of awareness seminars also scored 3.48, both indicating strong agreement. The most prominent issue identified was youth exposure to negative social media portrayals of police, which ranked first among community concerns. The top recommendation for strengthening police–community ties was increased participation in community events, youth activities, and local projects. Additionally, respondents proposed analyzing viral social media posts to understand tone and bias and using social media proactively for positive engagement and public education. The findings highlighted significant challenges in bridging perceptions shaped by social media and everyday interactions. Strong support for community events and youth engagement suggested that direct, face-to-face initiatives were effective in building trust. The proposal to leverage social media for positive messaging underscored the need for strategic communication. Strengthening these collaborative efforts was expected to enhance mutual understanding and support, thereby improving police–community relations in Barangay Santa Monica.

Keywords: police–community relations, public trust, public service, awareness seminars, social media engagement, barangay santa monica, criminology.

**CONTRIBUTING FACTORS RELATIVE TO THEFT CASES COMMITTED
IN BARANGAY BAHAY TORO, QUEZON CITY**

Dan Dave Delos Reyes, Joseph Malaluan, Jessie Valderama Jr,
Arwin Pacheco, Arvin Brasola, Edgar Reyes

Abstract

Theft is not a minor crime. It might be easy to think that theft, especially from major corporations, is victimless. Despite the consequences, people still choose to steal for a variety of reasons. There are many different reasons a person might feel compelled to steal. Psychology Today explains how people may steal regardless of whether they can afford the product, whether they need the product, or whether they already own it. For some, stealing may be linked to a psychological disorder. It may serve as a coping mechanism or provide an adrenaline rush. Those who experience a thrill at each stage of the theft may eventually turn into repeat offenders. This chapter describes the methodology used in the study, including the research design, respondents, research instrument, data collection procedures, and statistical treatment of the data. The study involved 50 respondents divided into three groups: 10 Barangay Officials, 20 Peace Volunteers (Tanods and BPATs), and 20 Barangay Residents of Barangay Bahay Toro, Quezon City. The largest age group consisted of individuals aged 42–50, representing 32% (16 respondents), which placed them at the top of the ranking. The majority of respondents were male, comprising 39 individuals. Table 3 presented the civil status distribution of the respondents, showing that the majority (30) were married. The largest educational groups were high school graduates and college graduates, each comprising 23 individuals. Table 5 highlighted the contributing factors relative to theft cases committed in Barangay Bahay Toro, Quezon City, as assessed through situational mechanisms. The highest-ranking factor had a weighted mean of 3.65. The problems encountered in Barangay Bahay Toro, Quezon City, regarding factors relative to theft cases, showed that the highest frequency was “Economic hardships faced by some residents may drive individuals to commit theft as a means of survival or quick financial gain,” with a frequency of 30 (11.63%), ranked 1st. The solutions proposed to prevent theft in Barangay Bahay Toro, Quezon City, included the following indicators: “Increase the number of community patrols during high-risk hours,” “Implement motion-sensor lighting in strategic locations to deter criminal activity,” and “Provide regular training for barangay security officers on theft prevention techniques.”

Keywords: theft cases; prevention; barangay bahay toro, quezon city

**CONTRIBUTORY FACTOR IN STRICT IMPLEMENTATION OF THE PROHIBITION
OF CONTRABOND IN THE BUREAU OF JAIL MANAGEMENT AND
PENOLOGY, CALOOCAN CITY**

Frederick So, Heijean Aviles, Thrishia Mae Noces, Bernadette Pacay,
Vernadeth Seradoy, Jamaica Benavidez, Denise Anne Osorio

Abstract

This study examines the factors that contribute to the strict enforcement of contraband prohibition in the Bureau of Jail Management and Penology in Caloocan City. The BJMP is tasked with custody, supervision, and rehabilitation of offenders temporarily held in jails. In response to security risks and contraband smuggling, the agency has implemented enhanced inspection procedures for visitors. This research identifies key variables: staff vigilance, technological developments, facility infrastructure, and external collaborations that influence the effectiveness of these procedures. This study uses a descriptive-correlational design. Forty respondents were selected through purposive sampling, comprising jail officers, peace volunteers, and barangay residents. A structured questionnaire was developed, validated by experts, and pilot-tested. Data were collected via face-to-face administration of the instrument and retrieved for analysis. Frequency and percentage distributions described the demographic profile of respondents, while weighted mean analysis ranked the contributory factors. Respondents aged 26 to 33 constituted the largest age group at 27.5 percent, followed by those aged 42 to 50 at 25 percent. The 34 to 41 cohort represented 22.5 percent, while both the 18 to 25 and 51-and-above groups each comprised 12.5 percent of the sample. Staff vigilance recorded the highest weighted mean, indicating its primary role in effective contraband control. Technological developments were the next most influential factor. Facility infrastructure and external collaborations also contributed but to a lesser extent. Findings indicated that staff vigilance was the most critical factor in enforcing the prohibition of contraband, as attentive personnel deter potential breaches. Technological enhancements in inspection equipment and improvements to facility infrastructure further supported effective control measures. External collaborations with community stakeholders provided additional but more limited support. As a result, strengthening personnel training and investing in technology and infrastructure were recommended to enhance ongoing contraband prevention efforts.

Keywords: contributory factor, contraband prohibition, jail management, staff vigilance, technological developments, facility infrastructure, external collaboration

**CONTRIBUTORY FACTORS IN COMMITTING PETTY CRIMES IN BARANGAY
NOVALICHES PROPER, QUEZON CITY: AN ASSESSMENT**

Michelle Nangan, Stephanie Bustamante, Kleen Joy Ninada,
Reiner Curada, Erika Ronquillo, Dr. Myrna Cuntapay

Abstract

Petty crime refers to minor infractions such as shoplifting, pickpocketing, theft of unattended property, and salisi. Although often perceived as trivial, these offenses can profoundly affect victims and community well-being. This study analyzes the contributory factors that lead individuals to commit petty crimes in Barangay Novaliches Proper, Quezon City. It examines socioeconomic, psychological, environmental, and educational influences and proposes prevention strategies aligned with sustainable community development. This study uses descriptive survey design. Fifty respondents are purposively sampled: forty community residents and ten barangay officials (including the punong barangay, kagawad, and barangay tanod) of Barangay Novaliches Proper, Quezon City. A structured questionnaire is constructed based on a literature review and validated by subject-matter experts. The instrument is administered face-to-face and retrieved for analysis. Collected data are processed using frequency and percentage distributions and weighted mean analyses. Most respondents were male (54%, $n = 27$). Respondents aged 18 to 25 comprised 46% ($n = 23$). Single civil status accounted for 58% ($n = 29$). Long-term residents (over 14 years) comprised 56% ($n = 28$). Assessment of contributory factors indicated that socio-economic and psychological factors were interpreted as “Agree,” while environmental and educational factors were interpreted as “Strongly Agree.” The most frequently cited problem was lack of awareness or prevention programs. Installation of functional surveillance cameras (CCTV) was the most commonly proposed solution. Findings highlighted that lack of prevention programs significantly contributed to petty crime in Barangay Novaliches Proper. As a result, it was recommended that community stakeholders enhance educational and awareness campaigns, install CCTV surveillance in strategic locations, and foster collaboration among barangay officials, police officers, and parents. The study also underscored the need to address underlying issues such as poverty, unemployment, educational deficits, and social inequality to reduce opportunities for petty crime.

Keywords: petty crime, contributory factors, barangay novaliches proper, socioeconomic factors, psychological factors, environmental factors, educational factors, crime prevention

**CONTRIBUTORY FACTORS LEADING TO JUVENILE DELINQUENCY IN
BARANGAY MUZON SOUTH IN SAN JOSE DEL MONTE BULACAN**

Marco Ronquillo, Briggs Distor, Iverson Ebias, Charlie Rafael, John Jater Solomon, Edgar Reyes

Abstract

Juvenile delinquency in Barangay Muzon South, San Jose del Monte, Bulacan, has emerged as a serious and growing societal concern. The increasing involvement of youth in criminal activities has reached an alarming level, warranting expert examination of its causes and potential solutions. This study aims to identify the contributory factors leading to juvenile delinquency in Barangay Muzon South, San Jose del Monte, Bulacan. This study utilized a quantitative descriptive research design to determine the characteristics of the target population and the phenomenon under investigation. Purposive sampling was employed to collect data from 50 respondents, comprising 24 minors, 6 members of the Philippine National Police, 15 personnel from the City Social Welfare and Development (CSWD), and 5 barangay officials from Muzon South. Data was gathered through structured questionnaires to assess the level of contributory factors related to juvenile delinquency. The results indicated that the minors were predominantly female, with high school graduation as the most common educational attainment. Respondents collectively rated the contributory factors to juvenile delinquency in Barangay Muzon South as “Strongly Agree.” Across all respondent groups, social and environmental factors were identified as major contributors to juvenile delinquency. The findings highlight that social, environmental, family, and individual factors significantly influence juvenile delinquency in Barangay Muzon South. To address these issues, community-based programs focusing on socialization, recreation, and skill-building are recommended, alongside family therapy and trauma-informed care for at-risk youth. Identified challenges such as limited participation in prevention programs and cases of emotional or physical abandonment can be mitigated through youth mentorship initiatives, parent-child therapy, and accessible counseling services to strengthen family bonds. Furthermore, providing financial and emotional support to vulnerable families, promoting healthy lifestyles through sports and wellness activities, and encouraging active community involvement in youth development are essential strategies.

Keywords: juvenile delinquency, contributory factors, social environment, family influence, barangay muzon south

**CONTRIBUTORY FACTORS OF POVERTY TO CRIMINALITY AT BARANGAY
BAGONG SILANGAN QUEZON CITY**

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Vin Mar Virnas, Marphil Reotan, Denise Anne Osorio

Abstract

Crime is a complex social issue influenced by multiple factors, with poverty often identified as a significant contributor. In communities where economic hardship is prevalent, lack of basic resources, limited access to education, and scarce employment opportunities can drive individuals to engage in criminal behavior as a means of survival. Poverty refers to the absence of essential needs such as food, shelter, clean water, healthcare, and education. This study examines how poverty contributes to criminality in Barangay Bagong Silangan, Quezon City, by identifying key poverty-related factors and assessing their impact on community crime rates. This study uses descriptive quantitative design. Fifty residents of Barangay Bagong Silangan were selected through purposive sampling to ensure representation across age groups. A structured questionnaire was developed based on existing literature, validated by subject-matter experts, and pilot-tested. Data were collected via face-to-face administration and analyzed using frequency and percentage distributions for demographic profiling, as well as weighted mean analysis to rank poverty-related contributory factors. The largest age cohort was respondents aged 42 to 50 years at 26 percent, followed by those aged 51 years and above at 22 percent. Respondents aged 18 to 25 years comprised 20 percent, those aged 34 to 41 years comprised 18 percent, and those aged 26 to 33 years comprised 14 percent. Analysis of poverty-related factors revealed that unemployment was rated as the most significant contributor to criminality. Limited educational attainment and adverse environmental conditions were the next highest-ranked factors. Findings highlighted that unemployment was the primary poverty-related factor driving criminal behavior in Barangay Bagong Silangan. Limited access to education and poor environmental conditions were also found to significantly influence criminality. As a result, the study recommended implementing livelihood programs to reduce unemployment, expanding educational support initiatives, and improving environmental conditions through community projects. Collaboration among barangay officials, social welfare agencies, and local stakeholders was advised to sustain these interventions and enhance community safety.

Keywords: unemployment, education, environment, barangay bagong silangan, poverty, crime

**COPING MECHANISM OF PERSON DEPRIVED OF LIBERTY IN
NEW QUEZON CITY JAIL PAYATAS**

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J-Rica Taringting, Denise Ann Osorio.

Abstract

This study investigates the coping mechanisms employed by persons deprived of liberty (PDLs) in the male dormitory of New Quezon City Jail Payatas. It examines strategies used to manage stress, seek social support, and engage in purposeful activities within the correctional environment. The Bureau of Jail Management and Penology provides PDLs with mental health interventions, vocational training, livelihood skills development, and religious activities to promote well-being and rehabilitation. This research uses a quantitative descriptive design. A structured survey questionnaire measuring four coping domains: visitation, religious activities, skills training, and livelihood enhancements, was administered to PDLs housed in the male dormitory. Responses were analyzed using frequency distribution, percentage, and weighted mean statistics. Respondents rated all four coping domains as effective. Visitation arrangements received the highest mean score, followed by religious activities. Skills training and livelihood enhancements were also viewed positively but to a slightly lesser extent. Analysis highlighted a pronounced need for regular mental health assessments and improved communication protocols between BJMP personnel and PDLs. Findings demonstrated that structured visitation, religious engagement, and skills-based programs significantly supported PDLs' stress management and resilience. As a result, recommendations include assigning dedicated guidance counselors, developing comprehensive aftercare programs, strengthening security procedures for both PDLs and visitors, and offering recreational activities to support psychological health. Emphasis was placed on continuous mental health care, recognizing the inherent dignity and human needs of PDLs.

Keywords: coping mechanism, person deprived of liberty, new quezon city jail payatas, visitation, religious activities, skills training, livelihood enhancements

**CRIME PREVENTION STRATEGIES EMPLOYED BY QUEZON CITY
POLICE STATION 3 AT BARANGAY TALIPAPA**

Jade Selidio, Joshua Quinto, Jayson Quinto, Mark Bito,
Brechstone Escoton, Dr. Myrna Cuntapay

Abstract

This chapter entails the background of the study, related literature and studies, theoretical framework, conceptual framework, statement of the problem, assumptions, scope and delimitation, significance of the study, and definition of terms. Preventing crimes is the best way to decrease crime rates, as the saying goes, “Prevention is better than cure.” Quezon City Police Station 3 is eager to reduce crime rates in its vicinity. Rationalizing patrol plans is one of the measures they are implementing to prevent crimes. The station is located in an area where crimes are widespread, surrounded by different barangays where individuals with malicious intent can easily enter due to accessibility. Barangay Talipapa is not only a residential hub but also a center of economic activity, which naturally comes with its own set of challenges regarding crime and public safety. This study will mainly focus on how Quezon City Police Station 3 can prevent crimes at Barangay Talipapa. It will also focus on the steps taken by Barangay Talipapa in maintaining peace and order. With crime continuing to persist in the country, this study will help determine what methods are being used by police officials and barangay officials to control or suppress these crimes. In Barangay Talipapa, ordinances made by the Quezon City Government are being adopted. This research incorporates aspects such as the research design, respondents of the study, sampling technique, validation of instruments, instruments used, questionnaires, administration and retrieval of instruments, and statistical treatment of data. This study applied the descriptive research method. Table 1 shows that the majority of the fifty (50) respondents were aged 18–25 years old, representing fifteen (15) or thirty percent (30%). This was followed by respondents aged 26–33 years old, representing fourteen (14) or twenty-eight percent (28%). The next group was aged 42–50 years old, with nine (9) respondents, or eighteen percent (18%). Finally, respondents aged 34–41 years old numbered eight (8), equivalent to sixteen percent (16%). This chapter presents the summary and conclusion derived from the conduct of the study, which aimed to identify the problems encountered in the crime prevention strategies employed by Quezon City Police Station 3 at Barangay Talipapa.

Keywords: crime prevention strategies

**CRIME PREVENTION STRATEGIES OF BARANGAY POLICE IN SELECTED
BARANGAY 176-A BAGONG SILANG CALOOCAN CITY**

Paul Michael Castillo, Jefferel Franco, Raffy Garcia,
Tandayag Mr Don, Noriel Taway, Nilmar Plata

Abstract

This study assesses the crime prevention strategies employed by barangay police in Barangay 176-A, Bagong Silang, Caloocan City. Barangay 176-A was created in August 2024 following the division of the former Barangay 176 into six barangays. As one of the most populous and geographically large barangays in the Philippines, Bagong Silang faces unique public safety challenges. This research examines how barangay police leverage community partnerships, interagency collaboration, and technology to prevent crime and maintain peace and order. This study uses a descriptive research design. Purposive sampling was applied to select one hundred respondents: ten police personnel, thirty barangay police officers, and sixty community residents. A structured questionnaire validated by subject-matter experts, was administered face-to-face. Collected data were analyzed using frequency and percentage distributions to profile respondent demographics and to identify perceived strengths and gaps in current crime prevention measures. Most respondents were aged 26 to 33, predominantly male, and had four to six years of service. Respondents strongly agreed that crime prevention was effective through community partnerships, collaboration with law enforcement agencies, and the use of technology such as CCTV and mobile devices. Intelligence sharing, regular communication, and active community involvement were also identified as key strategies for ensuring safety and reducing crime. Findings highlighted that rationalized patrol planning, technology deployment, and stakeholder collaboration contributed to improved security in Barangay 176-A. As a result, a comprehensive action plan was developed to enhance patrol coverage during off-peak hours, strengthen barangay-level communication channels, and expand community engagement through neighborhood watch programs. The proposed interventions aimed to address identified gaps and further reduce crime in the area.

Keywords: crime prevention strategies, community partnerships, technology deployment, intelligence sharing, barangay police, public safety

**DEPARTMENT OF SOCIAL WELFARE AND DEVELOPMENT INTERVENTION
PROGRAM FOR CHILD IN CONFLICT WITH THE LAW IN CALOOCAN CITY**

Abegail Dulay, Ronelyn Amaro, Rochelle Caye Cuntapay,
Jamie Jove, Cherrilyn Pintucan, Eduardo Villaruel

Abstract

Juvenile involvement in criminal activities remains a significant concern in today's society. Factors such as neglect, abuse, and mistreatment often contribute to the delinquent behavior of children. In response, intervention programs offer a more productive approach to addressing and preventing future delinquency. This study aims to assess the effectiveness of the Department of Social Welfare and Development (DSWD) Intervention Program for Children in Conflict with the Law (CICL) in Caloocan City. This study adopts a descriptive research design and utilizes purposive sampling. A total of 50 respondents residing in Caloocan City participated in the survey. Authorization to conduct the survey was obtained through the research adviser. The respondents completed a structured questionnaire, which was later retrieved and analyzed to assess the effectiveness of the intervention programs provided by the DSWD. The findings revealed that the DSWD intervention program was rated as effective, with respondents strongly agreeing on the program components such as mentoring, intensive supervision, and cognitive behavioral therapy. However, the most commonly cited issue was the lack of a clear, structured plan outlining each phase of intervention, including specific goals and expected outcomes. The study also identified an existing action plan to address this gap in the program. The study summarized the collected data and presented conclusions on the effectiveness of the DSWD's intervention efforts for CICL in Caloocan City. Based on the findings, recommendations were provided to enhance program structure and delivery. This includes the need for a more detailed and goal-oriented framework to guide the intervention process. The study reinforces the value of structured, rehabilitative programs in supporting the reintegration and development of children in conflict with the law.

Keywords: child in conflict with the law, juvenile delinquency, intervention program, dswd, cognitive behavioral therapy, mentoring, supervision, caloocan city, social welfare, rehabilitation

**DEVELOPING AN EMERGENCY PREPAREDNESS AND SAFETY PROTOCOLS
FOR BESTLINK COLLEGE OF THE PHILIPPINES: A PROPOSAL**

Lora Jane Lato, John Mark Leron, Julianne Lumokso, Khristianne Ysaac Matias,
Fatima Nuñez, Zaira Aubrey Villorente, Dr. Myrna Cuntapay

Abstract

Recent global disasters such as Hurricane Maria, the 2008 Sichuan earthquake, and the 2019–2020 Australian wildfires have highlighted the importance of effective emergency preparedness and disaster response. Hurricane Maria alone caused over 4,600 deaths and \$98 billion in damages, while the Sichuan earthquake claimed nearly 70,000 lives, according to international disaster monitoring agencies. These events underscore the critical need for institutions, including academic environments, to establish comprehensive emergency preparedness and safety protocols. This study aims to propose a structured emergency preparedness and safety plan tailored for Bestlink College of the Philippines to enhance disaster readiness and ensure community safety. This research employed a descriptive design and purposive sampling technique, involving 50 respondents: 30 students, 10 professors, and 10 school staff. Data was collected through structured survey questionnaires designed to assess the current level of awareness, preparedness, and perceived needs related to safety and emergency protocols within the school community. This approach allowed for detailed profiling of respondents in terms of their roles, responsibilities, and relevant demographic characteristics. The findings revealed strong agreement among respondents regarding the necessity of developing emergency preparedness and safety protocols. Weighted mean scores included 3.6 for establishing rules and regulations, 3.5 for student awareness of school safety policies, 3.48 for conducting detailed risk assessments, 3.47 for placing signage about potential hazards, and 3.44 for conducting emergency preparedness seminars. The most cited concern was the need for formalized rules and regulations to ensure the school's readiness in terms of emergency response and safety management. The demographic profile showed that 60% of respondents were students, while 20% were professors and 20% were school staff. Most respondents (72%) were aged 18 to 25, with a majority being female (54%) and single (86%). Additionally, 62% of respondents were at the college level. The results emphasize the urgent need for a comprehensive emergency preparedness and safety protocol tailored to the institutional environment. The study recommends that Bestlink College of the Philippines establish clear procedures, conduct regular safety training, and engage the community in disaster risk reduction practices to build a resilient academic institution.

Keywords: emergency preparedness, safety protocols, disaster risk reduction, school safety, risk assessment, bestlink college, crisis management, student awareness, safety education, criminology

**DRUG FREE BARANGAY SUSTAINABILITY PROGRAM IN
SAN AGUSTIN NOVALICHES QUEZON CITY**

John Alfred Malanguis, Romel Gabia, Jerome Mangado, Marc Dennis Belmonte,
Marco Salvatierra, Dr. Myrna Cuntapay

Abstract

As of February 2024, 28,330 barangays in the Philippines had been officially declared drug-free, while 7,181 remained drug-affected. Despite the ongoing challenges in maintaining and expanding this progress, the Barangay Drug Clearing Program (BDCP) continues to serve as a vital mechanism in the national campaign against illegal drugs, making the goal of a 100% drug-free Philippines increasingly attainable. Notably, in 2019, Quezon City was recognized by the Philippine Drug Enforcement Agency – National Capital Region (PDEA-NCR) for its outstanding efforts, with 30 barangays, including Barangay San Agustin, successfully meeting the agency's rigorous standards for drug-free status. This study aimed to assess the effectiveness of the Drug-Free Barangay Sustainability Program by examining its implementation in terms of legal and procedural compliance, training and inter-agency coordination, and adherence to human rights principles. It also sought to identify key challenges encountered during execution and propose strategic actions for improvement. A total of 50 respondents: comprising barangay officials, police officers, and community residents, were selected through purposive sampling, ensuring the inclusion of individuals with relevant experience in drug enforcement, rehabilitation, and community engagement. The study employed a quantitative descriptive research design to systematically analyze participants' evaluations of the program's overall effectiveness and operational integrity. The majority of respondents were female, predominantly within the age range of 34 to 41 years. Results revealed a strong consensus among participants, who expressed high levels of agreement regarding the effective implementation of the Drug-Free Barangay Sustainability Program, particularly in the areas of legal and procedural compliance, training and inter-agency coordination, and adherence to human rights standards. The most pressing challenge identified was the recurrence of drug use among some rehabilitated individuals, attributed to the absence of a robust and sustained support system. To address this issue, respondents emphasized the need to establish comprehensive aftercare programs, incorporating mental health services and livelihood assistance, to support long-term recovery and successful reintegration into the community. To enhance the effectiveness and sustainability of the Drug-Free Barangay Sustainability Program, several key recommendations are proposed. Strengthening aftercare initiatives is essential, with a focus on expanding community-based mental health services, reintegration programs, and livelihood support. These efforts can be implemented through collaborative partnerships with TESDA, DOLE, and other local stakeholders. A comprehensive, multi-sectoral strategy is crucial, with an estimated budget of ₱1,500,000 allocated for aftercare services, training, community outreach, and overall program management. Of this, ₱200,000 should be dedicated to counseling, peer mentorship, and mobile rehabilitation services to improve accessibility and continuity of care. An additional ₱500,000 is recommended for vocational training and entrepreneurship development to foster financial stability and reduce the risk of relapse. Furthermore, collaboration with academic institutions and active involvement of researchers and future scholars are encouraged to support ongoing research, policy refinement, and continuous program development.

Keywords: drug-free barangay sustainability program, aftercare services, community-based rehabilitation, mental health support, livelihood assistance, tesda, dole, multi-sectoral collaboration, mobile rehabilitation, peer mentorship, vocational training, entrepreneurship

DRUG PREVENTION PROGRAM AMONG MINORS BY POLICE STATION 16
STATION DRUG ENFORCEMENT UNIT: A PROPOSAL

King Rich Baraňao, Lexter Salvador, Erwin Siso, Andrew Soreda,
RJ Vigilia, Dr. Myrna Cuntapay

Abstract

The Drug Prevention Program of Police Station 16, spearheaded by its Station Drug Enforcement Unit, is a proactive initiative aimed at preventing substance abuse among minors. This study explores the program's effectiveness by focusing on its holistic strategy, which integrates educational campaigns, community involvement, and coordinated law enforcement efforts. The program is designed to empower minors with the awareness, values, and life skills necessary to make responsible choices, resist peer pressure, and avoid drug-related risks. By tackling the underlying causes of substance abuse, the initiative not only advocates for drug-free youth but also strengthens community partnerships and promotes a safer, healthier environment for the next generation. The study adopts a combination of descriptive and qualitative research methods to assess the effectiveness of the Drug Prevention Program. A total of 50 participants were selected using purposive sampling to ensure relevance, followed by random sampling to enhance diversity and representation. Respondents include students, parents, teachers, and local law enforcement officers, offering a comprehensive and multi-perspective evaluation of the program's impact. Core components of the initiative include life skills training, professional counseling, school-based drug education, and a mentorship program between teachers and police officers. These elements collectively aim to equip minors with the knowledge, emotional resilience, and decision-making skills necessary to prevent drug involvement and promote a healthy, responsible lifestyle. The program adopts a comprehensive and proactive strategy that integrates life skills training, structured mentorship, and professional counseling to educate minors on the dangers of drug use. Community participation is actively encouraged through initiatives such as neighborhood watch groups, community assemblies, and incentive-based reporting systems, fostering a sense of collective responsibility. Strategic collaboration with law enforcement enhances the program's credibility, reinforces deterrence, and strengthens the overall effectiveness of preventive measures. Furthermore, the inclusion of support services ranging from individual counseling to skill-building workshops empowers youth to confidently resist peer pressure and make informed, healthy choices. To ensure sustainability and relevance, the program undergoes continuous monitoring and evaluation, allowing for data-driven improvements and long-term impact. While the program demonstrates significant strengths, it continues to face persistent challenges, including limited resources and uneven levels of community participation. To effectively address these issues, the study recommends mobilizing additional funding sources, expanding outreach campaigns to reach underserved populations, and implementing incentive-driven initiatives to encourage broader community involvement. Through sustained collaboration, strategic innovation, and stakeholder commitment, the program aspires to enhance its effectiveness and cultivate a safe, supportive environment where minors are empowered to lead drug-free lives. By proactively confronting these obstacles, the initiative reinforces the vital importance of unified community action in building a healthier, more resilient future for today's youth.

Keywords: drug prevention, substance abuse, youth empowerment, community engagement, law enforcement collaboration, life skills training, mentorship, counseling services, peer pressure resistance, program evaluation, school-based education, public safety, prevention

**EFFECTIVENESS OF ANTI-FENCING LAW IN REDUCING ILLICIT TRADE AT
BARANGAY PASONG PUTIK, QUEZON CITY**

VJ Angelo Alcaraz, Armie Joy Argarin, Jasmin Gabinete, Rischel Tabion,
Erlaine Villarmente, Eduardo Villaruel

Abstract

In Barangay Pasong Putik, Quezon City, the ongoing circulation of stolen goods through discreet online and offline channels poses a threat to public safety and undermines the enforcement of the Anti-Fencing Law (Presidential Decree No. 1612). Although this law aims to deter the sale and purchase of stolen property, it faces several enforcement challenges, including limited public awareness, weak penalties, and inconsistent monitoring. This study aims to fill the gap in understanding localized anti-fencing measures by evaluating the law's effectiveness through the lens of Routine Activity Theory (Cohen & Felson, 1979), which examines the dynamics between motivated offenders, suitable targets, and the absence of capable guardians. The study used a descriptive quantitative research design and employed purposive sampling to survey 50 respondents, which included community residents, barangay officials, and police personnel. Data were collected using a structured questionnaire that contained both close-ended and open-ended questions. Statistical tools such as frequency, percentage, weighted mean, and ranking were utilized to analyze responses related to demographics, awareness, procedural experiences, and assessments of law enforcement. The results revealed that the majority of respondents, aged 18 to 23 and long-term residents, strongly agreed on the necessity of clearance permits and acknowledged the visibility of enforcement efforts. However, several gaps persist: inadequate sanctions, fear of retaliation, and difficulties in identifying stolen goods were identified as significant obstacles. The most frequently suggested improvement was the imposition of stricter penalties (15.65%), followed by the need for increased awareness programs and more streamlined legal proceedings. The findings suggest that the Anti-Fencing Law is effective when it is combined with community engagement and clear procedures. However, enforcement is still hampered by legal and social limitations. The study highlights the need for stronger penalties, ongoing education campaigns, and specialized legal mechanisms. Since the focus was localized, future research should expand to include multiple barangays and analyze comparative crime data to gain a better understanding of the law's regional impact and the potential for enhancing policies.

Keywords: anti-fencing law, illicit trade, barangay pasong putik, quezon city, crime prevention, law enforcement, stolen goods, criminal deterrence, community safety, legal awareness, local governance, republic act no. 1612, policy implementation, public order

**EFFECTIVENESS OF BARANGAY ANTI-DRUG CAMPAIGN PROGRAM IN
PREVENTING ILLEGAL DRUGS AT BARANGAY FAIRVIEW, QUEZON CITY: A
PROPOSAL**

Jane Suerte, Rehanna Kasuyo, Ric Ivan Butawan, May Rose Laturgo,
Mary Jane Enriquez, Jinky Anacta

Abstract

The purpose of this research study is to evaluate the effectiveness of the "Barangay Fairview Anti-Drug Campaign" in reducing illegal drug activities in Barangay Fairview, Quezon City. This research aims to assess how successful the anti-drug campaign programs have been in decreasing the presence of illegal drugs in the community. Additionally, the study will explore the challenges and lessons learned during the implementation of the campaign, providing insights that can help improve similar anti-drug initiatives in other communities. The researchers employed a descriptive method to assess the effectiveness of the Barangay Anti-Drug Campaign Program in preventing illegal drug use in Barangay Fairview, Quezon City. The objective is to provide an overview of the current situation, phenomenon, or population involved. Using a descriptive quantitative research design, the study engaged a total of fifty respondents, including ten Barangay officials, ten law enforcement officers, and thirty residents, selected through random sampling. Survey questionnaires were used as the primary instrument for data collection. The results highlight key findings regarding the effectiveness of the Barangay Anti-Drug Campaign Program in preventing illegal drug activity in Barangay Fairview, Quezon City. Respondents assessed the program as "Effective" based on the variables outlined in statement number 2 of the problem. However, they also encountered significant challenges, such as a lack of sufficient funding and issues related to corruption. To enhance the effectiveness of the Barangay Anti-Drug Campaign, it is recommended that law enforcement participate in Barangay general assemblies, as their involvement is crucial for preventing illegal drug activities. In conclusion, the Barangay Fairview officials should work closely with law enforcement to strengthen the Anti-Drug Campaign. They should also organize regular meetings focused on drug awareness and prevention to encourage community members to actively participate in general assemblies. By attending these meetings, residents can voice their concerns about drug-related issues. Additionally, during these gatherings, law enforcement can provide updates on drug-related incidents, share prevention strategies, and discuss ways to support individuals struggling with addiction.

Keywords: anti-drug campaign, barangay fairview, illegal drugs prevention, community-based programs, drug awareness, barangay initiatives, drug prevention strategies, local governance, public safety, drug education, community involvement, quezon city, youth en

**EFFECTIVENESS OF BARANGAY JUSTICE SYSTEM IN
BARANGAY TALIPAPA, QUEZON CITY**

Paulo Garol, Joseph Gonzales, Joseph Gonzales, Allan Troy Langa,
Gian Mhaqui Infante, Nhorsaleel Laugan, Eduardo Villaruel

Abstract

The Barangay Justice System, also known as Katarungang Pambarangay, is a local legal system in municipalities. It is overseen by the barangay captain, who is the highest elected official in the barangay and serves as its executive leader. This system is managed by the barangay, which is the smallest unit of local government. This study aimed to evaluate the effectiveness of the Barangay Justice System in Barangay Talipapa, Quezon City. Specifically, it sought answers to the following questions: 1. How can the profile of the respondents be described in terms of age, sex, and civil status? 2. How do respondents assess the effectiveness of the Barangay Justice System in Barangay Talipapa, Quezon City, in terms of relationship, respect, responsibility, repair, and reintegration? 3. What problems do the respondents encounter? 4. What measures can be proposed by the respondents? The highest weighted mean for the Relationship indicator is found in the statement, “The Barangay Justice System helped bring your community closer together by encouraging people to resolve conflicts peacefully,” which has a weighted mean of 3.58, interpreted as Effective. For the Respect indicator, the statement with the highest weighted mean is, “The Barangay Justice System program aims to promote respect between all parties and foster peaceful resolutions,” achieving a weighted mean score of 3.62, also interpreted as Effective. In terms of Responsibility, the highest weighted mean is associated with the statement, “The Barangay Justice System is an important step towards teaching responsibility and providing justice to the residents of the community,” which has a weighted mean score of 3.54, interpreted as Effective. Regarding Repair, the highest weighted mean is derived from the statement, “The Barangay Justice System also works to repair relationships by encouraging dialogue and understanding between the involved parties,” which has a weighted mean score of 3.54, interpreted as Effective. Lastly, for the Reintegration indicator, the highest weighted mean is linked to the statement, “The Barangay Justice System contributes to lowering the crime rate in the community or society,” with a weighted mean of 3.54, interpreted as Effective. Community awareness campaigns are essential for educating about BJS, providing regular training for Lupon members, ensuring community representation in selecting Lupon representatives, and conducting regular outreach and education programs regarding BJS and its processes.

Keywords: barangay justice system, katarungang pambarangay, conflict resolution, barangay talipapa, quezon city, community justice, local governance, dispute settlement, mediation, grassroots justice, peacekeeping, legal accessibility, public trust, community

EFFECTIVENESS OF COMMUNITY POLICING IN BARANGAY 171 CALOOCAN CITY

Federico Casio, Bernard Espinar, Bjorn Reyven Huerta, Christopher Imana,
Valdwin Palmiano, Eduardo Villaruel

Abstract

Community policing is a strategy that fosters collaboration between the police and the community to prevent crime, apprehend offenders, address ongoing concerns, and enhance overall community well-being. Barangay 171 in Caloocan City, a densely populated urban area, faces the challenges brought by rapid urbanization. In such settings, traditional policing approaches often struggle to manage complex crime patterns and maintain a consistent law enforcement presence. Community policing (CP) addresses these challenges by encouraging active participation from residents, businesses, local government units, and law enforcement agencies in tackling local issues and improving neighborhood safety. However, the effectiveness of CP can be hindered when residents are reluctant to share crucial information with the police due to a lack of trust. The researchers adopted a quantitative descriptive research design to assess the effectiveness of community policing in Barangay 171, Caloocan City. Specifically, the study aimed to evaluate the impact of community policing in the barangay during the years 2024–2025. The respondents were categorized into three groups: 30 community members, 10 barangay officials, and 10 personnel from the Philippine National Police (PNP). Data was collected using survey questionnaires, which served as the primary research instrument. The questionnaire consisted of four closed-ended questions, and respondents were instructed to select their answers from the options provided. Socioeconomic and Technological Challenges. The community continues to face several pressing socioeconomic concerns. Domestic violence and abuse remain prevalent, as reflected in frequent incident reports, underscoring the need for stronger protective and preventive measures. High unemployment rates further exacerbate economic instability, fueling broader social problems. Among these is teenage pregnancy, which often perpetuates the cycle of poverty, as young mothers frequently encounter significant barriers to completing their education and securing stable, well-paying employment. Expanding access to contraception and strengthening reproductive health initiatives are essential steps in addressing this issue. At the same time, technological innovations should be strategically harnessed to tackle urban challenges such as improving traffic management systems to enhance mobility, reduce congestion, and increase overall efficiency in daily life. Barangay officials should actively promote open communication with residents to foster trust and collaboration. It is essential that all community members, regardless of background or status, feel included and valued in policing initiatives. Law enforcement officers engaged in community policing should receive adequate emotional and professional support from their leadership to ensure sustained effectiveness. Future research could compare the effectiveness of community policing across various regions, cities, or countries, providing broader insights into best practices. Additionally, researchers should examine how institutional support from police leadership, government officials, and local organizations, affects the overall success of community policing programs.

Keywords: community policing, barangay 171, caloocan city, crime prevention, public trust, socioeconomic challenges, technological solutions, law enforcement support, institutional support, urban safety

**EFFECTIVENESS OF COMMUNITY POLICING IN NOVALICHES
PROPER QUEZON CITY**

Cejie Medrano, Daisly Bismonte, Josh Bryle Flores, Maricel Ladroma,
Jessica Habungan, Jinky Anacta

Abstract

This study explores the effectiveness of community policing in Novaliches Proper, Quezon City, by evaluating its impact on crime rates, public safety, and community trust in law enforcement. Community policing is a proactive approach that emphasizes collaboration between police officers and residents to prevent crime and address social disorder. This study aims to assess the effectiveness of community policing in Novaliches Proper by examining key factors that influence its success or failure. Specifically, it focuses on proactive policing, communication, and the development of relationships and trust within the community. The research analyzes how these elements contribute to crime prevention, community safety, and public perception of law enforcement. Ultimately, the study evaluates community policing strategies concerning public safety measures. The participants in this study comprised ten barangay officials, fifteen residents, and twenty-five police officers. The researchers utilized a random sampling technique to ensure unbiased selection and accurately represent different perspectives. A quantitative descriptive research design was employed to systematically collect and analyze data on the effectiveness of community policing efforts. To gather data, the researchers obtained permission from the research adviser and personally administered the survey questionnaires. The findings indicated that respondents strongly emphasized the importance of several key factors in community policing. Proactive policing received a weighted mean score of 3.48, underscoring its significance in preventing crime before it occurs. The development of relationships and trust between law enforcement and community members received a weighted mean of 3.36, suggesting that strong connections enhance the effectiveness of policing. Additionally, communication was rated with a weighted mean of 3.28, highlighting the necessity for transparent and open dialogue between the police and the public to maintain trust and cooperation. The findings of the study suggest that an effective community policing model should prioritize proactive policing, build public trust, and improve communication between the police and the community. Additionally, the study may offer recommendations for enhancing community policing, which could include training programs, policy modifications, and community engagement strategies. These findings can serve as a foundation for law enforcement agencies and policymakers to refine current strategies or develop new initiatives to improve public safety and foster better cooperation between the police and the community.

Keywords: community policing, novaliches proper, quezon city, crime prevention, police-community relations, public safety, local governance, law enforcement strategies, community engagement, peace and order, grassroots security, citizen participation, neighbor

**EFFECTIVENESS OF FIRE PREVENTION AND SAFETY SEMINARS AT
BARANGAY BAHAY TORO PROJECT 8, QUEZON CITY**

Gerry Castillon, Eron She Bonares, John Ric Sison, John Bombales,
Fernando Jr Soriano, Dr. Antonio Dawagan Sr.

Abstract

Fire remains a significant threat to both human life and property assets, often built through years of dedication, hard work, and sacrifice. Commonly triggered by carelessness or negligence, fire incidents can lead to severe consequences, including loss of life, injuries, and extensive property damage. Such damages are often beyond repair, highlighting the urgent need for proactive preventive measures. This study aims to evaluate the effectiveness of fire prevention and safety seminars conducted in Barangay Bahay Toro, Project 8, Quezon City. Specifically, it aims to assess how these educational initiatives enhance community awareness, strengthen emergency preparedness, and mitigate the frequency and impact of fire-related incidents. This research employs a quantitative correlational design to assess the effectiveness of fire prevention and safety seminars conducted in Barangay Bahay Toro, Project 8, Quezon City. It utilizes purposive sampling also known as judgmental sampling, where participants are deliberately selected based on the researchers' informed judgment of their relevance and ability to provide valuable insights aligned with the study's objectives. The sample consists of individuals considered most knowledgeable or directly involved in fire safety initiatives within the community. Data collection was conducted through direct interaction, with the researchers personally approaching residents of Barangay Bahay Toro to encourage participation and ensure the reliability and accuracy of the information obtained. The findings reveal that the fire prevention and safety seminars conducted in Barangay Bahay Toro, Project 8, Quezon City, were perceived as highly effective across all evaluated dimensions. Program implementation obtained a weighted mean score of 3.71, interpreted as Very Effective, indicating that seminar activities were well-organized and effectively delivered. The evaluation of equipment used during the seminars yielded a weighted mean of 3.59 (Very Effective), suggesting that the tools and resources provided were adequate, functional, and supportive of the program's objectives. The overall effectiveness of the seminars was likewise recorded as a weighted mean of 3.71, confirming their significant role in enhancing fire safety awareness, knowledge, and preparedness within the community. Notably, community satisfaction achieved the highest weighted mean score of 3.76, reflecting strong participant approval and a clear acknowledgment of the seminars' relevance and value in promoting public safety. Based on the findings of this study, the following actions are recommended to strengthen fire prevention and safety in Barangay Bahay Toro, Project 8, Quezon City: Adopt Fire-Resistant Construction Materials – Barangay officials and the Bureau of Fire Protection (BFP) should promote the use of fire-resistant materials, particularly in high-risk areas, to reduce property damage and improve community safety. Ensure Proper Storage of Flammable Materials – Gasoline, chemicals, and other flammable substances should be stored securely in well-ventilated locations away from heat sources to prevent accidental ignition. Increase Community Participation – Residents should be encouraged to attend fire prevention and safety seminars to strengthen their awareness, preparedness, and response skills. Hold Regular Fire Safety Forums – Periodic forums should be organized to maintain public awareness, promote shared responsibility, and reinforce preventive practices. Enforce Fire Safety Regulations Rigorously – Authorities should strictly implement fire safety laws, addressing common causes such as faulty wiring, negligence, and arson. Pursue Further Research – Future studies should use qualitative and longitudinal approaches to better understand behavioral and institutional factors affecting program effectiveness and track long-term

outcomes. Broaden the Study's Scope – Conduct similar research in other high-risk zones within Barangay Bahay Toro to identify broader challenges and create more targeted interventions.

Keywords: fire prevention, safety seminars, community awareness, emergency preparedness, barangay bahay toro, fire safety regulations, public safety, preventive measures

**EFFECTIVENESS OF FIRE SAFETY EDUCATION AND ITS IMPACT ON
COMMUNITY RESILIENCE AT BRGY .OLD BALARA QUEZON CITY**

Tristan Mark Epistola, Allen Clyde Isidro, Marc Oliver Moscare,
Justine Regalario, John Michael Villar, Jinky Anacta

Abstract

Fire safety education serves as a critical foundation for empowering communities to prevent, respond to, and recover from fire-related emergencies. Through well-structured educational programs, individuals gain essential knowledge on the proper use of fire safety equipment, adherence to emergency response protocols, and the implementation of effective fire prevention strategies. These initiatives not only enhance individual preparedness but also foster a collective sense of responsibility and resilience, ultimately reducing both the likelihood and potential impact of fire incidents within the community. This study will adopt a descriptive qualitative research design to examine the effectiveness of fire safety education and its impact on the community in Barangay Old Balara, Quezon City. A descriptive qualitative approach enables the collection and interpretation of non-numerical data to gain deeper insights into participants' views, experiences, and perceptions. This method is particularly suited for exploring real-life issues and identifying areas for improvement. Data will be gathered primarily through structured observations and surveys, ensuring a comprehensive perspective on the topic. To promote fairness and minimize selection bias, all members of the target population will be given equal opportunity to participate. The researchers aim to identify meaningful patterns, themes, and perspectives that can inform and strengthen community-based fire safety initiatives. To improve fire safety awareness and enhance community resilience in Barangay Old Balara, Quezon City, the following measures are recommended: Accessible Fire Safety Training. Offer free or affordable training sessions to equip all residents with essential fire prevention and emergency response skills, ensuring accessibility across all socioeconomic groups. Sustainable Funding. Collaborate with government agencies and private partners to secure ongoing funding for fire safety programs, including educational materials, safety equipment, and outreach activities. Comprehensive Education Campaigns. Incorporate fire safety education into community events, schools, and workplaces, emphasizing prevention, emergency protocols, and proper use of safety equipment. Engaging Educational Materials. Develop and distribute clear, visually appealing resources, such as infographics, videos, animations, and interactive tools tailored to different audiences, including children and vulnerable populations. Community Engagement. Promote a culture of preparedness by encouraging residents to participate in regular fire drills, workshops, and neighborhood watch programs, fostering collective responsibility for safety. Fire safety education plays a vital role in fostering a culture of preparedness and significantly reducing the occurrence and impact of fire-related incidents. By providing individuals with essential knowledge and skills such as the proper use of fire safety equipment, adherence to emergency response protocols, and application of effective fire prevention strategies, communities become more resilient and better equipped to mitigate risks. Well-informed communities are not only more responsive during emergencies but also experience fewer casualties, reduced property damage, and faster recovery after fire incidents. Moreover, sustained investment in fire safety education strengthens community bonds, promotes collective responsibility, and contributes to the development of a safer, more adaptive, and disaster-resilient society. This study aims to evaluate the effectiveness of fire safety education and its impact on the community in Barangay Old Balara, Quezon City. A total of forty (40) participants: comprising twenty (20) community residents and twenty (20) Bureau of Fire Protection (BFP) personnel assigned to the area, will serve as key respondents in assessing the outcomes and identifying the challenges of current fire safety initiatives within the barangay.

Keywords: fire safety education, community preparedness, emergency response, disaster resilience, bureau of fire protection (bfp), barangay old balara, preventive strategies, public awareness, risk mitigation, safety training, community engagement

EFFECTIVENESS OF INTEGRATED BALLISTICS IDENTIFICATION SYSTEM AS A TOOL FOR INVESTIGATION IN SELECTED BARANGAYS IN NORTH CALOOCAN

Erica Mae Dacallos, Christina Carla Chua, Gerald Sequito, Chelsea Iris Villedar, Richelle Zapanta

Abstract

In the Philippines, Republic Act No. 10591 mandates the registration of all firearms and the establishment of a centralized database to monitor ownership and accountability. This legislation plays a crucial role in ensuring that only qualified individuals are permitted to possess firearms, thereby helping to prevent misuse and illegal distribution. In this context, the study assessed the effectiveness of the Integrated Ballistic Identification System (IBIS) as an investigative tool in selected barangays in North Caloocan. It specifically examined IBIS's role in strengthening criminal investigations, expediting the identification of firearms used in crimes, and enhancing overall law enforcement operations through the use of advanced ballistic matching technology. The study involved 20 police investigators and 10 firearm examiners from the Investigation and Detective Management Section, North Extension Office of the Caloocan City Police Station (CCPS). Participants were selected through purposive sampling to ensure that only individuals with relevant expertise and experience were included. A descriptive research design was employed, and data were gathered using a researcher-validated questionnaire. Before the distribution of the instrument, appropriate permissions and ethical clearances were obtained. The questionnaires were administered personally and systematically collected for analysis to ensure the integrity and reliability of the data. The findings indicated that most respondents were between the ages of 30 and 35 (40%), predominantly male (87%), college graduates (67%), and had six to ten years of experience in law enforcement (60%). In assessing the effectiveness of the Integrated Ballistic Identification System (IBIS), respondents strongly agreed that the system is highly effective (mean rating = 3.89). It was also perceived to accurately identify ballistic evidence (mean rating = 3.76) and serve as a valuable tool in criminal investigations (mean rating = 3.74). A key challenge identified was the limited public awareness of IBIS and its benefits. To address this, the most frequently recommended strategy was to conduct regular audits and updates of IBIS data to ensure its continued accuracy, reliability, and relevance in law enforcement operations. The study proposed comprehensive strategies to enhance the effectiveness and utilization of the Integrated Ballistic Identification System (IBIS). Key recommendations include expanding training programs and awareness initiatives for law enforcement personnel to ensure competent system usage. Establishing a dedicated technical support unit and strengthening inter-agency collaboration were also emphasized to improve operational efficiency. Forensic investigators should be provided with continuous education on IBIS functionalities and standardized protocols for evidence handling. Policymakers are encouraged to allocate sustained funding for system upgrades and to lead community education campaigns that highlight the public safety benefits of IBIS. In the judicial sector, the integration of IBIS-generated findings into courtroom procedures and the training of legal personnel were recommended to reinforce its evidentiary value. Additionally, fostering public trust through community engagement and transparency is vital. Future researchers are encouraged to assess IBIS's long-term impact and explore innovations that can further enhance crime-solving capabilities through ballistic technology.

Keywords: integrated ballistic identification system (ibis), law enforcement, forensic investigation, evidence handling, technical support, inter-agency collaboration, judicial system, community awareness, crime-solving technology, criminal investigation

**EFFECTIVENESS OF PHILIPPINE NATIONAL POLICE PROGRAM FOR R.A. 9287
OTHERWISE KNOWN AS ILLEGAL NUMBER GAMES JUETENG AT
BARANGAY 166 KAYBIGA CALOOCAN CITY**

Clint Joseph Zuniega, John Julio Hernandez, Ike Loria, Ricardo Rafael Macapagal,
John Paul Montealegre, Nilmar Plata

Abstract

The widespread operation of illegal number games such as Jueteng continues to pose a significant challenge to law enforcement and governance in the Philippines. Despite the enactment of Republic Act (R.A.) 9287, which imposes stricter penalties for individuals involved in illegal gambling, the persistence of these activities highlights underlying socio-economic, cultural, and enforcement-related issues. This study aims to assess the effectiveness of the Philippine National Police (PNP) program in implementing R.A. 9287 against illegal number games in Barangay 166, Kaybiga, Caloocan City. The study utilizes a stratified random sampling technique to identify the appropriate number of respondents. A total of 50 individuals participated, consisting of ten barangay officials, ten police officers, and thirty local residents. The data collection focused on gathering insights into the community's perception of the program's enforcement efforts, collaborative measures, and overall impact in addressing illegal gambling activities. The majority of the respondents were male, aged 26 to 33, and residents of Barangay 166. Based on the responses from police officers, barangay officials, and community members, the Philippine National Police program for enforcing R.A. 9287 was perceived to be effective. Measures such as collaboration with barangay officials and the conduct of regular police raids were rated as Highly Effective. Other components, including community engagement, arrest operations, and educational campaigns, were considered Effective by most respondents. This study concludes that the PNP program has been effective in implementing R.A. 9287 within Barangay 166, particularly through inter-agency collaboration and law enforcement efforts. To further strengthen these initiatives, the researchers recommend enhancing community engagement, increasing the frequency of police operations, and promoting transparent communication. Community members are encouraged to support anti-illegal gambling campaigns and participate in livelihood programs as sustainable alternatives. Future research is advised to explore the socio-economic roots of illegal gambling across multiple barangays, while criminology students may examine its broader implications for community safety and crime prevention strategies through field-based inquiries.

Keywords: illegal gambling, r.a. 9287, philippine national police, jueteng, law enforcement, community collaboration, crime prevention, barangay kaybiga, socio-economic factors, criminology

**EFFECTIVENESS OF PNP CHECKPOINT OPERATION IN
BARANGAY PRENZA II, MARILAO BULACAN**

Reymart Reymundo Bacunawa, Johnroeve Alicando, Benedick Antonio,
Bryan Atinta, Jimuel Esmundo, Ejay Pingul, Denise Anne Osorio

Abstract

This study examines the effectiveness of Philippine National Police (PNP) checkpoint operations in Barangay Prenza II, Marilao, Bulacan. The chapter covers essential components, including the background of the study, statement of the problem, assumptions, significance, scope and delimitation, review of related literature and studies, theoretical framework, conceptual framework, and definition of terms. The aim is to evaluate how checkpoint operations contribute to crime prevention and public safety in the barangay. This chapter presents the research method, respondents of the study, population and sampling, research instrument, data collection procedure, and statistical tools for data analysis. A descriptive research approach was applied to ensure accurate representation of the data collected from the respondents. The data obtained were analyzed descriptively to address the research questions. Interpretations of the findings were made to classify, transform, and combine data for meaningful conclusions. The results provide insights into the operational patterns, perceived effectiveness, and challenges faced in implementing PNP checkpoint operations. This chapter presents the findings of the study and discusses the implications drawn from the results. It highlights what the study revealed about the efficiency of checkpoint operations, as well as areas for improvement to enhance their role in maintaining law and order in Barangay Prenza II.

Keywords: pnp checkpoint, crime prevention, law enforcement, barangay preenza ii, operational effectiveness

**EFFECTIVENESS OF POLICE PATROL OFFICERS AT QUEZON CITY
POLICE STATION 4 (NOVALICHES)**

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Eduard Cedrick Sanchez, Dr. Myrna Cuntapay

Abstract

Maintaining public safety and reducing crime are primary responsibilities of law enforcement agencies. This study evaluates the effectiveness of police patrol operations at Quezon City Police Station 4 (Novaliches) in fulfilling these objectives. Specifically, it investigates how patrol strategies contribute to crime deterrence, improved community safety, and strengthened public confidence in local policing efforts. A quantitative-descriptive research design is employed in this study to assess the efficiency of various police patrol strategies. Data are collected through survey questionnaires distributed to 50 respondents, comprising 20 police officers and 30 community members. The strategies evaluated include preventive patrols, the application of the Koper Curve Theory, police omnipresence, and low-profile policing. The responses are analyzed using descriptive statistics to determine the perceived effectiveness of these approaches. The findings reveal that increased police presence significantly contributes to crime reduction and enhanced public safety. Preventive patrol strategies are rated as very effective when implemented consistently. Both police officers and community members recognize the Koper Curve Theory as an essential tactic for maximizing visibility and optimizing patrol deployment. Areas with regular police visibility reportedly foster a heightened sense of security among residents, reinforcing the value of police omnipresence. Additionally, low-profile policing proves to be an effective complementary approach, allowing discreet monitoring of potential criminal activity while maintaining positive community relations. Overall, the results suggest that integrating visible and discreet policing strategies can improve operational efficiency and foster trust between law enforcement and the community. This study recommends the strategic enhancement of police patrol operations in Novaliches through the integration of technological tools such as crime mapping systems and CCTV surveillance. It also underscores the importance of ongoing officer training, inter-agency collaboration, and community engagement. The adoption of proactive approaches such as intelligence-led policing and data-driven strategies is encouraged to further strengthen patrol effectiveness, improve public trust, and ensure a safer environment for the residents of Novaliches.

Keywords: police patrol, crime prevention, koper curve theory, community safety, police omnipresence, low-profile policing, novaliches, law enforcement strategies, criminology, public trust

**EFFECTIVENESS OF POLICE STATION 14 COMMUNITY RELATION:
BASIS FOR TRUST AND COOPERATION**

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Mark Anthony De Vera, Roger Valdez Jr, Edgar Reyes

Abstract

Public trust and cooperation are essential foundations for effective law enforcement and community well-being. This study investigates the effectiveness of the community relations efforts of Police Station 14 in Barangay Holy Spirit, Quezon City, as a basis for fostering trust and cooperation between the police and the public. The study explores how cultural perceptions, community involvement, police visibility, and officer behavior influence public perceptions of law enforcement. These factors have gradually reshaped the foundation of police-community relations, emphasizing the need for strategic engagement and transparent practices. A descriptive research design is utilized in this study. The respondents include 50 individuals from Barangay Holy Spirit, comprising 10 law enforcement officers and 40 community residents. Purposive sampling is applied to identify participants who have direct experiences with Police Station 14's community programs. Data are collected through a validated survey instrument and are analyzed using descriptive statistics to assess the effectiveness of community policing strategies and their impact on public trust and cooperation. The results show that police-community relations significantly influence public perceptions of law enforcement. Respondents report that regular communication, transparency in operations, and community outreach activities contribute to stronger cooperation and increased public trust. Law enforcement visibility and consistency in behavior are also noted as critical factors in building positive relations. However, challenges remain, particularly in sustaining engagement and addressing lingering skepticism rooted in past experiences. These findings suggest that continued and consistent community involvement is essential in reinforcing effective policing practices. This study concludes that the community relations efforts of Police Station 14 have a positive impact on building trust and fostering cooperation within Barangay Holy Spirit. The perspectives of community members highlight the importance of ongoing engagement, visible police presence, and transparent operations. To further strengthen these efforts, the study recommends that law enforcement agencies invest in long-term community partnership programs, officer training on community-based policing, and regular evaluation of outreach initiatives to sustain trust and public cooperation.

Keywords: community policing, police-community relations, public trust, law enforcement, barangay holy spirit, police visibility, crime prevention, cooperation, criminology

**EFFECTIVENESS OF POLICE VISIBILITY IN PREVENTING CRIMES IN
BARANGAY UGONG VALENZUELA CITY**

Rasad Ash-hary, Elizar Belarmino, Aldrin Carreon, Ejay Marcaida,
Mark Daniel Villamayor, Eduardo Villaruel

Abstract

Police visibility plays a crucial role in deterring crime and enhancing the sense of safety within communities. The effectiveness of police presence is especially important in areas with high crime rates or social instability, such as informal settlements. While police visibility alone may not completely eliminate criminal activities, it contributes significantly to crime prevention and public confidence when combined with strategic programs and community involvement. This study examines the effectiveness of police visibility in preventing crimes in Barangay Ugong, Valenzuela City. It aims to evaluate how police omnipresence impacts criminal behavior, promotes safety, and influences public perception of law enforcement. This study adopts a descriptive research design to assess the impact of police visibility on crime prevention in Barangay Ugong. A total of 50 respondents were selected through purposive sampling, consisting of barangay personnel, members of the Philippine National Police (PNP), and community residents. Data was gathered through survey questionnaires and face-to-face interactions. The collected data were analyzed using statistical tools such as frequency, percentage, ranking, and mean to interpret the respondents' perceptions of the effectiveness of police visibility in terms of personnel deployment, operational procedures, and availability of equipment. The results indicate that the majority of respondents were male and aged 42 and above. Most participants assessed police visibility in the barangay as "Very Effective," particularly in the areas of personnel, procedures, and equipment and materials. These findings suggest that the visible presence of law enforcement contributes to reduced fear of crime among residents and discourages potential offenders from engaging in unlawful acts. However, the study also identified issues such as limited manpower and insufficient funding, which hinder the consistent implementation of effective police visibility strategies. This study concludes that police visibility significantly enhances community security and public confidence by deterring criminal activity and promoting a safer environment. The presence of officers in public areas leads to increased vigilance and reduced opportunities for crime. However, to maximize its impact, law enforcement must address resource limitations and strengthen community engagement. The study recommends continuous improvement of patrol operations, increased funding, and collaboration between police and residents to ensure proactive and sustainable crime prevention efforts in Barangay Ugong.

Keywords: police visibility, crime prevention, public safety, community confidence, law enforcement, barangay ugong, valenzuela city, police presence, criminology, community engagement

**EFFECTIVENESS OF PREVENTION PROGRAM IN REDUCING SEXUAL ASSAULT
INCIDENT IN BARANGAY BAGBAG, QUEZON CITY: BASIS FOR
CREATION OF ANTI- SEXUAL FRAMEWORK**

Regino Moso, Mico Asumbra, Harold Ian Dalida, Justine Miguel Dela Fuente,
Rayvin De Llamas, Jinky Anacta

Abstract

This study examines the effectiveness of a prevention program in reducing sexual assault incidents in Barangay Bagbag, Quezon City, as a basis for creating an anti-sexual framework. It presents the background of the study, review of related literature, conceptual and theoretical frameworks, statement of the problem, assumptions, scope and delimitations, significance of the study, and definition of terms. The frameworks guide the study's direction, while the problem statement identifies the key research questions. Assumptions clarify the underlying conditions, the scope sets study boundaries, the significance explains its relevance to stakeholders, and defined terms ensure clarity and consistency. The methodology describes the research design, respondents, sampling technique, research instrument, its validation process, data collection procedures, and statistical treatments. Respondents were selected to ensure appropriate representation, and the validated instrument was administered and retrieved systematically. Data was analyzed using relevant statistical methods to ensure accuracy and reliability of the findings. The results are presented through tables, statistical analyses, and interpretations of the gathered data. The demographic profile of respondents provides essential background information. Survey responses were analyzed using appropriate statistical tools, with each table supported by clear explanations. Findings are presented objectively to address the research questions and support the study's conclusions. The discussion interprets the results in relation to the research questions and objectives. It identifies the level of effectiveness of the prevention program, formulates conclusions addressing the statement of the problem, and provides recommendations to address identified issues. Suggested improvements aim to enhance program implementation, inform stakeholders, and guide future research. The discussion follows the order of the research questions for clarity and coherence.

Keywords: sexual assault prevention, program effectiveness, crime reduction, anti-sexual framework, barangay bagbag

EFFECTIVENESS OF TASK FORCE DISIPLINA IN THE IMPLEMENTATION OF CITY ORDINANCES IN BARANGAY NOVALICHES PROPER, QUEZON CITY

Mike Angelo Martirez, Joshua Caharian, Rafael Dalma, Errol Medina,
Christian Paul Tejoso, Denise Anne Osorio

Abstract

Barangay Novaliches Proper in Quezon City, one of the most populous and congested areas in Metro Manila, faces persistent challenges in maintaining law and order. In response, the local government established Task Force Disiplina to strengthen the implementation of city ordinances through stricter enforcement and enhanced community engagement. This study aims to assess the effectiveness of Task Force Disiplina in enforcing local ordinances and promoting discipline within the community, while also identifying factors influencing its operational efficiency. This study employs a descriptive research design, following the framework of McCombes (2020), to systematically assess the effectiveness of Task Force Disiplina in implementing city ordinances. A total of 50 participants, including 40 residents of Barangay Novaliches Proper and 10 members of Task Force Disiplina, are selected using purposive sampling to ensure relevant and insightful responses. Data collection tools include structured surveys, focusing on areas such as personnel competency, training adequacy, logistical support, and perceived challenges faced by the task force. The findings reveal that Task Force Disiplina plays a significant role in reinforcing city regulations within Barangay Novaliches Proper. Residents acknowledged improvements in public compliance and orderliness due to increased visibility and activity of the task force. However, challenges such as limited manpower, insufficient logistical resources, and gaps in training were also identified. Despite these limitations, the task force is perceived to be generally effective in its implementation efforts. The results highlight the importance of continued support in terms of equipment, personnel development, and policy reinforcement to maximize the task force's performance. This study concludes that while Task Force Disiplina has been instrumental in promoting compliance with city ordinances, there is a need for systemic improvements in resource allocation, officer training, and community collaboration. Recommendations include the provision of sustained logistical support, regular skills development programs, and stronger communication between local officials and residents. These measures are essential for strengthening the long-term effectiveness of the task force. The findings offer valuable insights for policymakers and future researchers aiming to improve local governance and community-based enforcement mechanisms.

Keywords: task force disiplina, city ordinances, law enforcement, community engagement, barangay novaliches proper, quezon city, criminology, public order, descriptive research, local governance

**EFFECTIVENESS OF THE DEPARTMENT OF PUBLIC SAFETY AND TRAFFIC
MANAGEMENT IN REGULATING TRAFFIC LAWS AT
BAGONG SILANG CALOOCAN CITY**

Joel Briones, Mark Antonie Cabe, Joshua Panoringan,
Niño Baquiran, Christian Jay Caparal, Nilmar Plata

Abstract

Traffic management is a persistent issue in many urban areas, and Bagong Silang, Caloocan City, is no exception. Increasing vehicle volume, insufficient infrastructure, and a rapidly growing population contribute to congestion, safety concerns, and poor compliance with traffic laws. This study examines the effectiveness of the Department of Public Safety and Traffic Management (DPSTM) in enforcing traffic regulations in Bagong Silang. The effectiveness of regulation is influenced by factors such as public awareness, enforcement consistency, and community attitudes toward traffic laws. This study utilizes a quantitative descriptive research design to evaluate the DPSTM's effectiveness in managing traffic in Bagong Silang, Caloocan City. A total of 50 respondents participated, categorized into three groups: 20 traffic enforcers, 20 drivers, and 10 residents. Data was collected through a structured survey questionnaire designed to measure perceptions of enforcement practices, challenges, and potential solutions. Descriptive statistics, including frequency and weighted mean, were used to analyze the responses. According to the data gathered, the largest proportion of respondents (34%) were aged 26–33, while the majority (86%) were male. More than half (52%) were married, and 34% had resided in Bagong Silang, Caloocan City, for 4 to 6 years. Based on the respondents' assessments, traffic management obtained an overall weighted mean of 3.50, interpreted as "Highly Effective." Respondents identified "overloading and oversized vehicles" and "lack of pedestrian and cyclist infrastructure" as the most significant challenges in Bagong Silang, with both indicators receiving 98%. Additionally, the indicators "conduct a traffic sign and marking audit, repair or replace damaged signs, and install new ones as needed" and "launch public awareness campaigns, conduct seminars, and distribute educational materials" each received a score of 90%. The findings suggest that traffic enforcement in Bagong Silang is generally effective but faces persistent challenges related to infrastructure and community behavior. Educational initiatives are recommended to reduce the burden on traffic enforcers by fostering more responsible road use among the public. These programs may also help decrease traffic violations and accidents, allowing enforcers to concentrate on more critical tasks. The study highlights the importance of combining enforcement with education and infrastructure improvements to create a more efficient and safer traffic management system.

Keywords: traffic management, public safety, traffic enforcement, bagong silang, caloocan city, department of public safety and traffic management, road safety, urban congestion, traffic education, criminology

**EFFECTIVENESS OF THE PHILIPPINE NATIONAL POLICE OPLAN GALUGAD
CONDUCTED BY HILLCREST POLICE SUB-STATION 8 AT
BARANGAY 170 CALOOCAN CITY**

Anthony Jabalde, John Kenrick Alinio, Ryan Gabayno, Jonel Samson, Dr. Antonio Dawagan Sr.

Abstract

The Philippine National Police (PNP) continue to implement initiatives aimed at maintaining peace and order throughout the country. One of these programs is "Oplan Galugad," a targeted anti-crime campaign designed to address illegal activities such as drug trafficking, illegal firearm possession, public drinking, illegal gambling, and the apprehension of wanted individuals. This operation typically involves coordinated raids, intensified patrols, and active community engagement to enhance public safety. In Barangay 170, Caloocan City, the Hillcrest Police Sub-Station 8 recorded a total of 238 apprehensions in 2024 related to these violations. This study evaluates the effectiveness of Oplan Galugad as implemented in the said locality. A descriptive quantitative research design is employed in this study. The sample includes 50 respondents, divided into three groups: 10 police officers, 10 barangay officials and volunteers, and 30 residents of Barangay 170, Caloocan City. Data is collected through a structured survey questionnaire aimed at assessing perceptions of the campaign's effectiveness in terms of crime reduction, community perception, legal compliance, and operational efficiency. The demographic data show that most respondents are aged 34 to 41 (n=14), single (n=26), male (n=33), and have attained a high school level of education (n=19). Respondents rated the Oplan Galugad operation as "Highly Effective" in terms of crime reduction, community perception, and operational efficiency, while legal compliance was rated as "Effective." A majority of respondents (n=38) believe that the operation is necessary for addressing crime and security concerns. Furthermore, respondents strongly agreed that enhancing police-community relationships could improve the success of future Oplan Galugad operations, with a weighted mean of 50 supporting this measure. The study concludes that Oplan Galugad, as conducted by Hillcrest Police Sub-Station 8 in Barangay 170, is perceived as effective in reducing crime, improving community perception, and ensuring operational efficiency. However, legal compliance was rated slightly lower, indicating areas for improvement. The findings highlight the importance of continued community involvement and recommend initiatives to strengthen police-community relations as a means of improving the campaign's long-term effectiveness. These insights serve as a foundation for refining current strategies and enhancing public trust in law enforcement.

Keywords: oplan galugad, crime prevention, community policing, police operations, public safety, barangay 170, caloocan city, philippine national police, law enforcement, police-community relations

**EFFECTIVENESS OF THE PROGRAMS OFFERED BY COMMUNITY AFFAIRS
SECTION OF POLICE STATION 4 NOVALICHES QUEZON CITY POLICE DISTRICT**

Arabella Erandio, Charlotte Mae Aducal, Junaimah Barua,
Kyla Karryl Caballero, Jovel Pianiar, Denise Anne Osorio

Abstract

The Community Affairs Section of Police Station 4 in Novaliches, Quezon City, is tasked with addressing local needs and fostering community development through voluntary programs. These initiatives aim to strengthen police-community relations by promoting public information, civic action, public relations, and mass communication efforts. This study evaluates the effectiveness of these programs in fulfilling their intended objectives and identifying their strengths and weaknesses. It also aims to inform future research and guide the improvement of similar community-based initiatives. Respondents are categorized into three groups: 15 police personnel, 15 barangay personnel, and 15 residents. A descriptive research design is employed to gather data from selected respondents using purposive sampling. This technique ensures that participants are chosen based on their knowledge, experience, and engagement with the community programs under study. Data collection focused on respondents' assessments of various program components, including public information, public relations, civic action, and mass communication efforts. The study evaluated the effectiveness of programs offered by the Community Affairs Section of Police Station 4, Novaliches, Quezon City Police District. The programs were found to strengthen police–community relations, build public trust, and improve the image of the police. These efforts enhanced community confidence in the police's ability to execute their programs effectively. Respondents indicated that the Public Information Program adequately provided knowledge on rules and regulations in Novaliches and that government services distributed information effectively to citizens, with a weighted mean of 3.60, interpreted as “Very Effective.” Content creation, such as social media updates, received a weighted mean of 3.40, also interpreted as “Very Effective.” Law enforcers' engagement with the community to encourage social participation scored 3.50, while efficiency in helping citizens improve communication skills to express suggestions and feedback scored the highest at 3.70, both interpreted as “Very Effective.” The respondents recommended that the community should be regularly updated on important announcements posted by the PNP to increase awareness of available programs.

Keywords: community affairs, police-community relations, public information program, civic action, mass communication, public engagement, novaliches, quezon city, pnp programs, criminology

**EFFECTIVENESS OF TRAFFIC TRANSPORT MANAGEMENT DIVISION IN
IMPLEMENTING TRAFFIC LAWS IN BARANGAY SAUYO ROAD, QUEZON CITY**

King Joseph Bultron, Carlo Daguinod, Kevin Feliminiano,
Erwin Nocus, Loyd Tugon, Dr. Antonio Dawagan Sr.

Abstract

Traffic law enforcement involves the actions taken by law enforcement authorities to ensure public compliance with road safety regulations. These laws are intended to reduce accidents, improve traffic flow, and ensure the safety of all road users. This study focuses on the effectiveness of the Traffic Transport Management Division in implementing traffic laws along Sauyo Road in Barangay Sauyo, Quezon City. It also highlights the responsibilities of local barangay officials in managing and regulating traffic within their jurisdiction. A quantitative correlational research design is employed to evaluate the implementation of traffic laws by the Traffic Transport Management Division in Barangay Sauyo. The study involves two respondent groups with a total of 50 participants: 30 barangay officials and 20 community members. Stratified sampling is used to ensure proper representation. Data is gathered through structured survey questionnaires, and the analysis focuses on the perceived effectiveness of traffic law enforcement in terms of implementation, personnel, and knowledge of traffic rules, policies, and procedures. Most respondents were male, aged 18–25, single, at the college level, and had served in their roles for 1 to 3 years. The assessment of the Traffic Transport Management Division's effectiveness in implementing traffic laws in Barangay Sauyo Road is rated as "Very Effective" in terms of personnel performance, procedural implementation, and awareness of traffic rules. However, one major problem identified was the inefficient use of technology, including underutilized CCTV systems and traffic sensors. Respondents suggested that traffic flow could be improved through coordinated signalization, road network upgrades, and the adoption of more efficient public transport systems. Additional solutions include enhancing pedestrian infrastructure, implementing stricter parking regulations, and adopting intelligent traffic management technologies. The study concludes that while the Traffic Transport Management Division is largely effective in enforcing traffic laws in Barangay Sauyo, further improvements are needed. These include the enhanced use of traffic technologies, community education campaigns to promote responsible driving behavior, and encouragement of alternative transport modes. The researchers recommend an action plan to further strengthen traffic enforcement and improve road safety and mobility in the area.

Keywords: traffic law enforcement, traffic management, barangay sauyo, quezon city, public safety, road regulations, traffic flow, intelligent traffic systems, community mobilization, criminology

**EFFECTIVENESS OF YOUTH CRIME REDUCTION AT
BARANGAY 175 CAMARIN CALOOCAN CITY**

Rico Miniano, Jake Remo, Mark Adrian Nacion, Edmar Sagonoy,
Jay Lord Irlandez, Dr. Antonio Dawagan Sr.

Abstract

This study assesses the effectiveness of youth crime reduction programs in Barangay 175, Camarin, Caloocan City, with a particular focus on initiatives targeting youth involved in legal conflict. Specifically, it examines the implementation and impact of counseling and diversion programs, as well as educational interventions such as the Alternative Learning System (ALS) for out-of-school youth. The study aims to evaluate local perceptions of these programs, identify challenges to their implementation, and propose recommendations for their improvement. This study uses a quantitative descriptive research design. Stratified sampling was employed to select 50 participants, from whom data were gathered using survey questionnaires. The instrument underwent validation procedures to ensure reliability. The administration and retrieval of the instruments were systematically conducted, and the data were analyzed using Cochran's formula to determine the appropriate sample size. Frequency and percentage distribution were used for demographic analysis, while weighted mean analysis assessed the respondents' perceptions of program effectiveness. The majority of respondents were aged 34–41 years (34%), male (58%), and married (54%). Educational attainment varied, with 44% holding college degrees. Analysis revealed a composite mean of 3.20, indicating a general agreement on the effectiveness of youth crime prevention programs. Respondents emphasized the importance of accessible alternative youth programs, which were seen as particularly effective. However, the rehabilitation of children in conflict with the law (CICL) faced challenges, including limited access to counseling and mental health services. Notably, 76% of respondents identified this as a major obstacle. Furthermore, participants highlighted the need to strengthen partnerships with alternative education and vocational training institutions to expand program accessibility. The findings suggest that improving access to mental health services and forming stronger collaborations with educational and vocational institutions could significantly enhance the effectiveness of youth crime reduction programs in Barangay 175, Camarin, Caloocan City.

Keywords: youth crime, crime prevention programs, counseling, diversion programs, alternative learning system, children in conflict with the law, community-based rehabilitation

**EFFECTIVENESS OF YOUTH ENGAGEMENT PROGRAMS IN PREVENTING STREET
CRIMES AT UPPER NAWASA, BARANGAY COMMONWEALTH, QUEZON CITY**

Jaymar Adrian Gonzales, John Paul Espenilla, Rogelio Itlanas,
Andrei Odiaman, Jasper James Padulaga, Dr. Antonio Dawagan Sr.

Abstract

The effectiveness of youth engagement programs remains a significant yet evolving component in community-based youth development efforts, particularly in Upper Nawasa, Barangay Commonwealth. Over the years, these initiatives have been referred to in various ways, including youth leadership, civic engagement, youth participation, and youth voice. This study investigates how these programs contribute to the prevention of street crimes among the youth in the area. This study adopts a quantitative descriptive research design to evaluate the perceptions of youth participants regarding the effectiveness of engagement programs. A total of 50 youth respondents from Upper Nawasa, Barangay Commonwealth, were selected through purposive sampling. Survey questionnaires were used to collect data, aiming to quantitatively describe and analyze the respondents' experiences and insights related to youth crime prevention. The most frequently encountered challenge among the youth respondents was "difficulty in engaging the community and encouraging participation in program activities," reported by 49 participants, accounting for 11.21% of total responses. In contrast, the least encountered problem was the "lack of training and capacity-building opportunities for program staff and volunteers," with 37 responses, or 8.47%. The most favored solution was to "develop and regularly update an emergency response plan and conduct regular drills to prevent youth crimes," which received 49 responses, or 11.50%. The least suggested strategy was to "acquire necessary equipment and supplies and maintain and upgrade existing ones," with 34 responses, or 7.98%. Most respondents were aged 18 to 25, male, had lived in Upper Nawasa for 4 to 6 years, and had been actively involved in youth programs for less than six months. The analysis revealed that the "Core Competencies" component received an overall weighted mean of 3.73, "Technical Competencies" scored 3.84, and "Enabling and Leadership Competencies" obtained 3.79. All three areas were interpreted as "Highly Effective," indicating strong approval of the program's impact on youth development and street crime prevention.

Keywords: youth engagement program, upper nawasa, barangay commonwealth, community-based programs, crime prevention, street crimes, youth participation

**EFFECTS OF SOCIAL MEDIA IN CRIME PREVENTION EFFORTS OF QCPD - POLICE
STATION 4 IN BARANGAY STA. MONICA QUEZON CITY**

Maverick Casumpang, Adonis Araojo, Ray Angelo Delos Santos,
James Lann Estrabella, Marlou Lumentigar, Dr. Myrna Cuntapay

Abstract

In today's digital era, social media platforms have become integral to everyday life, offering dynamic tools for communication, information sharing, and public engagement. These platforms have also emerged as potential instruments in crime prevention, allowing law enforcement agencies to reach communities more effectively and foster collaboration in maintaining public safety. This study explores the role of social media in the crime prevention efforts of the Quezon City Police District – Police Station 4 (QCPD-PS4), particularly in Barangay Sta. Monica. This research utilized a descriptive method and employed snowball sampling to gather data from 50 Criminal Justice Officers of QCPD–PS4. The study aimed to assess the effectiveness of social media in terms of crime awareness, the adoption of security precautionary measures, and suspect identification. Data collection was conducted through direct distribution and retrieval of survey questionnaires, ensuring timely and complete responses. The study also sought to identify challenges associated with social media use in crime prevention and propose actionable solutions to enhance its impact. The findings revealed that most respondents were male patrol officers between the ages of 26 and 33. Overall, the respondents agreed that social media positively contributes to crime prevention, particularly by increasing public awareness of crime incidents, promoting safety measures, and aiding in the identification of suspects. However, concerns were raised regarding misinformation and its consequences, including the spread of false information, unnecessary fear, poor decision-making, and wrongful accusations. The most pressing challenge cited was the risk posed by online harassment and cyber threats, which discourage victims from reporting crimes. The most recommended action was implementing stricter fact-checking mechanisms to reduce misinformation and the spread of fake news. To address these issues, the study proposed an action plan focusing on enhancing digital security and responsible use of social media. Key recommendations include strengthening fact-checking mechanisms, conducting digital literacy programs to educate the public, and creating secure, encrypted online reporting channels to protect informants. Expanding internet access in underserved areas and improving the monitoring of cyber threats were also suggested. Furthermore, the study advocates for regular training of law enforcement personnel on digital crime prevention, community engagement through social media campaigns, and collaboration with technology experts to design secure reporting systems. These strategies aim to improve the effectiveness of social media as a tool for crime prevention in Barangay Sta. Monica and beyond.

Keywords: social media and crime prevention, digital literacy, misinformation, online crime reporting, cybersecurity, community policing, law enforcement technology

**EFFECTS OF THE ROAD CLEARING OPERATION PROGRAM ON
TRAFFIC IN BARANGAY, BATASAN HILLS, QUEZON CITY**

Joed Lee Bornales, Ryan Carlo Claros, Kerby Hinaut, Mark Amiel Lansangan,
D-jay Obligado, Jinky Anacta

Abstract

This study explores the impact of the Road Clearing Operation Program on traffic flow in Barangay Batasan Hills, Quezon City. Road clearing operations play a critical role in eliminating road obstructions, thereby reducing traffic congestion, minimizing accidents, and facilitating efficient disaster response. The study integrates theoretical and conceptual frameworks to understand the long-term implications of these operations. It also aims to educate future law enforcement officers on the environmental and logistical significance of road clearing while promoting public awareness of responsible development practices. As roads serve as essential components of transportation networks, maintaining clear roadways is crucial to supporting the mobility of people, goods, and services. A quantitative research approach was employed using descriptive research design. This design was selected to provide a detailed and comprehensive analysis of the phenomenon being studied. Data were collected through structured surveys to evaluate public perception and assess the program's effectiveness in improving road conditions and traffic management in the community. The implementation of the road clearing program in Barangay Batasan Hills led to notable improvements in road conditions and traffic flow. Public awareness regarding safe driving practices and the importance of avoiding road obstructions was also enhanced. The program recorded an overall composite mean of 3.30 in terms of road condition and traffic improvement, with the highest individual item scoring a mean of 3.38. Additionally, the assignment of traffic officers in specific areas contributed to accident reduction and smoother vehicular movement. Despite these successes, the program faced several challenges, including limited resources, a small respondent sample, and factors that may limit the overall impact and sustainability of the program. The Road Clearing Operation Program in Barangay Batasan Hills, Quezon City, has contributed to notable improvements in road conditions and traffic flow. The program effectively raises public awareness on safe driving practices and the importance of avoiding road obstructions, reflected in a mean score of 3.30. The overall composite mean for road condition and improvement is 3.30, with the highest recorded mean at 3.38. In addition, the program seeks to reduce accidents by deploying officers in each area to maintain proper traffic flow. Despite these achievements, challenges such as limited resources, low sample size, and specific situational factors affect its overall effectiveness. The program's impact on improving traffic flow is rated at a mean of 3.30, with the highest mean recorded at 3.40.

Keywords: road clearing operations, traffic flow, public safety, transportation management, barangay batasan hills, urban development

**EFFECTS ON THE EXPOSURE OF PORNOGRAPHY AMONG CHILDREN
AT RISK IN CAMARIN CALOOCAN CITY**

Walter Ibanga, Walter Ibanga, Ian Asumbra, Edmon Reyes, Ai Sobair Macadindang,
Mark Anthony Degracia, Eduardo Villaruel

Abstract

This study addresses the increasing concern of early exposure to online pornography among children, particularly in at-risk communities such as Camarin, Caloocan City. With the widespread accessibility of digital media, children are more vulnerable to inappropriate content, which may negatively affect their psychological development, body image, social behavior, and sexual awareness. Grounded in Bronfenbrenner's Ecological Systems Theory, the study explores the various environmental systems that influence a child's development. It aims to determine the extent of pornography exposure and assess the effectiveness of preventive measures such as parental controls and digital literacy education to recommend proactive solutions for protecting children. This research employed a quantitative descriptive research design to examine the effects of pornography exposure on children at risk. Thirty parents were selected through purposive sampling, based on their capacity to provide meaningful insights into the issue. Data were collected using structured and validated survey questionnaires, which included both close- and open-ended questions to ensure comprehensive and unbiased responses. The findings revealed that the majority of respondents were married women aged 51 and above, with educational attainment ranging from high school to college. A high overall weighted mean of 3.66 indicated strong agreement that parental measures such as the use of content filters, monitoring online activity, and open communication are effective in reducing children's exposure to pornography. Additionally, a weighted mean of 3.79 showed that educating children on safe internet practices and engaging in candid conversations about online risks were strongly supported by respondents as crucial preventive strategies. The study confirms the considerable risk that digital exposure poses to children in marginalized communities. Although parents acknowledge the value of monitoring and education, they face challenges such as low technological literacy and discomfort in discussing sensitive topics. The proposed solutions include educational campaigns, tech-based monitoring tools, and broader community involvement, emphasizing a shared responsibility among parents, educators, developers, and policymakers. Anchored in ecological theory, the study promotes a multi-layered approach combining technology, awareness, and community action to effectively safeguard children from harmful online content.

Keywords: pornography exposure, at-risk children, parental controls, digital literacy, internet safety, ecological systems theory

**EFFICIENCY OF TRAFFIC ACCIDENT AT BARANGAY
KALIGAYAHAN NOVALICHES QUEZON CITY**

Julius Santianes, Paris Mark Amador, Joseph Alvarez, John Francis Calub,
James Paladin, Dr. Myrna Cuntapay

Abstract

This study investigates the efficiency of traffic investigation procedures in Barangay Kaligayahan, Novaliches, Quezon City, and their broader implications for public health and economic stability. Given the significant number of individuals affected by traffic-related incidents each year, the research underscores the urgent need for prompt, accurate investigative processes and the development of reliable road infrastructure. Through a comprehensive review of relevant literature, the study examines existing policies, investigative techniques, and legal frameworks to identify critical challenges, such as inadequate evidence collection, weak inter-agency coordination, and procedural gaps. The study aims to evaluate and enhance local traffic investigation practices, with the overarching goal of promoting safer urban communities, reducing road-related fatalities, and minimizing the economic burden caused by traffic accidents. This study employed a descriptive research design to assess the efficiency of traffic investigation procedures in Barangay Kaligayahan, Novaliches, Quezon City. Data were collected through a combination of surveys, interviews, and direct observations from a total of 50 purposively selected respondents, comprising traffic investigators, victims, and suspects. A validated survey questionnaire served as the primary data collection instrument, covering key components such as respondent profiles, the perceived efficiency of traffic investigations, existing challenges, and proposed areas for improvement. The collected data were analyzed using appropriate descriptive statistical tools, including frequency, percentage, weighted mean, Likert scale interpretation, and ranking methods, to draw meaningful insights and conclusions regarding the effectiveness of current traffic investigation practices. This chapter presents the analysis and interpretation of data using tabular presentations and relevant statistical tools. It outlines the demographic profile of the 50 respondents and examines core variables, including traffic investigation policies and procedures, investigative techniques, and legal frameworks. The chapter also identifies key issues hindering the efficiency of traffic investigations in Barangay Kaligayahan, Novaliches, Quezon City. Additionally, it explores proposed interventions aimed at strengthening investigative processes. The findings serve as a foundation for formulating evidence-based recommendations to improve the overall effectiveness, accuracy, and responsiveness of local traffic investigation practices. This chapter presents the summary, conclusions, and recommendations of the study on the efficiency of traffic investigation in Barangay Kaligayahan, Novaliches, Quezon City. The study's findings identified several key challenges, including ineffective evidence collection, overwhelming caseloads, and inadequate communication channels between investigators and relevant agencies. Respondents emphasized the urgent need for capacity enhancement through specialized training, the provision of mobile evidence collection kits, and the establishment of more responsive community-based reporting systems. In light of these findings, the study recommends the implementation of focused training programs and strategic infrastructure improvements aimed at strengthening investigative efficiency, enhancing inter-agency coordination, and improving overall community safety.

Keywords: traffic investigation, barangay kaligayahan, evidence collection, communication gaps, high caseloads, mobile evidence kits, community reporting, training programs, infrastructure improvement, public safety

ELECTRIC BIKE USERS PERCEPTION ON PROPOSED REGISTRATION

Mark Carinan, Ronnie Planas, Eddie Llagas, Bobby Carl Trinidad, Dr. Myrna Cuntapay

Abstract

In recent years, the widespread adoption of electric bicycles (e-bikes) has significantly reshaped urban mobility, offering a sustainable, cost-efficient, and convenient alternative to traditional modes of transportation. Particularly in densely populated cities, e-bikes have emerged as a practical solution to traffic congestion, rising fuel costs, and limited public transit options. However, the rapid increase in e-bike usage has also introduced new challenges, particularly in the areas of regulation, road safety, and infrastructure development. As cities strive to integrate e-bikes into existing transport systems, addressing these issues becomes increasingly important. This study seeks to examine the perceptions of electric bike users regarding the proposed registration policy, focusing on their level of awareness, acceptance, and concerns about its implications for personal mobility and public safety. This study outlines a comprehensive methodology, including the research design, identification and selection of respondents, and the sampling technique employed. It further details the construction and validation of the research instrument, procedures for its distribution and retrieval, and the statistical methods used for data analysis. These methodological steps ensure the reliability, validity, and accuracy of the findings. Among the respondents, 13 individuals (32.5%) were between the ages of 26 and 33. In terms of civil status, the majority, 19 respondents (60%), were single. Regarding educational attainment, 7 respondents (17.5%) were at the college level, while 3 respondents each (7.5%) were college graduates and elementary-level graduates, respectively. For the sex distribution, male respondents constituted the majority with 28 individuals (70%). In evaluating community perceptions of key policing activities, the following results were obtained: Patrolling received a composite mean of 3.44, interpreted as "Strongly Agree." Intelligence Gathering initially received a composite mean of 3.41, also interpreted as "Strongly Agree." Community Awareness registered a composite mean of 3.25, which corresponds to "Agree." A separate assessment of Intelligence Gathering also yielded a composite mean of 3.25 ("Agree"). When asked about specific engagement or awareness items, 69.5% of respondents answered "Yes," while 30.5% answered "No." Another measurement for Intelligence Gathering received a composite mean of 3.19, still interpreted as "Agree." These findings reflect a generally positive perception of law enforcement activities, particularly in areas of patrolling and intelligence gathering, with room for improvement in public awareness efforts. This chapter presents the summary of key findings, conclusions, and recommendations based on the conducted study titled "Electric Bike Users' Perception on the Proposed Registration Policy." The research aimed to evaluate the attitudes and opinions of electric bike users toward the proposed registration system, as well as its possible impact on their usage and compliance behavior. The study was conducted in Tandang Sora, Quezon City, targeting electric bike users as respondents. A simple random sampling technique was employed to ensure objectivity and representativeness in the respondent selection process. The research followed a quantitative approach, allowing for numerical data collection and statistical analysis. Tools such as mean and percentage were used to analyze and interpret the data effectively. The results of this study provide valuable insights for government agencies, policymakers, and transportation authorities in crafting regulations that balance safety, compliance, and user convenience. The findings also serve as a basis for developing awareness programs and infrastructure improvements to support the growing use of electric bikes in urban areas.

Keywords: electric bike, registration policy, user perception, urban mobility, tandang sora, quantitative research, simple random sampling, statistical analysis, transportation regulation, quezon city.

**EMOTIONAL IMPACT OF CRIME AS PERCEIVED BY
THE RESIDENCE OF BRGY 181, CALOOCAN CITY**

Jericho Torlao, Romel Bosoboso, Mandy Dela Cruz, Gelben Masong, Edgar Reyes

Abstract

Crime remains a critical issue in many urban areas, impacting not only public safety but also on the emotional and psychological well-being of residents. In Barangay 181, Caloocan City, a community grappling with ongoing security concerns, exposure to crime often leads to heightened levels of fear, chronic anxiety, and social withdrawal. This study investigates the emotional and psychological impact of crime on residents, emphasizing manifestations such as depression, anxiety disorders, social isolation, diminished interpersonal trust, and adverse physical health outcomes. The research seeks to understand how persistent crime shapes daily life and mental health in vulnerable urban communities. This study utilized a descriptive quantitative research design to examine the emotional impact of crime on the local population. A total of 50 respondents were surveyed from Barangay 181, Caloocan City, comprising community residents, barangay officials, and law enforcement personnel. Participants were selected through purposive sampling to ensure they had firsthand experience or significant exposure to criminal incidents in the area. This approach ensured the collection of relevant, experience-based data to support the study's objectives. The findings of the study, based on the formulated sub-problems, are summarized as follows: Demographic Profile: Age: Among the 50 respondents, the largest age group was 45–54 years old, accounting for 32% or 16 individuals. Sex: An equal gender distribution was observed, with males comprising 50% (25 out of 50) of the respondents. Civil Status: The majority of the respondents were married, representing 72% or 36 individuals. Educational Attainment: A significant portion of the participants were college graduates, accounting for 38% or 19 individuals. Emotional Impact of Crime: Residents of Barangay 181, Caloocan City, strongly agreed with all indicators of emotional impact caused by crime: Depression and Anxiety: The overall weighted mean was 4.50, indicating a strong agreement. Social Isolation: The overall weighted mean was 4.52, interpreted as strong agreement. Difficulty Trusting Others: The highest concern, with a weighted mean of 4.72, reflecting strong agreement. Physical Health Problems: The most significant impact reported, with a weighted mean of 4.86, also strongly agreed upon. Problems Encountered: The most commonly identified issue resulting from the emotional impact of crime was poverty and lack of job opportunities, cited by all 50 respondents (100%), ranking first among the challenges faced by residents. The researchers strongly recommend that local authorities, in collaboration with community organizations, launch sustained and inclusive awareness campaigns focused on crime prevention. These campaigns should not only inform residents about practical safety measures but also address the emotional and psychological impact of crime. By fostering community engagement, promoting cooperation with law enforcement, and encouraging proactive safety practices, these efforts can contribute to a more secure and resilient community in Barangay 181, Caloocan City.

Keywords: crime impact, emotional distress, urban community safety, barangay 181 caloocan, depression, anxiety, social isolation, physical health, trust issues, crime prevention, awareness campaigns

**EMPOWERING DELIVERY RIDERS IN PROMOTING CRIME PREVENTION
AND AWARENESS IN BARANGAY 177 CALOOCAN CITY**

Jericho Abejoro, Francis Angelitud, Carl James Layman,
Maynard Pica, John Roevic Sicad, Dr. Myrna Cuntapay

Abstract

This study investigates the potential contribution of delivery riders to public safety and crime prevention efforts in Barangay 177, Caloocan City. Given their constant mobility and frequent interaction with community members, delivery riders are uniquely positioned to support local authorities by providing timely information and assistance. The research examines public perceptions regarding the involvement of delivery riders in road safety and crime prevention initiatives. Employing a quantitative correlational research design, the study also analyzes the influence of demographic variables such as age, gender, educational attainment, and civil status on these perceptions. This study adopted a quantitative correlational research design to explore how demographic factors such as age, gender, educational attainment, and civil status, relate to the involvement of delivery riders in crime prevention initiatives. It also examined their willingness and readiness to engage and cooperate with law enforcement agencies and local government authorities. The participants, drawn from Barangay 177 in Caloocan City, included five (5) members of the Philippine National Police (PNP), ten (10) barangay officials, fifteen (15) local residents, and twenty (20) delivery riders. The majority of respondents were between 18 and 25 years old, accounting for 28 individuals or 56% of the total sample. In terms of gender, male participants made up 66% (33 individuals), while female participants comprised 34% (17 individuals). The study involved a total of 50 respondents, consisting of five (5) PNP personnel, ten (10) local officials, fifteen (15) community residents, and twenty (20) delivery riders, representing 100% of the sample population. Regarding educational attainment, all respondents had formal education, with the highest levels noted in the data. When assessing their perceptions, the findings indicated a strong consensus among participants, with a weighted mean of 3.53 interpreted as “Strongly Agree” on the role of delivery riders in crime deterrence and increasing public awareness. Respondents also strongly agreed with the importance of delivery riders in crime prevention efforts within the barangay. However, the study also identified a lack of educational programs in the community that address crime prevention. As a result, respondents recommended initiatives focused on empowering delivery riders to play a more proactive role in promoting safety, supporting law enforcement, and enhancing public awareness campaigns. The findings highlight the significant yet underutilized potential of delivery riders in contributing to crime prevention and public safety efforts in Barangay 177, Caloocan City. Due to the nature of their work, delivery riders are constantly mobile and maintain a visible presence throughout the community. This position helps them to serve as informal watchdogs, capable of identifying and reporting suspicious behavior or criminal activity. Their daily interactions with residents and familiarity with local routes make them uniquely equipped to support law enforcement initiatives and enhance the overall safety and security of the barangay.

Keywords: delivery riders, crime prevention, public safety, barangay 177, community involvement, law enforcement partnership, suspicious activity, mobile patrol, local safety, informal surveillance

ENHANCING BARANGAY SECURITY AGAINST GANG RIOTS: A PROPOSAL

Sharlyn Morte, Renzlyn Alviar, Erica Bernabe, Jericho Lagario, Fherl Visitacion

Abstract

Gang-related violence and riots continue to threaten peace and public safety in numerous barangays. These disturbances not only put lives at risk but also instill fear and insecurity within communities. Despite existing preventive measures, many barangays lack a strategic and proactive approach to effectively address gang-related issues. This study proposes the enhancement of barangay-level security through the implementation of targeted interventions, increased community engagement, and improved law enforcement response mechanisms aimed at reducing gang activity and promoting public safety. A mixed-methods research design is employed in this study, integrating both quantitative and qualitative approaches to gather a comprehensive understanding of barangay security. Survey questionnaires are administered to residents, barangay officials, and police personnel to evaluate safety perceptions, frequency of gang-related incidents, and the effectiveness of current security practices. Additionally, in-depth interviews are conducted with selected stakeholders to explore the underlying causes of gang-related disturbances and challenges in maintaining order at the community level. While full data collection is still in progress, preliminary findings highlight common patterns in barangays experiencing gang violence. Gang-related activities appear to be more frequent in highly populated areas characterized by youth unemployment, social disconnection, and limited access to education and recreational programs. These factors contribute to the vulnerability of youth to gang recruitment and increase the likelihood of violent encounters. The initial results emphasize the necessity for a comprehensive and community-centered strategy in addressing gang-related threats. Strengthening barangay security requires not only an increased law enforcement presence but also active participation from the community in crime prevention efforts. Building stronger relationships between residents and authorities, along with integrating technological tools such as surveillance systems and communication networks, can significantly enhance real-time monitoring and response to gang-related incidents. A multi-sectoral approach is recommended to sustain peace and security at the barangay level.

Keywords: gang riots, barangay security, community policing, crime prevention, youth unemployment, public safety, surveillance technology, criminology, mixed-methods research, strategic interventions

**ENHANCING BASIC LIFE SUPPORT AWARENESS THROUGH COMPREHENSIVE
RESCUE TRAINING AMONG CONSTITUENTS OF BARANGAY
TANDANG SORA QUEZON CITY**

Reynaldo Ignacio, Joshua Araneta, Eunard James Gaisen, Jayvee Pidlaoan, Alvin Sensi, Edgar Reyes

Abstract

Barangay Tandang Sora in Quezon City is a densely populated community that faces the constant risk of medical emergencies requiring immediate response. In such situations, the ability of residents to perform Basic Life Support (BLS) can make the difference between life and death. However, limited awareness and lack of proper training hinder effective community response. This study aims to enhance BLS awareness through the implementation of a comprehensive rescue training program among constituents of Barangay Tandang Sora. The initiative is intended to improve the preparedness of residents by equipping them with life-saving knowledge and skills essential for managing emergency situations. This study adopts a descriptive quantitative research design to assess the effectiveness of a comprehensive rescue training program in enhancing BLS awareness. The researchers use a structured survey questionnaire as the primary instrument for data collection, which is administered to selected residents of Barangay Tandang Sora through purposive sampling. The questionnaire is validated by experts and focuses on evaluating participants' understanding, skills, and attitudes related to BLS. The data was organized, tabulated, and analyzed using appropriate statistical tools to draw relevant conclusions about the impact of the training intervention. The findings indicate that the BLS training program positively influenced the knowledge and readiness of the participants. The data reveal improvements in the participants' ability to recognize emergencies, perform CPR, and use basic first aid techniques. The analysis also shows enhanced confidence and willingness among residents to assist during medical crises. These results suggest that structured and practical rescue training significantly contributes to public awareness and emergency response capabilities. The results of the study highlight the importance of community-based training programs in enhancing BLS awareness and preparedness. The comprehensive rescue training initiative effectively improved the participants' knowledge, skills, and attitudes toward emergency response. The findings underscore the need for continuous education and practical simulations to sustain public safety efforts. By empowering residents with essential life-saving techniques, the barangay can foster a culture of readiness, resilience, and proactive involvement during emergencies.

Keywords: basic life support, rescue training, emergency preparedness, public safety, community awareness, first aid, cpr, barangay tandang sora, criminology, descriptive research

**ENHANCING COMMUNITY AWARENESS CAMPAIGN THROUGH FIRE PREVENTION
PROGRAM IN BARANGAY SAUYO QUEZON CITY**

Rey Mark Alboleras, Joel Cabasag, Paolo Nuylan, Carl Kenneth Revilloza,
Charles Kirk Salazar, Irene Gaviola

Abstract

Fire remains one of the most frequent disasters in the Philippines, particularly in highly urbanized areas such as Quezon City. Although often attributed to human error or accidental causes, fire incidents significantly impact the lives and livelihood of affected communities. These incidents commonly occur in densely populated areas with lower socioeconomic conditions. In response to this concern, this study aims to enhance the effectiveness of community awareness campaigns through a fire prevention program, particularly focusing on empowering vulnerable sectors of Barangay Sauyo, Quezon City. This study utilizes a quantitative-descriptive research design to assess the effectiveness of a fire prevention program in raising community awareness. A simple random sampling technique was employed to select participants from various communities within Barangay Sauyo that have been affected by fire incidents. A structured survey questionnaire was distributed to gather measurable data relevant to fire safety awareness, preparedness, and prevention strategies. The collected data were analyzed to characterize current conditions and determine areas for improvement. The findings revealed that most of the respondents were aged 18 to 25, with a significant number being female and having resided or worked in Barangay Sauyo for at least 11 years. Respondents from both Fire Officers/Volunteers and Barangay Officials groups strongly agreed on the effectiveness of the current community awareness campaign. However, the most prevalent issue identified in the area was the presence of outdated or overburdened electrical systems. Suggested solutions included conducting regular inspections, performing timely maintenance, and upgrading aging wiring and electrical panels in households. The study concluded that collaborative efforts between Barangay Officials and Fire Officers/Volunteers are essential to improving fire prevention campaigns. Increasing public knowledge of fire hazards and promoting proper safety measures are crucial steps in protecting lives, properties, and the environment. It is recommended that comprehensive strategies be developed and implemented to minimize fire risks and enhance community resilience. These initiatives would significantly reduce the frequency and impact of fire-related disasters in Barangay Sauyo.

Keywords: fire prevention, community awareness, disaster preparedness, barangay sauyo, electrical safety, public safety, criminology, fire hazards, preventive strategies, quezon city

**ENHANCING COMMUNITY RESILIENCE: EDUCATIONAL STRATEGIES
FOR FIRE PREVENTION AND SAFETY AWARENESS AT
BARANGAY BATASAN HILLS QUEZON CITY**

Charlie Jericho Rañosa, Mike Vicent Ada, Rojames Arado, Francis Romar Lamanilao,
Gerald Nama, Dr. Myrna Cuntapay

Abstract

Fire incidents have become an increasing concern in the Philippines, particularly in highly urbanized and densely populated communities such as Barangay Batasan Hills, Quezon City. These areas are especially vulnerable due to the proximity of residential structures, which facilitates the rapid spread of fire. Such incidents result in significant property damage, loss of life, and social disruption. This study aims to assess the effectiveness of community-based educational strategies for fire prevention and safety awareness in enhancing the overall resilience of the barangay. The study utilizes a descriptive quantitative research design to evaluate the impact of educational fire prevention strategies. A total of 50 respondents were selected using stratified sampling, composed of 10 Bureau of Fire Protection (BFP) personnel, 10 barangay officials, and 30 community residents. Data collection was carried out using self-administered, hard-copy questionnaires, supported by interviews to gain deeper insight into participants' knowledge, attitudes, and preparedness regarding fire safety. Findings revealed that the implementation of fire safety training and educational seminars was the most effective strategy in raising community awareness and preparedness. Respondents expressed strong agreement that programs conducted by competent agencies led to improved knowledge and response capacity. Structured program outlines and the presence of strong community support also contributed to program effectiveness. However, a key challenge identified was the limited accessibility of roads, which impeded emergency response operations, particularly the deployment of fire trucks and rescue teams. The study concludes that regular fire safety awareness campaigns, realistic fire simulation drills, and the distribution of safety kits can significantly improve community preparedness. In addition, coordination with local authorities to address road accessibility is essential for effective emergency response. These findings underscore the importance of continuous education and community involvement in fire prevention. Future studies are recommended to explore the long-term effects of educational strategies on actual fire response behaviors and community resilience.

Keywords: fire prevention, community resilience, educational strategies, safety awareness, barangay batasan hills, emergency preparedness, fire safety training, urban communities, criminology, disaster risk reduction

**ENHANCING COMMUNITY SAFETY AND DISASTER READINESS IN BARANGAY
UNANG SIGAW BALINTAWAK QUEZON CITY: ISSUES AND SOLUTION**

Maynard Binasoy, Kerr Mota, Rain Nheil Singueo,
Ervin Culdora, Beaver Vilorio, Jinky Anacta

Abstract

This study focuses on enhancing community safety and disaster readiness in Barangay Unang Sigaw, Balintawak, Quezon City. It presents the background of the study, related literature and studies, theoretical and conceptual frameworks, statement of the problem, assumptions, scope and delimitations, significance, and definition of terms. The research underscores the importance of preparedness in minimizing the damage disasters, whether man-made, natural, or technological, can cause. Disasters disrupt normal community operations beyond the capacity for internal recovery, and factors such as public health emergencies, unplanned urbanization, climate change-induced relocation, and violence can exacerbate their impact. Given the increasing frequency, complexity, and severity of disasters, this study aims to offer practical recommendations and strategies to improve community safety and preparedness in response to identified issues. The methodology outlines research design, respondents, sampling technique, research instruments, validation process, and statistical treatments. The process of administering and retrieving the instruments was systematically conducted to ensure the reliability of the gathered data. The results are presented through tables, analyses, and interpretations of the data collected. These include the demographic profile of the respondents, their responses to survey questions, and the statistical treatments applied. The discussion summarizes the findings and presents conclusions on enhancing community safety and disaster readiness in Barangay Unang Sigaw. Recommendations are provided for parents, community residents, and other stakeholders to address identified issues and implement effective solutions.

Keywords: community safety, disaster preparedness, barangay unang sigaw, risk reduction, criminology.

**ENHANCING CRIME PREVENTION AND DETECTION THROUGH
COLLABORATION AND INFORMATION SHARING IN BARANGAY
PAYATAS B. QUEZON CITY: A PROPOSAL**

Pablito Guevarra III, John Carlo Olivar, Juck Raloso, Jhanjhan Rioflorido,
Christian Jay Villa, Dr. Myrna Cuntapay

Abstract

This study focuses on enhancing crime prevention and detection through collaboration and information sharing in Barangay Payatas B, Quezon City. It aims to deepen understanding of community-based strategies that foster a cooperative relationship between residents and law enforcers. By proposing a community-driven approach, the study seeks to promote a safer environment through joint efforts and transparent communication. The research targets the development of actionable strategies that empower both the community and authorities in addressing crime effectively. A descriptive research design utilizing a quantitative approach was adopted for this study. The researchers applied purposive sampling to select 40 respondents, consisting of 20 law enforcers and 20 barangay residents. Prior to data collection, formal approvals were secured from the Dean of the College of Criminology and Barangay Payatas B. Upon approval, survey questionnaires were distributed to the selected respondents to gather data on their perceptions and experiences regarding crime prevention, community collaboration, and information sharing. The results indicated that educating communities on crime prevention strategies was perceived to contribute to safer neighborhoods, with a weighted mean of 3.05. Regular community dialogues and outreach programs received the highest weighted mean of 3.77, reflecting strong agreement on their effectiveness in enhancing trust and cooperation between the community and law enforcement. Training residents on responding to crimes and emergencies scored a weighted mean of 2.90, showing agreement on its importance. These findings highlight the value of continuous education, communication, and preparedness in crime prevention efforts. The top policy recommendation identified by respondents was securing government and private sector funding to support crime prevention technologies and training, with a frequency of 35 (11.40%). This underscores the need for resource investment in building stronger community-police partnerships and equipping both sectors with tools to improve crime detection and response. The study concludes that effective crime prevention in local communities depends on proactive collaboration, regular communication, and shared responsibility between residents and law enforcement.

Keywords: crime prevention, crime detection, community collaboration, information sharing, public safety, barangay security

**ENHANCING FIRE RESPONSE STRATEGY THROUGH FIRE EXTINGUISHER
TRAINING PROGRAM: A PROPOSAL**

Pauline Joy Gacu, Rhonalie Artugue, Myra Demdam, Valerie Orolfo, Mikaella Teña, Jinky Anacta

Abstract

This study examines the effectiveness of fire extinguisher training programs in improving fire safety and minimizing the impact of fire incidents. Unexpected fires can occur at any time, making it essential for individuals to be prepared and knowledgeable about how to respond. Fire extinguisher training programs play a crucial role in strengthening fire response strategies by equipping individuals with the necessary skills, knowledge, and confidence to act promptly during emergencies. The researchers employed surveys and questionnaires to gather data on participants' understanding and practices related to fire safety. The study involved 60 respondents, including 30 residents, 20 local government officials, and 10 fire safety personnel from Barangay Pasong Tamo, selected through stratified random sampling. A pre-test of the questionnaire was conducted with 10 residents from the same barangay to ensure its validity and clarity. The study aimed to assess fire response strategies in the areas of practice and simulation, evaluation and assessment, and maintenance awareness. The findings showed that most respondents were male, aged 51 and above, and had been residing in Barangay Pasong Tamo for over 10 years. Respondents strongly agreed on the effectiveness of the fire extinguisher training program in improving fire response in terms of practice and simulation, evaluation and assessment, and maintenance awareness. However, a key issue identified was the lack of understanding among residents regarding the appropriate use of different types of fire extinguishers. The study recommends the implementation of mandatory fire training programs for all residents, with content delivered in Filipino and other local languages to ensure accessibility and understanding. The evaluation of the training program revealed high levels of agreement in all areas: Practice and Simulation received a weighted mean of 3.49, Evaluation and Assessment scored 3.47, and Maintenance Awareness received 3.50, all interpreted as "Strongly Agree." These results emphasize the importance of ongoing, accessible, and context-specific training to enhance fire response strategies in communities.

Keywords: fire extinguisher, pass method, fire safety training, emergency preparedness, community fire response

**ENHANCING HOLISTIC APPROACH OF MOLAVE YOUTH HOME REHABILITATION
PROGRAM IN BARANGAY PAYATAS, QUEZON CITY**

Angeliica Nojo, Abbygail Balmediano, Cristine Joy Cea, Janelyn Mecono,
Princess Miraflor Padilla, Aira Rodriquez, Jinky Anacta

Abstract

A juvenile is defined as an individual who has reached the minimum age of criminal responsibility but is still under the age of criminal majority. This study focuses on the vital role that rehabilitation programs play in reshaping juvenile behavior, fostering personal development, and preventing recidivism. It also addresses the impact of bullying, which is often a precursor to more serious delinquent acts. The purpose of this study is to highlight the importance of the rehabilitation programs in reducing juvenile delinquency, with particular focus on the holistic approach implemented at the Molave Youth Home in Barangay Payatas, Quezon City. This study utilizes descriptive research design and purposive sampling to gather relevant data. The respondents include 40 Children in Conflict with the Law (CICL) and 10 social workers from the Molave Youth Home. Coordination with barangay officials, social workers, and other authorities was conducted to administer the questionnaires and ensure proper respondent selection. Informed consent was obtained from all participants, with additional consent from parents or guardians for minor respondents. The study aims to assess the effectiveness of current rehabilitation practices in various components such as admission and readmission processes, case management, program delivery, intensive juvenile intervention, and child protection policies. The findings indicated that most of the respondents were male and aged between 16 and 18. The assessment of the holistic rehabilitation approach at Molave Youth Home received a “Strongly Agree” rating across the following areas: Admission and Readmission, Case Management, Program Delivery, Intensive Juvenile Intervention Support Center, and Child Protection Policy. A significant factor identified in juvenile offending was abuse or neglect by parents. To address this, skill-building programs were recommended to help youth develop practical competencies that promote personal growth and reduce the risk of reoffending. The study recommends several strategies to enhance rehabilitation outcomes. These include encouraging youth participation in meaningful activities, providing appropriate rewards for positive behavior, and ensuring fair and equal treatment for all juveniles. It also emphasizes the need to strengthen law enforcement related to children's rights, conduct routine inspections in public areas, and closely monitor juvenile-related activities. These measures aim to foster a safer and more supportive environment conducive to the successful reintegration of youth into society.

Keywords: holistic approach, youth home rehabilitation program, juvenile delinquency, child protection, juvenile intervention, skill building, criminology

**ENHANCING OLYMPUS VILLAGE SECURITY MEASURES THROUGH AN
EFFECTIVE COMMUNITY BASED PROGRAMS: AN ASSESSMENT**

Renz Jericho Ngoho, Charles Jourdan Alonzo, Justin Bernaldo,
Regie Odejerte, Ghovic Estrada, Irene Gaviola

Abstract

Community safety and security are essential for fostering public well-being and a healthy living environment. In highly urbanized areas such as Quezon City, rapid population growth, urbanization, and socioeconomic disparities have contributed to increasing crime rates and safety concerns. These challenges are also present in Olympus Village, located in Barangay Kaligayahan. In response, various community-based programs have been introduced to address security issues and improve public safety within the village. This study utilizes a quantitative research method focused on collecting and analyzing numerical data to assess the effectiveness of community-based security programs. Structured tools such as surveys and questionnaires were administered to gather reliable and objective responses from participants. The data were analyzed using statistical tools to identify patterns and correlations relevant to security issues, with the goal of offering informed and practical solutions to enhance community safety in Olympus Village. Findings revealed that the most commonly encountered issue among respondents was the lack of adequate CCTV cameras, with 46 out of 50 respondents (92%) identifying this concern. As a recommended action, respondents proposed installing additional CCTV cameras in critical areas such as entrances, exits, and common spaces. This initiative aims to enhance surveillance, deter criminal activity, improve incident response times, and support investigations through recorded evidence. The majority of respondents were aged 26 to 33, predominantly male, and high school graduates. In assessing the effectiveness of existing community-based security programs, respondents strongly agreed on the value of initiatives such as Police-Community Partnerships, Citizen Police Academy Education, Community Reporting Mobile Applications, Community-Funded CCTV projects, and School Safety Education Programs. Agreement was also noted in terms of the effectiveness of Community-Organized Group Monitoring. Based on these findings, the study recommends the installation of additional CCTV systems in strategic locations as a key measure to strengthen peace and order in Olympus Village.

Keywords: community-based, security measures, crime prevention, cctv installation, public safety, police-community partnership, barangay security

**ENHANCING PEACE KEEPING THROUGH THE AID OF CLOSED-CIRCUIT
TELEVISION MONITORING: A PROPOSAL**

Nesren Blo, Kurt Jefferson Arzala, Jovel Balasta, Samantha Abegail Chua,
Baby Marifel Valdez, Nilmar Plata

Abstract

This study aims to determine the extent to which closed-circuit television (CCTV) monitoring systems enhance peacekeeping efforts in Barangay San Agustin. With a growing need for community safety and crime prevention, CCTV technology is seen as a vital tool in supporting local law enforcement. This research focuses on the contribution of CCTV systems to peacekeeping operations and how their effective use can promote security, trust, and active participation within the community. The study adopts a quantitative approach with qualitative aspects and systematically collects data from a targeted population comprising 15 barangay officials, 20 members of the Barangay Peacekeeping Action Teams (BPSOs), and 15 active community residents. The researchers use surveys to gather insights on the integration of CCTV monitoring with barangay policing and community initiatives. The study also evaluates the challenges posed by policy constraints, technological maintenance, and potential misuse of resources. The findings revealed that most respondents supported the integration of CCTV monitoring with barangay police and community efforts. Respondents identified regulatory limitations and inadequate resource allocation as key barriers to maximizing the system's effectiveness. Regular equipment checks and structured maintenance were also highlighted as essential to sustain operational efficiency. The data indicated that addressing these issues could significantly improve peacekeeping mechanisms and foster a safer environment in Barangay San Agustin. The study suggests that Barangay San Agustin has the potential to serve as a model for effective, community-based peacekeeping strategies supported by CCTV monitoring. A participatory approach involving barangay officials, peacekeeping teams, and residents is essential to establishing a safe and inclusive environment. By addressing technological, regulatory, and operational gaps, local stakeholders can implement a sustainable and transparent peacekeeping plan. The insights gained from this study may assist policymakers and law enforcers in crafting effective safety measures tailored to the barangay's specific needs.

Keywords: peacekeeping, cctv systems, community safety, barangay policing, surveillance monitoring, crime prevention

**ENHANCING POLICE PATROL OPERATION THROUGH MANDATORY
USE OF BODY WORN CAMERA: A PROPOSAL**

Cate Navarro, Caira Lee Batiles, Mikaela Jade Ocba, Mardy Valdez, Eduardo Villaruel

Abstract

This study aims to determine how the mandatory use of body-worn cameras can enhance police patrol operations. The increasing demand for greater accountability and transparency within law enforcement has led to the widespread adoption of body-worn cameras. High-profile cases involving police misconduct and the use of excessive force have raised public concern and driven legislative efforts and community advocacy for the implementation of this technology. This study explores the potential of body-worn cameras to improve officer performance, community relations, and overall policing effectiveness. The study adopts a descriptive research design to examine the impact of mandatory body-worn cameras on police patrol operations. It focuses on evaluating how the use of these devices affects officer behavior, operational efficiency, and interaction with the public. A total of 40 police officers who regularly use body-worn cameras were selected through purposive sampling due to logistical constraints and the need for firsthand insights. The study gathers quantitative data on the perceived benefits and challenges associated with the use of body-worn cameras in patrol duties. Findings revealed that 35% of the respondents were aged 34 to 41 years, 77.5% were male, and 40% had more than 10 years of service. Regarding the effectiveness of body-worn cameras, respondents strongly agreed that the devices increased community trust (weighted mean = 3.44), improved evidence collection (3.44), enhanced officer behavior (3.46), and promoted greater accountability (3.47). Despite these positive outcomes, all respondents cited challenges such as limited budget, equipment malfunctions, and data storage concerns. Additionally, 90% of the respondents recommended officer training focused on proper recording procedures and chain-of-custody protocols as a primary measure to address these issues. The results indicate that the use of body-worn cameras is perceived as effective in enhancing police patrol operations by building community trust, improving evidence collection, and reinforcing officer accountability. However, several operational challenges remain, including funding limitations, technical issues, and data management. To address these concerns, the study highlights the need for comprehensive training programs that emphasize proper usage, documentation, and data handling practices. These measures are expected to optimize the benefits of body-worn camera implementation in law enforcement.

Keywords: body-worn camera, transparency, accountability, police patrol, evidence collection, community trust, law enforcement technology

**ENHANCING PUBLIC SAFETY IN POLICE SUB-STATION 13 PHASE 7,
BARANGAY 176 BAGONG SILANG CALOOCAN CITY THROUGH
INNOVATIVE SURVEILLANCE SYSTEM**

Joshua Cabarles, Aziel Edrian Lagnas, Angelo Lapirap, Reyniel Lumandon,
Franco San Agustin, Eduardo Villaruel

Abstract

This study explores the impact of enhancing surveillance systems in an urban community setting, specifically in Police Sub-Station 13, Phase 7, Barangay 176, Bagong Silang, Caloocan City. It focuses on how the integration of innovative surveillance technology contributes to crime prevention and the overall improvement of public safety. Furthermore, this study investigates community concerns related to data privacy and the ethical implementation of such systems. This study utilizes a descriptive quantitative research design and employs purposive sampling in selecting respondents. The researchers aim to examine public safety strategies through innovative surveillance systems by evaluating aspects such as strategic location, integration with other technologies, data protection and privacy, and community engagement. The respondents include 25 residents and 25 law enforcers from Barangay 176, totaling 50 participants. Survey questionnaires were distributed with approval from the Dean's Office, and a formal request was submitted to the Station Commander for the conduct of the study. The data revealed that the majority of respondents were aged 26 to 33 years old, comprising 46% of the sample. Most of the participants were male, accounting for 60%, and 50% were single. In terms of educational attainment, college graduates represented the highest proportion, making up 54% of the respondents. The findings indicated the importance of strengthening community-police relations, especially among the youth, to promote responsible citizenship and enhance responsiveness to public safety issues. Local government units are encouraged to improve emergency response systems, adopt advanced communication technologies, and invest in modern facilities that support surveillance innovation. Civil rights organizations and public safety advocates are urged to support policies that maintain a balance between security and individual privacy. Law enforcement agencies should enhance transparency by regularly releasing data on policing practices and adopting emerging technologies for more efficient operations. Future researchers are encouraged to explore the integration of artificial intelligence, drones, and smart surveillance systems in crime reduction while addressing potential privacy concerns.

Keywords: surveillance system, public safety, crime prevention, community engagement, privacy, law enforcement, urban safety

**ENHANCING THE FIRE PREVENTION STRATEGIES OF BARANGAY 132 BALUT,
TONDO MANILA THROUGH CURRENT TRENDS APPROACH: A PROPOSAL**

Josie Beth Petallo, Viabelle Constantino, Kyla Campilan, Steven Carl Navera,
Rizhel Ivan Reyes, Denise Anne G. Osorio

Abstract

This study examines the alarming rise in fire incidents in Barangay 132, Balut, Tondo, Manila. The frequent occurrence and rapid spread of large fires in the area are primarily attributed to insufficient communication, lack of updated fire safety awareness, and limited training among residents. A notable incident involved a fire that originated from wooden crates near residential areas, resulting in superficial second-degree burns to volunteer responders, as reported by the Bureau of Fire Protection. These findings underscore the urgent need for enhanced fire prevention strategies. The primary goal of this study is to strengthen the existing fire safety measures in the barangay by assessing current conditions and proposing improvements through community-based initiatives, sustainable practices, and proactive prevention strategies. The study utilized a descriptive research design to assess the development of fire prevention strategies in Barangay 132, Balut, Tondo. A total of 100 respondents participated, consisting of 80 residents and 20 fire volunteers. Data were gathered using a structured survey questionnaire, which aimed to evaluate the effectiveness, awareness, and implementation of current fire safety measures within the community. Based on the data collected, a significant portion of respondents (64%) were aged between 18 and 25 years. The majority were local residents, comprising 80% of the total sample, while fire volunteers made up the remaining 20%. Most respondents (75%) reported being single, and 26% indicated having attained the highest level of education among the group. Regarding community-based initiatives, respondents expressed strong agreement, with a composite mean score of 3.56. The predominant challenge identified was the “large volume of electrical hazards” in Barangay 132, Balut, Tondo, cited by 81% of participants. Additionally, the indicator “participation in activities aimed at developing a greater understanding of the area” received an overwhelmingly positive response, with a 99% agreement rate. Regular educational activities should be conducted to improve residents' awareness and understanding of fire prevention strategies, thereby strengthening community preparedness in the event of a fire. Furthermore, it is imperative to perform weekly inspections of electrical outlets, switches, and panels to identify early warning signs of overheating, such as discoloration, burn marks, or melted insulation, to prevent potential fire hazards.

Keywords: fire prevention, community awareness, electrical safety, inspections, overheating signs, resident education, fire hazard mitigation, barangay 132 balut, public safety, preventive measures

**EVALUATING THE CUSTODIAL FACILITY OF POLICE STATION 4
NOVALICHES QUEZON CITY**

Reyman Fernando, Jeromie Gomba, John Nick Espinosa, Russel John Alvarez,
Leonel Jay Francisco, Dr. Antonio Dawagan Sr.

Abstract

This study examines the current state of lock-up jail facilities in the Philippines, which have come under increasing scrutiny due to concerns about overcrowding, substandard living conditions, and non-compliance with legal and human rights standards. Reports frequently cite issues such as poor sanitation, inadequate medical services, and compromised safety and security. These conditions highlight the pressing need for consistent monitoring and comprehensive assessments to identify gaps and implement necessary improvements within custodial environments. This study employs a quantitative descriptive research design to examine and interpret the current state of the custodial facility. The approach aims to provide a systematic analysis by collecting data that reflects real-time conditions within the jail environment. A stratified sampling method will be used to ensure proportional representation from key stakeholder groups. The study will involve a total of fifty (50) respondents, comprised of thirty (30) Persons Deprived of Liberty (PDLs), ten (10) police personnel, and ten (10) visitors. This diverse sample is intended to offer comprehensive insights into the facility's operations, conditions, and compliance with institutional standards. The findings show that most respondents were male, single, and aged between 26 and 33. For Persons Deprived of Liberty (PDLs), the majority had been detained for a duration of three days to two weeks. Respondents generally strongly agreed with the statements related to the custodial facility's capacity, cleanliness, sustainability, and security measures, indicating a favorable perception of these aspects. Despite these positive assessments, a key concern identified was the lack of medical assistance and the limited availability of healthcare services for detainees. When asked about potential improvements, respondents strongly supported the implementation of programs aimed at providing detainees with opportunities to gain skills and knowledge, emphasizing the need for more rehabilitative and educational initiatives within the facility. In light of the study's findings, the researchers recommend a collaborative framework involving all key stakeholders to improve healthcare accessibility for detainees at Police Station 4, Novaliches, Quezon City. Enhancing custodial care requires active participation from Persons Deprived of Liberty (PDLs), police personnel, and the surrounding community. The study emphasizes that the responsibility for humane detention conditions is shared and must be addressed through coordinated action. Future studies should focus on evaluating the long-term impact of proposed interventions and identifying sustainable models for custodial management. Collaborative efforts, particularly with human rights organizations, are essential to ensure legal compliance, uphold ethical standards, and improve overall detainee welfare. Continued monitoring and inclusive partnerships are vital to strengthening the criminal justice system and promoting detainee dignity and well-being.

Keywords: custodial care, detainee welfare, police station 4, novaliches, collaborative approach, healthcare accessibility, persons deprived of liberty (pdl), human rights, legal compliance, criminal justice system, sustainable practices, ethical s

**EVALUATING THE EFFECTIVENESS OF COMMUNITY POLICING STRATEGIES
IN REDUCING CRIME RATES IN QUEZON CITY**

Merlene Quiroga, Mark Jay Blancaflor, Prugeelyn Fernandez,
Norilyn Llaneta, Jeniveh Manibale, Jinky Anacta

Abstract

Community policing is a modern, collaborative approach to law enforcement that prioritizes trust, transparency, and partnership between police officers and the communities they serve. Unlike traditional policing, which is typically reactive and centered on responding to crime after it occurs, community policing emphasizes prevention by addressing the social and economic factors that contribute to criminal behavior. This model encourages consistent, open communication and cooperation between law enforcement and local residents, fostering a sense of shared responsibility for public safety and problem-solving. Globally, community policing has gained recognition as an effective strategy for reducing crime, enhancing public trust, and strengthening the overall relationship between police and the communities they protect. This study will employ a descriptive research design to investigate the influence of community policing strategies on crime reduction in Quezon City. As McCombes (2019) explains, descriptive research enables the analysis of one or more variables through systematic observation without manipulating the research environment. Unlike experimental methods, this approach aims to capture authentic behaviors, conditions, and perceptions as they naturally occur. By collecting firsthand insights from residents, barangay officials, and law enforcement personnel, the researchers seek to gain a deeper understanding of how community policing initiatives are implemented and experienced on the ground. This method allows for a comprehensive exploration of the real-world effectiveness of these strategies in enhancing public safety and community relations. Community policing faces several critical challenges that must be addressed to ensure its effectiveness and sustainability. One major issue is the poor collaboration between the police and the community, which often stems from a lack of trust and mutual understanding. To overcome this, it is essential to foster proactive engagement, maintain open and honest communication, and respond directly to community concerns. Equally important is promoting transparency and ensuring accountability within the police force to rebuild public confidence. Another significant barrier is the lack of citizen participation, often caused by skepticism, fear, or a perceived disconnect from law enforcement. Addressing this requires deliberate efforts to involve citizens in decision-making processes, offer meaningful opportunities for participation, and cultivate a culture of inclusivity and respect. Lastly, limited resources such as inadequate funding, equipment, or transportation, can severely restrict the scope of community policing initiatives. A strategic solution is to build strong partnerships with local organizations, schools, and businesses to pool resources, support programs, and encourage active community involvement. This chapter presents the summary and conclusion of the study, which aimed to assess the challenges faced by Barangay Gulod, Novaliches, Quezon City in evaluating the effectiveness of community policing strategies in reducing crime rates.

Keywords: community policing, crime reduction, barangay gulod, novaliches, quezon city, policing strategies, evaluation, public safety, law enforcement challenges

**EVALUATING THE EFFECTS OF UNLICENSED DRIVERS INVOLVED
TRAFFIC ACCIDENTS IN NOVALICHES, QUEZON CITY**

Jheremy Hemmar, Angeline Balbaro, Genrev Castillote, Jazz Ibañez,
Lemon Venturero, Dr. Antonio Dawagan Sr.

Abstract

The prevalence of unlicensed drivers involved in traffic accidents has emerged as a critical public safety concern in Novaliches, Quezon City. The lack of formal driver education and insufficient understanding of traffic laws among these individuals has significantly contributed to the growing incidence of road-related incidents. This study aimed to evaluate the impact of unlicensed driving on traffic accidents, investigate the challenges faced by key stakeholders including traffic enforcers, policymakers, and local authorities, and propose evidence-based strategies to reduce associated risks. By analyzing the correlation between unlicensed driving and accident frequency, the research provides valuable insights to inform legislative reforms, strengthen law enforcement protocols, and support the development of targeted interventions aimed at improving overall road safety and driver accountability. This study adopted a descriptive correlational research design to examine the relationship between unlicensed drivers and the frequency of traffic accidents in Novaliches, Quezon City. A purposive sampling technique was employed to select a total of fifty (50) participants, comprising twenty (20) licensed drivers, twenty (20) unlicensed drivers, and ten (10) traffic enforcers. Data collection was conducted through a standardized survey questionnaire, the content validity and reliability of which were evaluated and confirmed by field experts. To analyze the data, statistical methods such as frequency distribution, percentage analysis, and weighted mean were applied to assess and interpret respondents' perceptions of the impact of unlicensed driving on traffic safety and accident incidence. Of the 50 respondents surveyed, 40% fell within the 18–25 age range, and 76% were male. Furthermore, 60% reported holding a valid driver's license. The study, which examined the impact of unlicensed drivers on traffic accidents in Novaliches, Quezon City, revealed the following weighted mean scores: Accountability (3.08), Driver Behavior (3.23), Effects (3.27), and Severity of Accidents (3.20). These findings indicate a moderate to high perception of risk associated with unlicensed driving. The most prominent issue identified was the lack of formal training and driving experience among unlicensed drivers, which significantly contributes to unsafe driving practices and increased accident risks. Respondents strongly advocated for a collaborative approach involving local government units and accredited driving schools to implement mandatory driver education programs and sustained public awareness campaigns. Such initiatives are seen as essential to improving road safety, fostering responsible driving behavior, and reducing the prevalence of traffic-related incidents caused by unlicensed individuals. The majority of respondents were male and belonged to the 18–25 age group. Their overall assessment regarding the impact of unlicensed drivers on traffic accidents in Novaliches, Quezon City was generally interpreted as Agree, particularly across the dimensions of accountability, driver behavior, consequences, and the severity of accidents. A key concern identified was the insufficient training and lack of driving experience among unlicensed individuals, which respondents perceived as a major contributor to reckless driving practices and heightened accident risks. These insights underscore the critical need for structured interventions that address gaps in driver education and regulatory enforcement.

Keywords: unlicensed drivers, traffic accidents, driver behavior, accountability, road safety, training deficiency, novaliches quezon city, accident severity, driver education, public safety

**EVALUATING THE ENFORCEMENT OF ANTI-ILLEGAL PARKING ON
PUBLIC ROADS IN BARANGAY SAUYO, QUEZON CITY**

Dicks Lee Diao, John Paul Cimene, Vince Bryan Garcia, Jheyson Neil Into,
Daniel Legaspi, Dr. Antonio Dawagan Sr.

Abstract

This study aims to assess the enforcement of anti-illegal parking regulations on public roads in Barangay Sauyo, Quezon City. Respondents were grouped into three categories: ten (10) Barangay Officials, ten (10) Barangay Public Safety Officers (BPSOs), and thirty (30) drivers or road users, all selected using purposive sampling. A descriptive research method was utilized to systematically gather and interpret data. Before the conduct of the study, the researchers obtained necessary approvals and permission letters from relevant authorities to ensure compliance with ethical standards and institutional protocols. To uphold the confidentiality and anonymity of all respondents, the researchers will provide a clear explanation of the study's purpose, the intended use of the data, and the safeguards in place to protect participants' privacy. Once the survey instrument is finalized and validated, the researchers will proceed with data collection. Survey questionnaires will be personally distributed to the designated participants, consisting of Barangay Officials, Barangay Public Safety Officers, and drivers or road users in Barangay Sauyo, Quezon City. Following the collection of responses, the data will be systematically organized, processed, and subjected to statistical analysis to derive meaningful insights and accurately assess the enforcement of anti-illegal parking regulations in the area. The results of the data analysis were compiled and thoroughly interpreted, forming the basis for the study's discussions, conclusions, and recommendations. Findings revealed that the majority of respondents were between 26 and 33 years old, with males representing a significant proportion, 32 out of 50 participants. In evaluating the enforcement of anti-illegal parking policies in Barangay Sauyo, respondents strongly agreed that current efforts require significant enhancement to improve public service delivery. The statement "A campaign against illegal parking is essential for both motorists and the community" received the highest level of agreement, underscoring the perceived importance of proactive and sustained enforcement measures. Furthermore, one of the most pressing issues identified was the persistent presence of multiple illegally parked vehicles along public roads, which was reported to cause traffic congestion and delays. These findings highlight the urgent need for stricter implementation, consistent monitoring, and broader public awareness to address illegal parking and its adverse impact on road efficiency in Barangay Sauyo, Quezon City. To effectively address the persistent issue of illegal parking, it is imperative to implement stricter enforcement of anti-illegal parking laws in Barangay Sauyo, Quezon City. Strengthening regulatory measures will help decongest public roads, reduce traffic delays, and enhance overall road safety. The study's recommendations are intended for a broad range of stakeholders, including road users, pedestrians, local residents, and traffic enforcers, who play vital roles in promoting responsible road behavior. Furthermore, the findings offer valuable insights for criminology students, academic researchers, and future investigators who may use this study as a foundation for further research, community action plans, or policy-making efforts aimed at improving public order and transportation systems.

Keywords: anti-illegal parking, barangay sauyo, quezon city, traffic enforcement, public roads, road congestion, traffic delays, community safety, policy implementation, road users, pedestrians, traffic enforcers, criminology students, researchers

**EVALUATING THE POLICING TECHNIQUES AT BARANGAY 176,
BAGONG SILANG, CALOOCAN CITY**

Joel Christian Babaran, Noel Facultad, Sam Bryan Patiño, Rey Allen Quilaton,
John Vincent Recaña, Denise Anne Osorio

Abstract

This study focuses on evaluating the current policing techniques employed in Barangay 176, Bagong Silang, Caloocan City, to assess their effectiveness in addressing community safety and crime prevention. Given the area's dense population and prevalent issues such as theft and drug-related offenses, understanding the impact of existing strategies is essential. Current policing methods include foot patrols, community policing programs, and collaboration with local organizations. These initiatives aim to enhance public safety and foster community trust. Evaluating these techniques is crucial to determining their relevance and effectiveness within the context of the barangay's unique socio-economic conditions. The study utilizes descriptive research design and employs purposive sampling. A total of forty (40) respondents, comprising thirty (30) residents and ten (10) barangay officials, participated by answering structured questionnaires. The instrument measured perceptions of three main policing techniques: regular neighborhood meetings, social media public education campaigns, and community-police collaboration. The data collected were analyzed using frequency, percentage, weighted mean, and ranking to determine the effectiveness of each strategy. The majority of respondents were male, aged 51 and above, and had attained tertiary education. Regular neighborhood meetings received the highest composite mean of 3.44, with the strongest agreement observed in encouraging community participation (3.58). Social media campaigns followed with a mean score of 3.42, particularly noted for raising awareness (3.48). Community-police collaboration obtained a composite mean of 3.35, with perceived safety improvement rated highest (3.41). Among the challenges identified were lack of awareness (17.84%), limited digital access or literacy (13.14%), and the spread of misinformation (12.67%). The findings indicate that while current policing strategies in Barangay 176 are generally effective and positively perceived, notable gaps exist in public awareness and digital engagement. To improve these efforts, the study recommends enhancing the visibility of community programs through posters, mobile public announcements, and increased social media activity. Additionally, providing digital literacy workshops and encouraging stronger community involvement are suggested. These enhancements may serve as a practical model for other barangays aiming to strengthen local policing and community safety initiatives.

Keywords: community policing, public safety, barangay security, neighborhood meetings, social media campaigns, crime prevention, digital literacy, community engagement, local governance, criminology

**EVALUATING THE PUBLIC ORDER AND SAFETY OFFICE ROAD SAFETY
AWARENESS PROGRAM IN BARANGAY PASONG TAMO, QUEZON CITY**

Shennie Lumanog, Jan Marini Cerezo, Edgecha Fernando, Patricia Amor Mallillin,
Jasmine Mae Nabo, Eduardo Villaruel

Abstract

Public safety plays a vital role in fostering a secure and cohesive community. The Public Order and Safety Office (POSO) of Quezon City implements various initiatives to uphold public order and promote road safety, particularly in Barangay Pasong Tamo. This study evaluates the POSO Road Safety Awareness Program in terms of civic education, community involvement, and interagency collaboration. It also identifies the challenges faced by POSO in implementing the program and proposes potential interventions to improve the effectiveness of its road safety initiatives. The study utilized a descriptive research design and purposive sampling method. A total of 50 participants, composed of 40 road users and 10 POSO officials from Barangay Pasong Tamo, Quezon City, were selected based on their familiarity with road safety and POSO-led initiatives. Data were collected through a structured survey questionnaire that measured perceptions regarding the components and outcomes of the Road Safety Awareness Program. The findings revealed that the majority of respondents were male (84%), aged 18 to 25 years old (30%), and had completed high school or vocational education (26%). Among the program components, interagency collaboration received the highest weighted average score of 3.28, interpreted as "strongly agree." The most pressing challenge identified was the reluctance of individuals to comply with traffic regulations (46%). To improve the program, the most recommended intervention was the use of social media and online platforms to reach a broader audience (52%). The results suggest that while the POSO Road Safety Awareness Program is generally effective, particularly in terms of interagency coordination, further efforts are needed to address public compliance and engagement. Strengthening collaboration with stakeholders, increasing community-based education initiatives, and incorporating modern communication tools such as social media are essential to enhance the program's reach and sustainability. Future studies are encouraged to explore innovative approaches for promoting lasting behavioral change in road safety practices.

Keywords: road safety, public safety, poso, community engagement, interagency collaboration, civic education, traffic regulations, social media campaigns, criminology, public awareness

**EVALUATING THE STRATEGIES OF PNP PERSONNEL IN POLICE STATION AT
BRGY. 139 BAGONG BARRIO CALOOCAN CITY IN RESPONDING HOLD-UP**

Jasmin Ann De Leon, Airen Joy Macasaddu, Jannah Sarip,
Joana Rose Sinangote, Hazel Joy Villafior, Edgar Reyes

Abstract

This study evaluates the strategies employed by Philippine National Police (PNP) personnel assigned to Police Station Sub-Station 5 in Barangay 139, Bagong Barrio, Caloocan City, in response to hold-up incidents. Hold-up cases, characterized by robbery through force or intimidation, remain a significant concern in densely populated urban communities. The study highlights the role of local police in maintaining peace and order through both proactive and reactive measures, including community policing, crime prevention campaigns, and tactical response strategies. The purpose of this research is to assess the effectiveness of these policing techniques in addressing public safety and reducing hold-up incidents within the community. A descriptive research design was used to examine and evaluate the response strategies of PNP personnel from 2019 to 2024. The study involved sixty (60) participants, comprising fifty-five (55) residents and five (5) police officers from Barangay 139, Bagong Barrio Police Sub-Station 5. Data was collected through structured questionnaires focused on areas such as crime prevention, community engagement, and response efficiency. Findings revealed that the majority of respondents were residents aged 18 to 25. Both residents and police personnel generally agreed that the PNP's strategies were effective in terms of crime prevention, incident suppression, logistical preparedness, and community involvement. However, the primary challenge faced by PNP personnel was their limited access to advanced technology and modern equipment. To address these concerns, proposed measures include regular training and seminars for police officers on updated response protocols, as well as enhanced community outreach programs and partnerships with local organizations. The study concluded that the local community acknowledged the efforts of PNP personnel in effectively preventing and responding to hold-up incidents. Despite positive feedback on existing strategies, there remains a need for improvements, particularly in terms of technological resources and equipment. Strengthening interagency coordination, expanding crime prevention efforts, and providing continuous professional development for police officers are essential to further enhance public safety and trust within the community.

Keywords: hold-up response, pnp strategies, community policing, crime prevention, police effectiveness, urban safety, caloocan city

**EVALUATION OF THE EFFECTIVENESS OF PATROLLING TO PREVENT
THEFT INCIDENTS IN BARANGAY PAYATAS A QUEZON CITY**

Enrique Mabale Jr, Joshua Adameton Acoin, Reynaldo Ecot Jr,
Rhey Bhart Fabre, Kemmey Pueyo, Eduardo Villaruel

Abstract

This study evaluates the effectiveness of patrolling in preventing theft incidents in Barangay Payatas A, Quezon City. It explores various elements of the research including the background of the study, related literature and studies, theoretical and conceptual frameworks, the statement of the problem, assumptions, scope and delimitations, significance of the study, and definition of terms. The research aims to assess whether the existing patrolling strategies are adequate in mitigating theft cases and to identify possible areas for improvement in local crime prevention. The study employs a descriptive research design with purposive sampling, targeting fifty (50) respondents composed of ten (10) barangay officials, ten (10) police officers, and thirty (30) residents. The data were gathered to answer four key questions: the demographic profile of the respondents in terms of age, sex, and civil status; their assessment of the patrolling system's effectiveness focusing on technology integration, frequency and duration, and intelligence-led patrol strategies; the problems encountered in the current patrol operations; and proposed measures to enhance patrol effectiveness. Surveys and interviews served as the primary instruments for data collection. After obtaining official permission from Barangay Payatas and Police Station 13, the researchers conducted the data gathering process. Results revealed that the patrolling strategies were perceived as "Very Effective" across all indicators. Under technology integration, the highest-rated item was the patrol team's use of advanced communication devices such as two-way radios, with a weighted mean of 3.64. In terms of patrolling frequency and duration, the top-rated indicator was the maintenance of police visibility during peak theft hours (e.g., nighttime), with a mean of 3.54. For intelligence-led patrolling, the highest score was given to the use of intelligence strategies in reducing theft incidents, with a weighted mean of 3.62. The findings emphasize the importance of active community involvement and continuous collaboration between residents, barangay officials, and law enforcement agencies in preventing theft. Residents are encouraged to promptly report suspicious activities and support crime prevention initiatives. Barangay officials should routinely assess patrol operations and work closely with law enforcement to enhance strategies. Police officers are recommended to conduct regular patrols and undergo training to improve performance. Lawmakers are urged to allocate resources for barangay tanod training, equipment, and the installation of surveillance systems. Future researchers are advised to examine the effectiveness of advanced technologies such as artificial intelligence and crime mapping to further improve patrolling efficiency.

Keywords: patrolling effectiveness, theft prevention, community policing, technology integration, intelligence-led patrol, barangay safety, quezon city

**EXAMINING THE RELATIONSHIP BETWEEN GANG INVOLVEMENT AND
ACADEMIC PERFORMANCE OF JUNIOR HIGH SCHOOL STUDENTS
IN BATASAN HILLS NATIONAL HIGH SCHOOL**

Jessamae Eugenio, Jovelyn Altura, Princess Nacole Galapon,
Marichua Sadia, Francis Kim Sugabo, Denise Ann Osorio

Abstract

Gang involvement among youth presents a significant concern that can hinder individual development and academic success. It affects multiple aspects of student life, such as academic performance, classroom participation, assessment completion, and behavioral conduct. This study aims to examine the relationship between gang involvement and the academic performance of Junior High School students at Batasan Hills National High School, focusing on how gang affiliation may influence educational outcomes and classroom dynamics. This research employs a quantitative non-experimental design using a descriptive method. Purposive sampling was utilized to identify 40 Junior High School students involved in gangs and 10 teachers as respondents. Data were gathered through structured survey questionnaires designed to measure academic participation, assessment performance, and behavioral patterns associated with gang involvement. The findings show that most gang-involved respondents were male, aged 18 to 20 years old. In terms of class participation, the highest-ranked item was “Gang-involved students participated less in class discussion,” with a weighted mean of 2.94, interpreted as “Agree.” For assessment, the top indicator was “Gang-involved students often fail to meet deadlines for academic requirements,” with a weighted mean of 3.03, also interpreted as “Agree.” Regarding behavior, the item “Gang-involved students frequently disrupt classes” ranked highest, with a weighted mean of 3.08. Furthermore, the strongest identified influence of gang-related social pressure was that “Gang-influenced students tend to avoid authority figures, including teachers and school officials.” The most recommended strategy to address this issue was strengthening counseling and guidance programs, which emphasize the importance of empathy and active listening in student support services. To mitigate the negative effects of gang involvement on student performance and behavior, the study recommends the implementation of mentorship programs to build trust between students and authority figures. It also suggests peer mentorship systems, conflict resolution and anger management training, and the establishment of peer support groups to encourage positive behavior. Additionally, school-wide campaigns that promote respect for school property and authority can foster a safer and more inclusive environment. These interventions aim to reduce the influence of gang culture and support the academic and personal development of at-risk students.

Keywords: gang involvement, academic performance, youth behavior, student discipline, junior high school, risk factors, mentorship, counseling programs, classroom participation, school policy

**EXPLORING COMMUNITY-BARANGAY COLLABORATION IN STRENGTHENING
BARANGAY ANTI-DRUGS ABUSE COUNCIL PROGRAM IN
PASONG TAMO QUEZON CITY**

Salden Palma, James Rallos, Aladin Calis, John Rey Eustaquio,
Glen Philip Estrada, Irene Gaviola

Abstract

Drug abuse remains a critical concern in the Philippines, leading to the establishment of the Barangay Anti-Drug Abuse Council (BADAC) to implement grassroots-level drug prevention and intervention programs. The effectiveness of these initiatives, however, depends largely on the active collaboration between barangay officials and community members. This study explores the extent of community-barangay collaboration in strengthening BADAC initiatives in Barangay Pasong Tamo, Quezon City, emphasizing the importance of engagement, partnership-building, and effective monitoring and evaluation mechanisms. This research employs a quantitative design to assess the impact of collaboration on the effectiveness of BADAC programs. A total of 50 respondents: 30 barangay officials and 20 community residents, were selected using random sampling to ensure balanced representation. Data were gathered through a structured survey questionnaire, which covered aspects of community engagement, partnership efforts, and monitoring practices. The researchers administered and retrieved the instruments in person, following ethical procedures such as informed consent and secure data handling to maintain confidentiality. The study revealed strong community involvement in BADAC activities. The highest-rated indicator in the area of community engagement was the regular conduct of BADAC meetings (weighted mean = 3.64), indicating consistent discussions on anti-drug strategies. In terms of partnership-building, collaboration with non-government organizations (NGOs) ranked highest (weighted mean = 3.46), underscoring the value of external support. For monitoring and evaluation, the top-rated indicator was the use of standardized data collection tools (weighted mean = 3.33), highlighting efforts toward structured data management. The results underscore the vital role of community-barangay collaboration in enhancing BADAC program implementation. To further strengthen the initiative, the study recommends increasing outreach efforts, establishing robust feedback mechanisms, enhancing partnerships with private and civic organizations, and securing sustainable funding. These strategies aim to promote a more responsive, data-driven, and community-centered approach to anti-drug efforts at the barangay level.

Keywords: community collaboration, badac, drug prevention, barangay programs, pasong tamo, stakeholder engagement, monitoring and evaluation, ngo partnerships, anti-drug strategies, local governance

**EXPLORING POLICE OPERATIONAL PROCEDURE AS IMPLEMENTED BY
POLICE STATION 6 QUEZON CITY POLICE DISTRICT**

Alexa Nicole Pulgar, Fatima Adawiya Abdusalim, Angela Dula,
Mary Joy Elizada, Honelyn Kadusale, Eduardo Villaruel

Abstract

Police operational procedures serve as essential guidelines for officers in interacting with the public, responding to criminal incidents, and conducting arrests. These protocols are designed to uphold professionalism and consistency within law enforcement, particularly at Police Station 6, Quezon City Police District. By promoting transparency and preventing the misuse of power, standardized procedures assist officers in managing high-pressure situations with reduced risk to both themselves and civilians. Effective implementation of these procedures relies on the collaborative effort between police personnel and the community to ensure accountability and trust. This study employs a quantitative research approach. Data was gathered through a researcher-made survey questionnaire using a Likert scale. The respondents include thirty-five (35) non-commissioned police officers from Police Station 6, categorized into Junior and Senior Police Non-Commissioned Officers (PNCOs). Purposive sampling is used to select participants best suited to address the research questions. The research instrument was validated through consultations with the research teacher and adviser to ensure its reliability and accuracy. Survey administration was conducted personally by the researchers to ensure proper engagement with police personnel. The assessment of the operational procedures implemented in Police Station 6 yielded an overall weighted mean of 4.0, interpreted as "Strongly Agree." All indicators received equal scores, reflecting strong agreement among respondents regarding the clarity of the review, the accuracy of its findings, the value of its recommendations, and the sufficiency of evaluation data. The results confirm that the review comprehensively assessed the effectiveness of the station's operational procedures. The findings indicate that the respondents strongly agree with the implementation of police operational procedures in Police Station 6. The study highlights the importance of regular evaluations in refining operational processes, enhancing future policing strategies, and promoting accountability. A transparent and impartial evaluation system is essential for continuous improvement, ensuring that police operations remain efficient, ethical, and aligned with community needs.

Keywords: police operational procedure, law enforcement, accountability, police station 6, quezon city police district, transparency, standardized protocols, community engagement, evaluation, public safety

**EXPLORING THE CAPABILITIES OF POLICE STATION 6
PERSONNEL IN CRIME PREVENTION**

Carl Salamanque, Adrian Irix Aguirre, Ralph Leo Gonilat,
Jhonbenz Onan, Allen Santos

Abstract

This study explores the capabilities of Police Station 6 personnel in implementing crime prevention strategies. Crime prevention remains a primary concern for law enforcement agencies worldwide, and the efficiency of police personnel plays a vital role in ensuring public safety. Police Station 6, as an integral part of the local security structure, is responsible not only for responding to criminal incidents but also for proactively reducing their occurrence. This study aims to assess the preparedness, resources, and strategies utilized by the personnel, focusing on training, community engagement, technological tools, and inter-agency collaboration to identify both strengths and challenges in crime prevention efforts. The study adopts a quantitative research method to evaluate the crime prevention capabilities of Police Station 6 personnel. The respondents include 20 police personnel and 20 barangay officials, totaling 40 participants. Data was collected using a structured survey questionnaire, with strict confidentiality maintained throughout the process. Permissions were secured from the head of Police Station 6 and the Barangay Captain prior to data collection. The demographic profile of the respondents showed that 27.5% were aged 18–24, 22.5% were 25–34, and 35% were between 35–44 years old. The remaining 7.5% each belonged to the 45–54 and 55 years and above age brackets. These results reflect a diverse range of experience and perspectives among the respondents. However, additional analysis of their capabilities in relation to crime prevention strategies remains necessary to determine the operational readiness and effectiveness of Police Station 6 personnel. This study provides insights into the current crime prevention strategies employed by Police Station 6 and offers practical recommendations to improve law enforcement efficiency. By examining the strengths and weaknesses of existing practices, the research highlights how personnel can better engage in proactive crime prevention efforts. Emphasis is placed on enhancing training, technology use, and community collaboration to promote safer neighborhoods and strengthen public trust in the local police force.

Keywords: crime prevention, police capabilities, community engagement, law enforcement strategies, police station 6, public safety, barangay collaboration

**EXPLORING THE IMPACT OF CYBERCRIME ON SOCIAL MEDIA
IN BARANGAY SAN ISIDRO MONTALBAN, RIZAL**

Ian Daveric Arreza, Patrick Bermejo, Rafael Enciso, Charles Falculan,
Rommel Jr Serrano, Dr. Myrna Cuntapay

Abstract

Social media platforms such as Facebook and Twitter have transformed how individuals communicate and share information, including images, videos, and messages. However, these platforms also expose users to cybercrime threats. This study aims to explore the impact of cybercrime on social media use in Barangay San Isidro, Montalban, Rizal. It seeks to assess how various forms of cybercrime such as cyberbullying, identity theft, and cyber extortion, affect local residents and how awareness and prevention strategies can be improved within the community. This study utilizes a descriptive research design to gather information regarding the effects of cybercrime in the local context. Guided by the provisions of Republic Act No. 10175, also known as the Cybercrime Prevention Act of 2012, the study surveyed a total of 50 respondents, composed of 40 residents who actively use social media and 10 members of the Cybercrime Group. The survey aimed to determine the prevalence of cybercrime experiences, community awareness, and responses to such threats. The demographic profile of respondents showed that 76% were single, representing the highest proportion of participants, while only 2% were separated, indicating the lowest percentage. These findings provide a baseline for analyzing how personal status may correlate with exposure to cybercrime, though further detailed analysis of cybercrime types and experiences was also conducted. To effectively combat cyberbullying, identity theft, and cyber extortion in Barangay San Isidro, the study recommends launching a digital awareness campaign led by local authorities. This campaign should include seminars, workshops, and social media outreach to educate residents on identifying cyber threats and practicing safe online behavior. Specific strategies include teaching residents how to recognize phishing attempts, secure their accounts, and detect fake profiles or websites. Strengthening digital literacy will support crime prevention efforts, encourage collaboration with law enforcement, and serve as a foundation for future research on community-based cybersecurity strategies.

Keywords: cybercrime, social media, cyberbullying, identity theft, cyber extortion, barangay san isidro, cybercrime prevention, republic act 10175, digital literacy, community awareness

**EXPLORING THE INFLUENCE OF ONLINE GAMBLING ON CRIME RATES
IN BARANGAY COMMONWEALTH QUEZON CITY**

Mharbong Revilla, Keeven Inferido, Banjo Miranda, John Christopher Ragel,
Edwin Saladaga, Eduardo Villaruel

Abstract

This study aims to explore the influence of online gambling on crime rates among residents of Barangay Commonwealth, Quezon City. The research seeks to understand how factors such as anonymity, lack of regulation, and accessibility of online gambling platforms contribute to criminal behavior within the community. By identifying these connections, the study intends to inform local authorities and stakeholders about the risks associated with online gambling and its potential impact on public safety. This study utilizes descriptive quantitative research design. A purposive sampling technique was employed to select 50 residents of Barangay Commonwealth as respondents. Prior to data collection, permission was secured from the research adviser. Respondents were invited to answer a structured questionnaire distributed via Google Forms. The questionnaire focused on key aspects of online gambling, including accessibility, regulatory gaps, and social consequences. Data was analyzed using weighted mean and percentage techniques, with findings organized and interpreted based on the study's problem statements. The results revealed consistently high agreement among respondents regarding the relationship between online gambling and crime-related factors. Specifically, the average weighted mean scores were as follows: Anonymity (3.56), Lack of Regulation (3.48), Easy Access (3.72), Financial Strain (3.58), and Social Isolation (3.76), all interpreted as "Strongly Agree." These findings indicate a significant perceived link between online gambling and the rise in criminal activity in the barangay, with respondents recognizing it as a growing community concern. The findings suggest that online gambling contributes to an increased risk of criminal behavior, particularly among vulnerable individuals in the community. The study highlights the importance of awareness campaigns targeting youth and families to prevent gambling-related issues. Criminologists may use these insights to better understand the behavioral patterns associated with gambling-related offenses. Furthermore, parents and educators are encouraged to promote responsible online behavior and guide young individuals in avoiding exposure to harmful gambling content. The study also calls for improved regulation and monitoring of online gambling platforms to protect communities from its adverse effects.

Keywords: online gambling, crime rates, community awareness, youth prevention, criminology, risk factors, barangay commonwealth

**EXPLORING THE NEIGHBORHOOD WATCH PROGRAM IMPLEMENTED
IN BARANGAY BAGONG SILANG PHASE 10 CALOOCAN CITY**

John Denmark Cajang, Yuri Baguhin, Brix Wyeth Cajang,
Kenneth Moran, Airolid Nicerio, Irene Gaviola

Abstract

This study explores the implementation of the Neighborhood Watch Program (NWP) in Barangay Bagong Silang, Phase 10, Caloocan City. It aims to evaluate the program's effectiveness in enhancing community safety, promoting cooperation among residents, and addressing local security challenges. The research examines the structure, objectives, and activities of the NWP and its impact on crime prevention, public awareness, and community engagement. By employing qualitative methods such as interviews with barangay officials, residents, and law enforcement personnel, the study identifies both strengths and areas for improvement in the current implementation of the program. The study utilized qualitative research design. Respondents included barangay officials, residents, and local law enforcement officers selected through purposive sampling. Interviews and surveys were conducted using validated instruments to gather data. The administration, retrieval, and statistical treatment of the data ensured accurate analysis. The research focused on collecting insights into the awareness, participation, and perceptions of the Neighborhood Watch Program within the community. The results revealed that the Neighborhood Watch Program contributed to a reduction in minor crimes and an increased sense of safety among residents. Data also indicated moderate to high levels of awareness regarding the program, with many respondents expressing support for its continuation. However, challenges such as insufficient resources, inconsistent resident participation, and communication gaps were identified. These factors limited the overall effectiveness of the program. Recommendations include improving training for volunteers, enhancing resource allocation, and developing strategies to boost community involvement and engagement. The study concluded that while the Neighborhood Watch Program has had a positive impact on crime deterrence and community cohesion, several limitations hinder its full potential. Residents and law enforcement agencies are encouraged to collaborate in strengthening the initiative through better outreach, resource support, and continuous training. These efforts are essential for ensuring the program's long-term sustainability and effectiveness in promoting a safer and more unified barangay.

Keywords: resource allocation, crime prevention, community policing, neighborhood watch, community engagement, public safety

**EXPLORING THE READINESS AND KNOWLEDGE OF CRIMINOLOGY INTERN
DURING THEIR IMMERSION PROGRAM: AN ASSESSMENT**

Juan Miguel Herrera, Emmanuel Vincent Ganancial, Arjay Hementera,
Vincent Lelis, Fortunato Iñigo Madriaga, Eduardo Villaruel

Abstract

This study aims to assess the readiness and knowledge of criminology interns during their immersion program. Internship experiences are a critical component of criminology education, providing students with hands-on exposure to actual criminal justice settings. These programs help bridge the gap between classroom instruction and field application by allowing interns to develop competencies in investigative procedures, law enforcement practices, crime prevention, and ethical decision-making. However, concerns regarding limited exposure and inadequate pre-immersion preparation prompted this investigation. A descriptive-quantitative research design was used to evaluate the readiness of fifty (50) criminology interns from Bestlink College of the Philippines. Respondents were selected through simple random sampling. A structured survey questionnaire was utilized to assess their preparedness in terms of theoretical knowledge, practical application, and professional behavior. Ethical guidelines were strictly followed throughout the distribution, retrieval, and analysis of data. The results indicated that the majority of interns agreed that the immersion program significantly contributed to their skill development and professional conduct. Many respondents reported enhanced ability in applying theoretical knowledge to real-world situations. However, pre-immersion training received the lowest rating, suggesting inadequacy in initial preparation. Furthermore, 90% of respondents identified "lack of exposure to diverse aspects of criminology" as the most prominent challenge, highlighting the disconnect between academic instruction and field experience. To address the gaps identified, the study recommends strengthening pre-immersion training programs, implementing rotational field assignments across various criminology sectors, and incorporating structured orientation sessions before deployment. Additional strategies such as regular feedback mechanisms, mentorship programs, and supplementary training modules are also advised to better equip interns for professional practice. These improvements aim to align educational preparation with field expectations, enhancing the overall competence and readiness of future criminology professionals.

Keywords: criminology intern, readiness, knowledge, immersion program, field exposure, internship training

EXPLORING THE ROOT CAUSES OF CARNAPPING IN NOVALICHES QUEZON CITY

Jemarose Bagunu, Aira Victoria Cacpal, Ma Patricia Encluna,
Andrea Santos, Mencholyn Valbarez, Irene Gaviola

Abstract

This study aims to determine and explore the root causes of carnapping in Novaliches, Quezon City. In the Philippines, vehicles serve as essential modes of transportation due to their accessibility and adaptability amidst deficiencies in public transport systems. Their widespread use also supports informal economic activity and small-scale enterprises. However, the increasing incidence of carnapping presents a growing security concern. This research investigates the underlying socio-economic, environmental, and systemic factors that contribute to carnapping incidents in the locality. The study is anchored in a comprehensive framework that includes a review of related literature, theoretical and conceptual models, a statement of the problem, and the scope and limitations of the study. The study utilized a descriptive research design and employed purposive sampling to gather data from key informants, including police officers, barangay officials, and residents of Novaliches, Quezon City. Survey questionnaires were distributed and retrieved personally by the researchers. The instrument was validated to ensure reliability, and appropriate statistical tools were applied for data analysis. A mixed-methods approach was used to obtain both quantitative data and qualitative insights, offering a holistic understanding of the issue. Data gathered through the survey were analyzed and presented in tables, accompanied by interpretation and discussion. Respondent profiles and perceptions highlighted multiple contributing factors to carnapping, including economic hardship, lack of street surveillance, vehicle security negligence, and limited law enforcement visibility. The integration of qualitative responses provided deeper insights into situational and behavioral patterns associated with the commission of the crime. The findings served as a basis for proposing actionable community and law enforcement strategies to reduce the risk of carnapping. The study emphasizes the complex interplay between socio-economic conditions, community awareness, and law enforcement practices in relation to carnapping. It recommends the implementation of targeted crime prevention programs, enhancement of surveillance systems, public awareness campaigns, and stronger collaboration between local authorities and residents. These recommendations aim to address the root causes and reduce the incidence of carnapping in Novaliches.

Keywords: carnapping, root causes, crime prevention, vehicle theft, novaliches, criminology, community safety

**FACTORS AFFECTING CHILD IN CONFLICTS WITH THE
LAW IN BARANGAY 180 CALOOCAN CITY**

Benedicto Iro, Jayvee Camarino, John Paul Halog, Vincente Jr Morazo,
Mhel Untalan, Dr. Myrna Cuntapay

Abstract

One of the most pressing social issues faced by communities today is the growing number of Children in Conflict with the Law (CICL). Despite the implementation of various interventions and policy reforms, juvenile delinquency remains widespread and continues to evolve with shifting societal conditions. This study seeks to examine the contributing factors influencing CICL cases in Barangay 180, Caloocan City, with an emphasis on psychological, sociological, and ecological aspects. This study employs a quantitative descriptive research design to evaluate the factors contributing to juvenile delinquency. A purposive sampling technique was used to select 50 respondents, including representatives from the Women and Children Protection Desk (WCPD), Barangay Council, and CICL individuals. Data was collected through validated survey questionnaires that align with the study's objectives. The study also explores challenges in addressing CICL cases and proposes targeted interventions to reduce their occurrence. The findings revealed that the majority of respondents were male, aged 17 and below, with high school education, and identified as CICL. Across all respondent groups, there was strong agreement that psychological, sociological, and ecological factors significantly influence juvenile delinquency. The most pressing concern identified was the lack of parental supervision, which frequently led to repeated offenses. Proposed interventions include strengthening parental education on child supervision and discipline, conducting parenting workshops, implementing mentorship programs with trained social workers, and forming a Barangay Parent Support Group to offer peer-based guidance and support. The study recommends enhancing parental involvement and community engagement as primary strategies to address the CICL problem. Specific interventions include parenting workshops, structured mentorship programs, and peer support groups. Further initiatives such as community outreach, barangay forums on CICL rights, youth empowerment summits, and partnerships with local businesses for rehabilitation efforts are also proposed. These strategies, backed by a proposed implementation timeline and budget, aim to promote long-term rehabilitation, reduce recidivism, and cultivate a safer environment for the youth in Barangay 180. Continuous monitoring and further research are recommended to assess the effectiveness of these interventions over time.

Keywords: children in conflict with the law, juvenile delinquency, parental supervision, psychological factors, sociological factors, ecological factors, community intervention

**FACTORS AFFECTING DRUG ADDICTION AMONG MINORS IN
BARANGAY TANDANG SORA QUEZON CITY**

Alynith Argonajota, Lalaine Bantay, Riza Geane Belga, Queen Harra Delos Santos,
Monica Ronquillo, Dr. Antonio Dawagan Sr.

Abstract

Drug abuse remains one of the most pressing global health concerns, with minors among the most vulnerable groups affected. This study aims to examine the underlying reasons why minors engage in drug use and identify the key factors contributing to drug addiction among them. Specifically, it seeks to assess the sociological, psychological, and socioecological influences on drug dependency and their impact on the well-being of minors in Barangay Tandang Sora, Quezon City. This study employs a descriptive quantitative research design to collect and analyze numerical data in an accessible format. The researchers gathered data from a total of 50 respondents using stratified sampling. The participants were divided into three groups: 20 parents, 20 members of the Barangay Council for the Protection of Children (BCPC), and 10 police officers from the local community. Stratified sampling was utilized to ensure representation from each stakeholder group. A structured questionnaire was the primary instrument used to gather data aligned with the study's objectives. The demographic profile of respondents indicated that 56% were female, 44% were male, and 24% were aged over 50. Most respondents (38%) held a college degree and were married, while the longest recorded service duration among respondents ranged from 17 to 20 years. Strong agreement was noted across respondents regarding the impact of sociological, psychological, and socioecological factors on drug addiction among minors. The most commonly identified issues included academic difficulties and the recurrence of offenses, primarily attributed to the lack of effective rehabilitation programs. Notably, 80% of respondents emphasized the need for accessible counseling and mental health support as a top intervention priority. The findings of this study identify key risk factors associated with drug addiction among minors in Barangay Tandang Sora, Quezon City. Based on the results, the study recommends enhancing rehabilitation efforts, initiating community-based prevention programs, promoting parental education, and proposing policy reforms to strengthen law enforcement and intervention measures. These recommendations aim to mitigate the incidence of drug addiction among minors and foster a safer, healthier environment for the youth.

Keywords: addictive substance, drug misuse, excessive drug use, health problems, perspective on drugs

**FACTORS AFFECTING ELECTRONIC BIKE ACCIDENTS IN BAGONG SILANG
PHASE 1 CALOOCAN CITY: AN ASSESMENT**

Luigi Laranja, Eiseen Hower Cinco, Ivan Jhon Egmlan, Jhon Michael Gabanzo,
Emmanuel Toscano, Irene Gaviola

Abstract

Electronic bikes (e-bikes), equipped with electric motors to assist with pedaling, have become a widely used alternative mode of transportation in urban areas. These vehicles offer practical benefits, such as reducing traffic congestion and promoting active mobility. However, e-bike-related accidents have become increasingly common, primarily due to factors such as limited awareness of traffic regulations, lack of required licenses, and the involvement of underage riders. This study aims to identify the major contributing factors to e-bike accidents in Bagong Silang Phase 1, Caloocan City, and propose measures to mitigate such incidents. This study employs a quantitative research design using random sampling to ensure that every respondent has an equal chance of selection. The researchers personally approached traffic enforcers and e-bike riders in the study area and obtained informed consent to participate. Data were gathered using structured survey questionnaires designed to assess the variables related to traffic education, accountability, and community perception. After data collection, responses were statistically analyzed to determine the most significant factors influencing e-bike accidents. The findings revealed that traffic education received the highest weighted mean of 3.27, interpreted as "Strongly Agree," indicating its critical role in accident prevention. Accountability followed with a mean of 3.16, and community perception received a mean of 3.15, both interpreted as "Agree." These results suggest that increasing awareness and enforcing regulations could significantly reduce the incidence of e-bike accidents in the area. Based on the findings, the study recommends that authorities implement stricter enforcement of road safety policies, including mandatory helmet use, speed regulations, and designated e-bike lanes. E-bike users are encouraged to adopt defensive driving practices, remain alert in high-risk areas such as intersections and narrow roads, and maintain a safe distance from larger vehicles. Emphasizing traffic education and fostering accountability among both riders and community members can contribute to a safer environment for all road users.

Keywords: accidents, electronic bikes, traffic education, road safety, e-bike riders, urban transportation

**FACTORS AFFECTING HIGHWAY ACCIDENTS ALONG COMMONWEALTH AVENUE,
QUEZON CITY: BASIS FOR AN ENHANCED TRAFFIC SAFETY**

Vincent Samillano, Ryan Aquino, Wilson Arcil, Jay Llyod Bardullas,
John Carlo Dominguez, Irene Gaviola

Abstract

Traffic refers to the movement of vehicles, pedestrians, and other forms of transportation within designated roadways and highways. Effective traffic management involves strategies aimed at ensuring safety and efficiency. However, traffic accidents continue to pose serious challenges, often resulting in property damage, injuries, or fatalities. Along Commonwealth Avenue in Quezon City, often referred to as one of the country's most accident-prone roads, the incidence of highway accidents has raised public concern. This study aims to identify and analyze the factors contributing to these accidents as a basis for improving traffic safety measures in the area. This study uses a quantitative descriptive research design to assess the contributing factors to highway accidents along Commonwealth Avenue. A total of 70 respondents participated, consisting of 20 traffic enforcers and 50 drivers regularly operating in the area. Respondents were selected through purposive sampling, focusing on individuals with direct knowledge or experience of road conditions and traffic incidents. Data was collected using a researcher-made survey questionnaire that underwent validation prior to distribution. Findings revealed that respondents agreed on several key contributors to highway accidents. Environmental factors such as road damage and potholes were frequently cited. Driver-related issues, especially distracted driving and overspeeding, were also identified as major risks. Mechanical issues, including tire defects, and the absence of clear traffic signage, particularly warning signs for hazardous zones, were additional contributing factors. Among all, overspeeding emerged as the most prevalent cause. Respondents strongly recommended regular road repairs and maintenance as crucial steps to reducing accident frequency along the highway. To mitigate traffic accidents along Commonwealth Avenue, the study recommends stricter enforcement of speed limits, enhancement of road infrastructure, and consistent road maintenance. Local government units and traffic enforcement agencies should collaborate in implementing safety campaigns, reinforcing traffic laws, and upgrading road signage. Furthermore, transport operators and drivers must be educated on responsible driving practices to promote a culture of road safety.

Keywords: traffic accidents, overspeeding, road safety, highway conditions, driver behavior, commonwealth avenue

**FACTORS AFFECTING JUVENILE DELINQUENCY IN THE JUNIOR HIGH SCHOOL
AT KASIGLAHAN VILLAGE SAN JOSE MONTALBAN RIZAL**

Sailito Duja Jr, Jericho Adoro, Felix John Gregorio,
Orlando Manalili, Darel Saligumba, Jinky Anacta

Abstract

Juvenile delinquency is increasing in areas such as Kasiglahan Village, where students in junior high school often face social and economic hardships. These challenges frequently result in behaviors such as truancy, theft, and involvement in gangs. This study aims to identify the underlying factors that contribute to juvenile delinquency and propose preventive measures. Guided by Social Learning Theory and Strain Theory, the research examines how environmental influences, peer pressure, and economic struggles shape adolescent behavior. These theoretical frameworks provide insight into how delinquent tendencies develop and highlight the importance of interventions such as effective parenting, quality education, and strengthened community support systems. This study employs a descriptive quantitative research design and utilizes a structured survey questionnaire to gather data from 60 respondents. The participants include 20 students, 20 parents, and 20 police officers, all selected based on their familiarity with or direct experience regarding juvenile delinquency in Kasiglahan Village. The questionnaire, validated by field experts, explores causes, challenges, and potential solutions. Ethical considerations, including informed consent and participant confidentiality, were strictly observed. The collected data was analyzed using basic statistical tools such as percentages and mean scores. The majority of respondents were male adolescents aged 12 to 18, typically coming from households with low educational attainment. These demographic characteristics aligned with known risk factors associated with juvenile delinquency. Peer pressure and the absence of community youth programs emerged as major contributing elements. Respondents consistently emphasized the importance of collaboration among schools, families, and law enforcement in addressing delinquency. Financial instability and limited access to educational or employment opportunities were also cited as significant influences on youth behavior. The highest-rated preventive strategy was community-based cooperation to address youth issues holistically. The findings support both Social Learning Theory and Strain Theory in explaining juvenile delinquency. Adolescents exposed to unstable family environments and poverty were more susceptible to engaging in delinquent acts. The issue is not only specific to the local context but also reflects broader social patterns. While the community shows awareness and willingness to address the problem, limited resources and insufficient support programs hinder effective intervention. The study highlights the need for preventive approaches, particularly those focused on enhancing the social and emotional competencies of youth. Developing communication, conflict resolution, and emotional regulation skills appears more effective in mitigating juvenile delinquency than punitive measures.

Keywords: juvenile delinquency, peer pressure, strain theory, social learning theory, community intervention, youth behavior, poverty and crime

**FACTORS AFFECTING RECIDIVISM AMONG PERSONS DEPRIVED OF LIBERTY
AT SAN JOSE DEL MONTE CITY JAIL FEMALE DORMITORY**

Princess Micah Obani, George Dungca, Ace Danniel Gener,
Jhon Erick Gulla, Alh Morhis Oxima, Dr. Antonio Dawagan Sr.

Abstract

Recidivism, or the tendency of formerly incarcerated individuals to return to jail after release, remains a pressing concern in the Philippine penal system. This study focuses on understanding the factors influencing recidivism among Persons Deprived of Liberty (PDLs) at the San Jose Del Monte City Jail Female Dormitory. The study investigates variables such as lack of education, poverty, unemployment, and social stigma, which often hinder reintegration into society. By identifying these contributing factors, the research aims to support the development of programs that promote successful reintegration and reduce repeat offenses among female PDLs. This study employs a mixed-method research design, integrating both quantitative and qualitative approaches. A total of twenty-five (25) female PDLs with previous cases of recidivism were selected through purposive sampling. Data were gathered using a validated researcher-made questionnaire, which collected information on respondents' backgrounds and personal experiences. Additionally, in-depth interviews were conducted with the approval of jail authorities and the informed consent of the participants. Quantitative data were analyzed using percentages, weighted means, and rankings based on a 4-point Likert scale. Ethical protocols were strictly observed to ensure confidentiality and protect participant rights. All respondents were female, with 36% having been incarcerated for over three years. A significant majority (76%) belonged to low-income households. Respondents generally disagreed that they had access to sufficient education (mean = 2.49), family support (2.24), or post-release social support (2.20). However, they acknowledged financial instability and family conflict as contributing factors to reoffending. High levels of agreement were observed regarding the impact of stigma and labeling (3.40), particularly related to discrimination and societal judgment. Personal traits such as self-control and responsibility (3.38) were perceived positively, while motivation to change (3.82) emerged as the strongest factor in preventing recidivism. The findings indicate that many Graduates of Penal Institutions (GOPI) face significant challenges in reintegration, including limited employment opportunities, persistent stigma, and lack of practical skills. In response, the researchers propose the "Pagsibol Program: Livelihood Introduction for Future GOPI," a reintegration initiative focused on business literacy and entrepreneurial training. While the program does not provide direct financial aid, it equips PDLs with the knowledge and confidence to pursue small-scale business ventures using available resources. By fostering self-sufficiency and economic resilience, the Pagsibol Program aims to reduce recidivism and support long-term reintegration into society.

Keywords: recidivism, persons deprived of liberty, stigma, reintegration, female inmates, livelihood program, pagsibol program

**FACTORS AFFECTING ROAD RAGE IN BARANGAY 166,
GENERAL LUIS CAYBIGA CALOOCAN**

Gerilu Acala, Dexter Almosara, Carlo Amparado, Jhon Rey Occiano,
Justine Charles Ocfemia, Denise Anne Osorio

Abstract

Road rage has become a growing concern in urban areas, especially in congested locations such as Barangay 166, General Luis Caybiga, Caloocan City. This study aims to analyze the factors contributing to road rage and its effects on drivers, commuters, and the overall traffic condition in the area. Factors such as autonomy, competence, and relatedness are considered in understanding road rage behavior. Road rage refers to angry or violent reactions by drivers in response to perceived provocations or frustrations while driving, including yelling, honking, tailgating, and physical confrontations. Contributing elements include traffic congestion, stress, poor road infrastructure, and personal issues. These behaviors can result in accidents, injuries, or legal consequences. Promoting patience, road awareness, and safe driving practices is essential in addressing road rage incidents. This study adopts a descriptive research design. A total of fifty (50) respondents were selected, comprising thirty (30) drivers, ten (10) police officers, and ten (10) Land Transportation Office (LTO) officers. Data were collected using a structured survey questionnaire as the primary research instrument. The responses were analyzed descriptively to interpret trends and patterns related to road rage. Findings indicate that the majority of respondents were between 26 and 33 years old, accounting for 40 percent of the sample, with males comprising a larger portion of respondents. Most participants had attained a college-level education, representing 58 percent. Across all respondent groups, there was strong agreement that poor road conditions, unclear signage, and poorly designed roadways contribute significantly to road rage by limiting drivers' ability to navigate safely. These environmental stressors were identified as primary triggers of frustration and aggression on the road. The results affirm that environmental factors such as road infrastructure and design have a significant impact on road rage incidents. These findings suggest that addressing road rage requires a comprehensive approach involving infrastructure improvements, traffic management strategies, and public education on safe driving behavior. Future research may further explore psychological interventions and policy reforms to mitigate road rage and enhance road safety.

Keywords: road rage, traffic congestion, driving behavior, urban road safety, driver aggression, poor road conditions, criminology

**FACTORS AFFECTING ROAD RAGE INCIDENTS IN NORTH CALOOCAN CITY:
AN ASSESSMENT**

Anna Joy Ortega, Sherelyn Tullo, Loren Mae Obispo,
Jimmie Alfaro, Michaela Monton, Irene Gaviola

Abstract

Road rage is a dangerous and aggressive behavior exhibited by motorists, often triggered by frustration stemming from traffic congestion. It manifests through verbal insults, physical threats, and hazardous driving behaviors such as tailgating, abrupt swerving, and brake checking. These reactions are typically escalated by emotional distress caused by traffic delays. A recent incident involving two jeepney drivers engaged in a violent altercation highlights the serious consequences of unchecked road aggression. This study aims to examine the factors influencing road rage incidents in North Caloocan City and to provide insights that may inform improvements in urban planning, traffic management, and public safety. This study employs a quantitative descriptive research design to assess the contributing factors to road rage incidents in North Caloocan City. A structured survey questionnaire is used to gather data on respondents' demographic profiles, triggering factors, experiences, and potential solutions. The researchers personally distribute and retrieve the questionnaires from selected participants. Data are analyzed using statistical tools such as frequency distribution, percentage, weighted mean, and a Likert scale to quantify responses and interpret behavioral patterns and causes of road rage. The study revealed that the majority of respondents were middle-aged males with substantial driving experience. Common triggers of road rage included perceived loss of personal space, reckless merging, inefficient driving behavior, and poor road infrastructure. Reported issues involved inadequate loading zones, tailgating, and impatience among drivers. Recommendations from participants highlighted the need for stricter law enforcement, enhanced traffic education programs, and improved road infrastructure and maintenance to address these issues and mitigate road rage incidents. The findings indicate that road rage is closely tied to environmental and behavioral factors such as traffic congestion, poor infrastructure, and aggressive driving conduct. Demographic factors also play a role, with more experienced drivers still susceptible to frustration in high-stress traffic scenarios. To reduce incidents, the study recommends the implementation of designated loading zones, stricter merging regulations, adaptive traffic signals, noise control measures, and continuous road maintenance. These strategies should be supported by coordinated efforts among drivers, traffic enforcers, educators, and policymakers to enhance traffic safety, infrastructure planning, and public awareness.

Keywords: road rage, traffic congestion, driving behavior, aggressive driving, urban traffic management, public safety, north caloocan

**FACTORS AFFECTING TRAFFIC APPREHENSION IN
BARANGAY SAUYO, QUEZON CITY**

John Loyd Pattaui, Conrado Macaraeg Jr, Eroll Mark Pombo,
Uriel Jade Toribio, Ruel Zabala Jr, Irene Gaviola

Abstract

Traffic regulation comprises a system of rules designed to ensure the safe and orderly movement of both vehicles and pedestrians. This study aims to evaluate the effectiveness of traffic regulations in Barangay Sauyo, Quezon City, by examining contributing factors such as road conditions, driver behavior, and enforcement practices. It further investigates the strategies and methods employed by traffic enforcers to implement these regulations and assesses their influence on overall road safety and public compliance. A descriptive research design was employed to gather and analyze data, offering a detailed view of the behaviors, characteristics, and experiences of the study's target population. Surveys were used to collect relevant information from respondents, providing insights into current traffic apprehension practices and identifying areas that require policy or operational improvements. The study analyzed responses from 100 participants. Age distribution revealed that 7% were aged 18–25, 31% were between 26–33, 26% were aged 34–41, and only 4% were aged 42–50. Regarding sex, 72% of respondents were male and 28% female. Educational attainment data showed that 46% were high school graduates. One of the most significant findings was that 85% of respondents identified driver hostility toward traffic enforcers as a major issue during citation issuance, highlighting a barrier to effective law enforcement in the area. The study recommends implementing comprehensive training programs for traffic enforcers, with a focus on conflict resolution, communication skills, and emotional intelligence. These interventions are intended to equip enforcers with the tools necessary to de-escalate confrontational situations and foster more respectful interactions with motorists. Such improvements may lead to more effective enforcement of traffic regulations and a safer road environment in Barangay Sauyo, Quezon City.

Keywords: traffic apprehension, traffic enforcement, driver behavior, road safety, conflict resolution, barangay sauyo, traffic regulations, criminology, public compliance, law enforcement training

**FACTORS AFFECTING TRAFFIC CONGESTION IN BARANGAY
BAGBAG NOVALICHES QUEZON CITY**

Dejay Fodra, Jimmy Boy Guiang, Gerzel Oliver,
Johnpaulo Penecilla, Edgar Reyes

Abstract

Traffic congestion is a persistent urban issue that negatively affects economic productivity, public health, and the overall quality of life. In the Philippines, Metro Manila is known for its severe traffic problems, with Quezon City being one of the most heavily impacted areas. Barangay Bagbag in Novaliches, a mixed-use residential and commercial area, serves as a key junction that connects various neighboring communities. Its strategic location makes it especially prone to traffic congestion. This study aims to identify the contributing factors to traffic congestion in Barangay Bagbag and to provide insights that may find potential solutions to mitigate the problem. This study employs a qualitative and descriptive research design to analyze the factors affecting traffic congestion in Barangay Bagbag, Novaliches, Quezon City. Data will be collected through surveys administered to selected residents, law enforcement officers, and community leaders. The study outlines the research design, target respondents, sampling techniques, research instruments, validation procedures, and the statistical tools used to analyze the data. The results present the respondents' demographic profiles and analyze responses to the survey questions using appropriate statistical tools. The analysis identified recurring themes and key factors contributing to traffic congestion, including road obstructions, poor traffic management, limited road space, and the lack of proper parking facilities. The survey findings reflect the community's experiences and perceptions regarding the severity and causes of traffic buildup in the area. The findings of the study highlight the need for targeted interventions to address the identified causes of traffic congestion in Barangay Bagbag. It is recommended that local authorities strengthen traffic management strategies, enforce parking regulations, and improve infrastructure planning. Future research may expand the scope to include other barangays in Quezon City to develop broader policy recommendations for urban traffic management.

Keywords: traffic congestion, urban planning, barangay bagbag, road obstructions, traffic management, quezon city, criminology, urban mobility

FACTORS CONTRIBUTING TO CRIMINAL BEHAVIOR IN BARANGAY PASONG TAMO

Mark Anthony Bagat, Jonas Aljas, Cholo Cruz, Mart Steven Cunanan,
Joshua Marimat, Jinky Anacta

Abstract

Criminal behavior has been a persistent global concern for many years. Law enforcement agencies have adopted various strategies and technologies to detect and prevent crimes. However, the rising volume and complexity of criminal activities make it increasingly difficult to maintain control. In recent years, artificial intelligence has significantly enhanced the ability of law enforcement to identify and predict criminal behavior, improving overall efficiency in crime prevention. The study involved 50 respondents: 40 residents and 10 police officers, selected through simple random sampling. Participants were asked to complete questionnaires designed to gather relevant data on factors contributing to criminal behavior. The researchers ensured that all respondents provided accurate and complete information to support the study's objectives. Among the 50 respondents, 30% were aged 32–40 years old, 34% were 26–30, 16% were 21–25, and 10% were 40 and above. The group was composed of 52% female and 48% male respondents. In terms of civil status, 58% were single, while 42% were married. Educational attainment varied, with 46% at the high school level, 28% as high school graduates, 20% as college graduates, and 6% at the elementary level. Respondents evaluated the conditions influencing criminal behavior in Barangay Pasong Tamo using three categories: biological (OWM = 3.12, Agree), psychological (OWM = 3.21, Agree), and sociological factors (OWM = 3.63, Strongly Agree). The most significant issues identified were poverty and unemployment, which often pushed individuals toward criminal acts as a means of financial survival. This concern ranked first, cited by 100% of respondents. The findings highlight the complex interplay of biological, psychological, and sociological factors that contribute to criminal behavior. Economic instability, particularly poverty and unemployment, emerged as the primary causes. The study recommends that community leaders and local authorities develop targeted interventions that address these root causes such as livelihood programs, education initiatives, and community-based counseling, to reduce crime rates and improve residents' overall well-being.

Keywords: criminal behavior, poverty, unemployment, sociological factors, psychological factors, barangay pasong tambo

**FACTORS CONTRIBUTING TO SUBSTANCE ABUSE AMONG YOUTH
AT BARANGAY 177 CALOOCAN CITY**

Alliah Mae Cabias, Fretina Baynosa, May Joanne Doller,
Jennifer Rabacal, Ella Salonga, Irene Gaviola

Abstract

Substance abuse, commonly referred to as drug abuse, involves the harmful use of substances such as alcohol, illegal drugs, or prescription medications. It can lead to physical, psychological, and social harm, not only affecting the individual but also those around them. This study aims to assess the various factors contributing to substance abuse among youth in Barangay 177, Caloocan City. Specifically, it examines the influence of social, economic, and environmental conditions that may lead young individuals to engage in substance use. This study employs a quantitative research approach, utilizing a descriptive research design to examine the factors related to youth substance abuse. The researchers collected numerical data through surveys and analyzed the results using statistical methods. Respondents included parents of youth engaged in substance use, barangay officials, law enforcement officers, and personnel from the Department of Social Welfare. Among the fifty (50) respondents, the age group with the highest representation was 42 to 50 years old, accounting for 32% or sixteen individuals. This was followed by those aged 51 and above at 28% (fourteen respondents), 34 to 41 years old at 26% (thirteen respondents), and 26 to 33 years old at 14% (seven respondents). The smallest group consisted of respondents aged 18 to 25. Of the total, 54% were male (twenty-seven respondents) and 46% were female (twenty-three respondents). The findings revealed that the most commonly reported factor contributing to youth substance abuse was peer pressure, particularly the desire to gain acceptance among peers, even when initial discomfort was present. This issue was cited by approximately 80% of the respondents. The results indicate that peer influence plays a significant role in the onset of substance abuse among youth in Barangay 177. To address this issue, the study recommends the implementation of peer-led education and mentorship programs that can offer positive role models. It also suggests increasing funding for after-school activities such as sports leagues and enrichment programs to provide youth with healthy alternatives. Additionally, family counseling services should be offered to help resolve domestic conflicts, enhance communication, and build stronger family support systems.

Keywords: substance abuse, youth behavior, peer pressure, barangay 177, caloocan city, family counseling, criminology, social environment, drug prevention, descriptive research

**FACTORS INFLUENCING DELAYS IN FIRE INCIDENTS RESPONSE IN
BARANGAY SAN ISIDRO, MONTALBAN, RIZAL**

Marjon Silay, Shintian Gubantes, Justin Carl Panaligan, Carl Justine Recto,
Reiven Tria, Irene Gaviola

Abstract

Time is a critical factor in emergency response, especially during fire incidents where every second can determine the extent of property damage and potential casualties. Delays in fire response remain a recurring issue that often worsens fire-related emergencies. These delays may lead to uncontrolled fire spread, increased injuries or fatalities, and greater risks for both residents and firefighting personnel. Enhancing response time by addressing the root causes of these delays is essential for improving emergency management and safeguarding lives and property. This study aims to assess the factors contributing to delayed fire incident responses in Barangay San Isidro, Montalban, Rizal. It also seeks to propose evidence-based strategies to minimize delays and improve the efficiency of firefighting operations. This study employed a descriptive research design to identify the key factors affecting fire response delays. A total of fifty (50) respondents participated, composed of forty (40) residents and ten (10) firefighters or fire volunteers. Respondents were selected through purposive sampling to ensure relevant perspectives. Data was gathered using survey questionnaires and were presented through graphs and tables for clearer interpretation and analysis. The survey results revealed that the primary causes of delayed fire responses include the lack of essential firefighting equipment, malfunctioning communication devices, and limited accessibility due to narrow roads. Additionally, crowd control barriers were cited as significant hindrances to the timely arrival of emergency personnel. These challenges contributed to delayed response efforts, increasing the risk of property loss and endangering lives. The findings highlight the need for enhanced logistical support, improved infrastructure, and stronger coordination among emergency response teams. Strengthening communication systems and ensuring unobstructed access routes are vital in minimizing delays. Timely fire response is crucial in reducing damage and preventing casualties, thereby reinforcing the importance of proactive planning and investment in emergency preparedness for Barangay San Isidro.

Keywords: fire incident response, emergency management, delay factors, barangay san isidro, firefighting equipment, communication devices, narrow roads, criminology, disaster preparedness, fire safety

**FAMILY AS A CONTRIBUTORY FACTORS TO CHILD IN CONFLICT WITH THE LAW
IN BARANGAY KALYE 7 LAWANG BATO VALENZUELA CITY**

Aldrein Banaco, Charles Jhonroi Baluran, Jackie Deguia, Julie Mar Guzman,
John Carlos Rosario, Nilmar Plata

Abstract

This study investigates the impact of family dynamics on child delinquency in Barangay Kalye 7, Lawang Bato, Valenzuela City. It reveals that children from dysfunctional families marked by neglect, abuse, or inconsistent discipline are more likely to engage in delinquent behavior. Conversely, consistent parental guidance and a nurturing home environment significantly reduce this risk. The goal of the research is to identify the root causes of juvenile misconduct within the community and provide recommendations to help shape effective crime prevention policies. This study adopts a quantitative-descriptive design to investigate the influence of family-related factors on child delinquency in Barangay Kalye 7, Lawang Bato, Valenzuela City. A total of 50 respondents: including 35 parents, 10 personnel from the Department of Social Welfare and Development (DSWD), and 5 officers from the Women and Children Protection Desk (WCPD), were selected using a combination of random and purposive sampling. Data was gathered through a structured survey instrument covering demographic profiles, family dynamics, and preventive interventions. The collected data will be analyzed using statistical tools such as frequency distribution, percentage, weighted mean, and a four-point Likert scale to interpret the extent of family influence on juvenile behavior. The study uncovers critical factors contributing to juvenile delinquency in Barangay Kalye 7, Lawang Bato, Valenzuela City. The majority of respondents, 42% aged 34 to 41 and 60% female, identified inadequate parental supervision as the most prevalent issue, primarily due to parents being frequently absent because of work commitments. This lack of presence was closely associated with increased risk of child delinquency. Additional contributing factors included unemployment and limited access to skills training, which hindered parental capacity to support and guide their children. Authoritarian parenting practices, especially those involving physical punishment, were also found to negatively impact child behavior. Strained parent-child relationships were perceived as a major challenge in deterring youth from gang involvement and other delinquent behaviors. Notably, 79% of respondents cited lack of supervision as the dominant issue, while 40% reported family criminal involvement and ineffective parenting styles. In response, 40% of participants recommended parenting seminars and counseling services, while 38% advocated for training in anger management and conflict resolution to help parents manage their roles more effectively. The study found that most respondents in Barangay Kalye 7, Lawang Bato, Valenzuela City were women aged 34 to 41, predominantly college graduates. Key findings pointed to family-related factors contributing to juvenile delinquency, such as the absence of parental supervision, limited access to education, the use of physical punishment as a disciplinary method, and poor parent-child relationships. Among these, the lack of consistent supervision emerged as the most critical concern. To address these issues, the study recommends the implementation of targeted parenting programs, the provision of cognitive-behavioral and family therapy, the promotion of restorative justice practices through community service, and ongoing capacity-building initiatives for those working with children at risk. These interventions aim to strengthen family dynamics and reduce youth involvement in delinquent behavior.

Keywords: juvenile delinquency, family influence, parental supervision, physical punishment, parent-child relationship, cognitive-behavioral therapy, parenting programs, restorative justice, community-based intervention, valenzuela city

**FAMILY COUNSELING PROGRAM OF QCSWD IN BARANGAY BATASAN HILLS,
QUEZON CITY: A BASIS FOR POLICY IMPROVEMENT**

Jayson Patrick Hungayo, Christian Berja, John Kaeser Casio,
Jojo Inuman, Jemar Ko, Dr. Myrna Cuntapay

Abstract

This study assessed the effectiveness of the Family Counseling Program administered by the Quezon City Social Welfare and Development Office (QCSWD), focusing on its role in fostering supportive family environments, particularly for guardians of children in conflict with the law. The evaluation centered on three key areas: the quality of program implementation, engagement with relevant policies, and its influence on behavioral improvement among participants. The demographic profile of respondents including age, gender, civil status, educational attainment, and length of residency, was analyzed to understand varying perspectives and experiences. The study also identified the primary challenges hindering program effectiveness and proposed targeted policy recommendations to enhance service delivery. A total of 50 respondents participated in the study, comprising 10 Women's Desk police officers and barangay officials, 10 QCSWD staff, and 30 guardians of at-risk youth. The study employed a descriptive research design and quantitative approach to evaluate respondents' perceptions of the Family Counseling Program. Data was gathered using standardized questionnaires, which were personally distributed to selected participants. Prior to data collection, informed consent was obtained to ensure ethical research practices. Respondents completed the survey forms independently, and the researchers systematically collected the accomplished questionnaires for further analysis and interpretation. The findings indicate that the most positively rated aspect of the program's implementation was its capacity to effectively address the emotional, behavioral, and relational challenges faced by families. In terms of policy engagement, the Family Counseling Program was recognized for its significant role in mitigating domestic conflicts and reinforcing familial bonds. Moreover, in the area of behavioral development, the program was most notably effective in enhancing emotional responsiveness and promoting consistent emotional support among family members, thereby contributing to healthier family dynamics. To strengthen the Family Counseling Program, policies should institutionalize peer support and group therapy through regular sessions, parent support circles, and mentorship initiatives. Parental engagement may be improved by implementing mandatory orientations, routine follow-ups, and family-focused educational workshops. Counseling services should adopt individualized intervention plans and provide structured parenting coaching. To boost participation, community awareness campaigns should be launched in collaboration with barangay officials, schools, and local organizations. These campaigns may include seminars, interactive activities, and incentive-based programs to promote the program's benefits. Outreach to underserved families can be enhanced through mobile counseling units, home visits, and flexible scheduling. Lastly, further research is recommended to evaluate the program's long-term effectiveness and ensure responsiveness to the evolving needs of the community.

Keywords: family counseling program, parental engagement, group therapy, peer support, parenting coaching, community outreach, mobile counseling units, policy development, behavioral intervention, long-term effectiveness

**FIRE OPERATION DIFFICULTIES ENCOUNTERED BY THE BUREAU OF FIRE
PROTECTION OFFICERS IN GREATER LAGRO QUEZON CITY**

Allianz Ivan Tronzal, Kenth Jhon Villanueva, Dariel Quirante,
Eyz Robenio, Connmigo Damaso II, Dr. Myrna Cuntapay

Abstract

Every fire scene is a battlefield where Bureau of Fire Protection officers stand at the frontline, bravely confronting danger to protect lives and property. Each emergency presents unique challenges, from limited equipment and extreme heat to unstable structures and hazardous conditions, testing their skills, endurance, and resolve. These officers embody courage and dedication as they navigate unpredictable environments to save communities and uphold public safety. This includes unsafe practices such as the improper handling of flammable materials and overloaded electrical connections. During fire emergencies, untrained civilians often panic, crowd the scene, or intervene without proper guidance, thereby creating additional hazards that jeopardize their safety as well as that of the firefighters and other responders. The data collected from eleven (11) respondents reveal that the majority, comprising seven (7) individuals or 63.63%, fall within the age range of 31 to 40 years. This is followed by two (2) respondents aged 21 to 30 years, and another two (2) respondents aged above 40 years, each representing 18.18% of the total sample. In terms of gender distribution, males constitute the majority with seven (7) respondents, accounting for 63.64%, while females comprise four (4) respondents or 36.36%. Regarding civil status, seven (7) respondents are married, making up 63.64% of the group, whereas four (4) respondents are single, representing 36.36%. The primary challenges faced by Bureau of Fire Protection (BFP) personnel during operations pertain to community-related issues, reflected by an overall weighted mean of 3.31, indicating a strong level of agreement among respondents.

Keywords: bureau of fire protection, operational challenges, community issues, fire response, emergency management, public safety, firefighting obstacles

**GENDER SENSITIVITY SEMINAR: A PROPOSED INTERVENTION PROGRAM IN
REDUCING VIOLENCE AGAINST WOMEN AND CHILDREN**

Mark Anthony Placido, Rusty Calumpiano, Jose Jerry Jr Parreño,
Joepring Velasco, Albert Dacumos, Denise Ann Osorio

Abstract

Violence against women and children is a systemic issue deeply rooted in cultural norms, structural inequalities, and enduring gender disparities. In many societies, gender-based violence is normalized, and victims often encounter stigma, fear of retaliation, and a lack of resources necessary to escape abusive situations. Gender sensitivity training plays a vital role in addressing these challenges by educating individuals about gender concepts, diverse gender experiences, and the imperative to close gender gaps to achieve equality. This study seeks to assess the effectiveness of a Gender Sensitivity Seminar as an intervention program aimed at reducing violence against women and children. This study employs a descriptive research design to systematically explore the subject matter. The sample comprises 20 women and 30 children, who were selected through a random sampling technique to ensure an unbiased and representative participant group. The study found that most respondents were young females who were students with a high school education. They strongly agreed that the Gender Sensitivity Seminar effectively covered essential areas including medical, legal, psychological, and shelter-related support. A major challenge highlighted was the difficulty in coordinating with multiple service providers, largely due to scheduling conflicts and communication issues. To address this, many respondents suggested offering transportation assistance and selecting more accessible venues to promote broader participation. The findings of this study provide valuable insights for evaluating the effectiveness of the proposed Gender Sensitivity Seminar as an intervention designed to reduce violence against women and children.

Keywords: gender sensitivity seminar, intervention program, violence prevention, violence against women and children, program evaluation, gender-based violence, support services

**IMPACT OF DSWD DIVERSION AND REINTEGRATION PROGRAM FOR
CICL RESIDING IN BARANGAY GULOD NOVALICHES QUEZON CITY**

Eric Malilong, Jayson Peña, Joshua Maniego, Jent Clent Olayta,
Matt Andru Dura, Dr. Antonio Dawagan Sr.

Abstract

This chapter outlines the background of the study, reviews relevant literature and related studies, and presents the theoretical and conceptual frameworks. It also includes the statement of the problem, research assumptions, scope and delimitations, significance of the study, and definition of key terms. This chapter outlines the research design, target respondents, sampling method, data-gathering instrument, procedures for validation, administration, and collection of the instrument, and the statistical tools used for data analysis. This chapter provides a comprehensive presentation, analysis, and interpretation of the collected data. It features the demographic profile of the respondents, details of the survey instrument, and the statistical methods applied in the study. This chapter summarizes the findings on the impact of the Department of Social Welfare and Development's Rehabilitation and Reintegration Program in Barangay Gulod, Novaliches, Quezon City. It presents key insights from Children in Conflict with the Law (CICL), DSWD staff, and Barangay Officials, followed by conclusions drawn from the data and recommendations to further improve the program's implementation and outcomes.

Keywords: dswd, rehabilitation and reintegration program, children in conflict with the law (cicl), barangay gulod, social welfare, program impact, community reintegration, restorative justice, government intervention, novaliches

**IMPACT OF POLICE CHECKPOINT OPERATIONS AGAINST DRIVERS UNDER
INTOXICATING LIQUOR IN LUZON AVENUE QUEZON CITY**

Jenalyn Albao, Mikee Madredeo, Jessica Geromo, Mila Rose Tadeo,
Rujuard Qutorio, Irene Gaviola

Abstract

This study examined the impact of police checkpoint operations on drivers under the influence of liquor, with a focus on Luzon Avenue in Quezon City. The area is known for frequent road accidents attributed to intoxicated drivers who experience drowsiness and dizziness, resulting in reckless driving, particularly on wet and slippery roads. The primary objective of the study was to evaluate the effectiveness of police checkpoints in addressing and mitigating incidents involving drunk driving along this critical roadway. This study aimed to assess the impact of police checkpoint operations on drivers under the influence of liquor along Luzon Avenue, Quezon City. The respondents consisted of both drivers and police officers assigned to these checkpoints. The researchers utilized purposive sampling to determine the appropriate number of participants. Data collection involved personally approaching police officers and drivers in the area, with prior permission and informed consent obtained before administering the survey questionnaires. The researchers personally distributed the questionnaires to the respondents and waited for them to complete their responses. The results revealed that police checkpoint operations along Luzon Avenue, Quezon City, have positively influenced driver behavior and contributed to a reduction in cases involving driving under the influence of alcohol. Under Policies and Procedures, the presence of checkpoints has increased drivers' awareness of the dangers of intoxicated driving and the consequences outlined in traffic enforcement policies. This has led to a decrease in DUI-related incidents and arrests. In terms of Enforcement and Apprehension, the consistent visibility and frequency of police checkpoint operations serve as a strong deterrent to potential violators, significantly reducing the number of DUI cases in the area. Regarding Driver Perception, most drivers perceive police checkpoints as an effective strategy to discourage drunk driving, which has influenced their decision-making and reduced the likelihood of driving under the influence. The researchers recommend that police officers, barangay officials, community members, and criminology students actively support the implementation of police checkpoints along Luzon Avenue. To enhance their effectiveness, checkpoints should be concentrated in high-risk areas and conducted during peak drinking hours. This strategic approach will help deter DUI offenses and improve public safety.

Keywords: police checkpoints, driving under the influence (dui), road safety, law enforcement, driver perception, criminology, community involvement, high-risk areas, traffic enforcement, drunk driving prevention

**IMPACT OF SOCIAL MEDIA IN INFLUENCING THE COMMISSION OF CRIME
AMONG CHILDREN IN CONFLICT WITH THE LAW IN BARANGAY 179, CALOOCAN
CITY**

Rose Ann Joyce Celedonio, Jerald Andes, Danica Lorenzana,
Erica Mae Mallon, Eva Mariz Sarcia, Jinky Anacta

Abstract

The study's approach focuses on understanding the fundamental causes of CICL (Children in Conflict with the Law) behavior and providing helpful interventions to help them change for the better. The purpose of this study is to understand the impact of social media in influencing the commission of crime among CICL at Barangay 179, Caloocan City, by examining the potential outcomes of inaction and possible preventive steps. The evaluators of the study were composed of 10 barangay officials, 20 parents, and 40 CICL residing in Barangay 179, Caloocan City, between the ages of 15 and 18 years old. This resulted in a total of 70 respondents. The researchers used a random sampling technique to select the respondents among the CICL, parents, and barangay officials in Barangay 179, Caloocan City. This research uses a quantitative correlational research design to determine the impact of social media in influencing the commission of crime among CICL at Barangay 179, Caloocan City. The researchers requested permission to conduct the study as the respondents participated in answering the survey questionnaire. The researchers distributed all the questionnaires and waited for the respondents to finish answering. When the respondents completed the questionnaires, they were collected by the researchers. The study analyzed the profile of 70 respondents from Barangay 179, Caloocan City, revealing that 51 percent were aged 15 to 20, with a male-to-female ratio of 54.29 percent to 45.11 percent. Educational attainment varied, with 20 percent having a high school education and 3 percent holding a vocational level. Respondents agreed that social media influences crime among children through psychological, sociological, and environmental factors. The primary problem identified was social media's role in normalizing or glamorizing illegal activities, affecting 11.74 percent of respondents. To address this, proposed measures include implementing educational campaigns to promote safe social media usage, such as workshops for children and parents to recognize harmful content and develop critical thinking skills regarding online interactions.

Keywords: children in conflict with the law

**IMPLEMENT OF PRESIDENTIAL DECREE 1612 ANTI FENCING LAW IN
BARANGAY BAGBAG NOVALICHES QUEZON CITY**

Jessie Pacao, Regie Lejesta, Jamiel Manginsarat, Zymon Reuven Montances,
Kr Revidad, Dr. Antonio Dawagan Sr.

Abstract

The Philippines is renowned for its vibrant culture, scenic landscapes, and warm hospitality. Despite these strengths, the country continues to face challenges related to crime and law enforcement. To help address these issues, the government implemented Presidential Decree No. 1612, also known as the Anti-Fencing Law. This law seeks to curb criminal activity by penalizing individuals who knowingly buy, possess, or sell stolen goods, thereby discouraging the circulation of stolen property and supporting overall crime prevention efforts. This study employed a correlational research design, which examines the statistical relationship between two or more variables without any manipulation (Hassan, 2022). As a non-experimental approach, it aims to identify the degree of association between the variables and the challenges encountered by the respondents. A stratified sampling technique was utilized to ensure accurate representation from various sectors. The study involved a total of fifty (50) respondents, categorized as follows: ten (10) barangay personnel, ten (10) police officers, and thirty (30) residents. These groups were selected from different sectors of the community in Bagbag, Quezon City to provide a comprehensive perspective. The findings of the Study Based on the Sub-Problems: Respondent Profile: Among the fifty (50) respondents, the majority, fourteen (14) individuals, or 28%, are within the age range of 18 to 25 years old. The smallest age group includes seven (7) respondents, or 14%, aged 26 to 33 year old. Thirty-one (31) or 62% are male, while nineteen (19) or 38% are female. Twenty-six (26) respondents, or 52%, are married, while the smallest group, four (4) respondents, or 8%, are separated. Thirteen (13) respondents, or 26% are high school graduates, representing the largest group in terms of educational attainment. Only one (1) respondent, or 2% completed vocational education, and one (1) respondent, or 2% reported having no formal education, making these the least represented groups. The largest number of respondents, twenty (20) or 40%, have been serving for 4 to 6 years. The smallest group comprises eight (8) respondents or 16%, with 7 to 9 years of service. This proposed action plan aims to strengthen the implementation of Presidential Decree 1612, also known as the Anti-Fencing Law, within Barangay Bagbag, Novaliches, Quezon City. It outlines key strategies to raise public awareness, improve enforcement mechanisms, and encourage community participation to effectively combat fencing-related crimes.

Keywords: presidential decree 1612, anti-fencing law, barangay bagbag, crime prevention, law enforcement, public awareness, community participation, quezon city, fencing-related crimes, implementation strategies

**IMPLEMENTATION OF ANTI-HUMAN TRAFFICKING PREVENTIVE MEASURE
IN BARANGAY 173 CALOOCAN CITY: AN ASSESSMENT**

Aldrin Mina, Vincent Robin Sumilang, Mc Jordan Begaso,
John Michael Bongalon, Joshua Jhon Donato, Edgar Reyes

Abstract

Human trafficking is a grave crime and a violation of fundamental human rights. It involves the use of force, deception, coercion, or abuse of power to exploit individuals, often through false promises of financial gain. Victims are frequently forced into hazardous and inhumane working conditions without compensation, and may suffer sexual abuse, physical harm, or even death. This study focuses on evaluating the implementation of anti-human trafficking preventive measures in Barangay 173, Caloocan City. The goal is to assess current efforts and propose strategies to strengthen the community's ability to prevent and combat human trafficking effectively. This study adopted a descriptive research design, which aims to accurately portray the characteristics and behaviors of a specific group or issue. By systematically observing and collecting data, descriptive research provides valuable insights that help deepen understanding and guide future studies. The researchers employed a survey method using purposive sampling, wherein participants were deliberately selected based on criteria relevant to the study's objectives. A total of 50 respondents participated in the study, consisting of 30 residents of Barangay 173, Caloocan City, 10 personnel from the Philippine National Police (PNP), and 10 barangay officials. Findings Based on the Sub-Problems: Demographic Profile of Respondents: The largest proportion of respondents belonged to the 28–38 age group, comprising 15 individuals or 30% of the total sample. Meanwhile, the least represented group was those aged 18 and below, with only 3 respondents or 6%. Respondents across all three groups demonstrated a high level of awareness of the proposed anti-human trafficking measures under R.A. 9208, yielding a weighted mean score of 3.53, interpreted as Strongly Agree. The implementation of R.A. 9208 was perceived as effective in preventing human trafficking within the community, with a weighted mean of 3.36, also interpreted as Strongly Agree. The following are proposed Actions to Strengthen Anti-Human Trafficking Initiatives in Barangay 173: Conduct regular awareness campaigns to educate residents on the signs, risks, and consequences of human trafficking is recommended, utilize barangay assemblies, social media platforms, and printed materials to effectively disseminate information, provide specialized training for barangay officials, law enforcement officers, and community members on identifying, reporting, and managing trafficking cases, integrate knowledge of Republic Act 9208 (Anti-Trafficking in Persons Act) and related laws into all training sessions, forge stronger partnerships with NGOs, government agencies, and the Philippine National Police to enhance prevention, rescue, and rehabilitation efforts, establish clear referral pathways and coordination protocols for victim protection and support, establish an Efficient Reporting and Response System, create accessible and confidential reporting channels for suspected trafficking activities, form a dedicated barangay task force to ensure timely response, monitoring, and case management, implement Empowerment and Support Programs, launch livelihood and skills development programs targeting vulnerable groups, particularly women and youth, to reduce susceptibility to trafficking, provide counseling, education, and reintegration services for potential and actual victims, this comprehensive action plan seeks to foster a proactive, vigilant, and well-informed community that can effectively prevent, address, and respond to human trafficking in Barangay 173.

Keywords: anti-human trafficking, r.a. 9208, barangay 173 caloocan city, community awareness, law enforcement, preventive measures, vulnerable groups, descriptive research, public safety, human rights.

**IMPLEMENTATION OF OPLAN SITA IN BARANGAY STA. MONICA,
NOVALICHES QUEZON CITY**

Hannah Yusores, April Agtarap, Georgette Louie Arboleda, Rochelle Joyce Enriquez,
Angeline Hael, Rose Anne Borita, Dr. Antonio Dawagan Sr.

Abstract

This study, titled "Implementation of Oplan Sita in Barangay Sta. Monica, Novaliches, Quezon City," aims to assess the effectiveness of Oplan Sita in reducing crime in the areas where it is implemented. It seeks to identify the operational challenges encountered by law enforcement officers during its execution and to analyze public perception and the extent of community cooperation with the initiative. Furthermore, the study examines the legal and ethical implications of Oplan Sita, including potential risks of authority abuse. Finally, it proposes recommendations to enhance efficiency, accountability, and community impact of the program. This study employed a purposive sampling technique, chosen for its ability to align participants with the specific goals and objectives of the research. While some view purposive sampling as a simple method, it has evolved significantly and offers methodological rigor when applied correctly. It enhances the credibility, transferability, dependability, and confirmability of the study's findings. In this research, purposive sampling was used to select a total of 50 respondents, composed of 10 police officers and 40 motorists, who participated by answering the distributed questionnaires. In terms of age, among the fifty (50) respondents, twenty-five (25), or 50%, are between 18 and 25 years old. Conversely, the least represented age group comprises those aged 51 and above, with only two (2) respondents or 4%. With regard to sex, the majority of respondents are male, totaling forty-one (41) or 82%, while only nine (9) respondents, or 18%, are female. The most frequently reported issue encountered during the implementation of Oplan Sita is the presence of individuals driving without a license. This concern was identified by forty-four (44) out of fifty (50) respondents, accounting for 88%, making it the top-ranked problem. This chapter presents the summary and conclusion of the study, which aimed to identify the challenges encountered in the implementation of Oplan Sita in Barangay Sta. Monica, Quezon City. The findings highlighted various operational issues faced by both motorists and law enforcement officers. Based on the results, it is recommended that additional training be provided to police officers to ensure they conduct Oplan Sita operations under established protocols and human rights guidelines. Strengthening these aspects will contribute to more effective, fair, and community-trusted law enforcement practices.

Keywords: oplan sita, barangay sta. monica, quezon city, crime prevention, law enforcement, motorists, operational challenges, human rights, police training, implementation, community cooperation

**IMPLEMENTATION OF ORDINANCE NO. 0397S, 2005 PROHIBITING THE SALE OF
ALCOHOL TO MINORS IN AMPARO SUBDIVISION, CALOOCAN CITY**

Mary Jane Saroca, Karyll Angel Bola Bola, Ana Garce Lausa, Margaret Mae Prangue,
Modzna Sensi, Denise Anne Osorio

Abstract

"Ang bata pa lang, lasinggera na." ("So young, yet already a drunkard.") These were the harsh words overheard by one of the researchers while she was purchasing alcohol for her father, a known habitual drinker. Although this was a common chore, the comment from a neighbor sparked curiosity and concern in the young girl, prompting her to question what it means to be a "lasinggera" (drunkard) and why such a label could be so easily placed on someone young. This study was inspired by that experience and aims to highlight the effects of parental neglect and the irresponsible sale of alcohol to minors by vendors in sari-sari and convenience stores. Specifically, it seeks to assess the implementation of Ordinance No. 0397, Series of 2005, which prohibits the sale of alcoholic beverages to minors in Amparo Subdivision, Caloocan City. The study aims to evaluate the effectiveness of this ordinance and to understand the roles and responsibilities of both parents and vendors in protecting minors from alcohol consumption. This study employed a purposive sampling technique and adopted a descriptive research design. The respondents included 20 parents, 20 minors, 10 store owners, and 10 law enforcers residing in Barangay Amparo, Caloocan City. The researchers secured an approval letter from the Dean's Office of the School of Criminology at Bestlink College of the Philippines, San Agustin Campus, authorizing the administration of a survey questionnaire. A formal request to conduct the survey was also submitted to and approved by the Barangay Captain. Participation in the study was voluntary, and all responses were handled with strict confidentiality to ensure the privacy and protection of the participants. The study on Ordinance No. 0397-S, 2005, which prohibits the sale of alcohol to minors, revealed that the majority of respondents (33.33%) were aged 12 to 17, with an equal gender distribution of 50% male and 50% female. The research evaluated public awareness, enforcement practices, and the application of penalties associated with the ordinance. While respondents generally agreed that the ordinance is being effectively implemented, the most commonly reported issue was the lack of community outreach programs. To address this, the study recommends conducting a comprehensive assessment of the ordinance to identify areas that require improvement and to enhance public engagement and education efforts. The researchers recommend strengthening public awareness and enforcing the strict implementation of Ordinance No. 0397, Series of 2005, which regulates the sale, service, and consumption of alcoholic beverages within designated areas in Caloocan City.

Keywords: ordinance no. 0397 s.2005, alcohol regulation, minors, caloocan city, community awareness, law enforcement, public safety, youth protection, sari-sari stores, ordinance implementation.

**IMPLEMENTATIONS OF THE PROVISIONS OF REPUBLIC ACT 11313 ALSO KNOWN
AS SAFE SPACES ACT: BASIS FOR AWARENESS CAMPAIGN**

Euclidean Antolin, Joselito Deniola, Renssel Labriaga, Ian Jacob Magtajas,
John Mark Nuelan, Jinky Anacta

Abstract

This study investigated the implementation of Republic Act No. 11313, Article 5, also known as the Safe Spaces Act, at Bestlink College of the Philippines (BCP). It aimed to assess the institution's level of compliance with the law, identify existing challenges in its enforcement, and propose actionable recommendations to improve the protection and safety of all individuals within the campus. This study utilized a descriptive quantitative research design to assess four core areas: legislative and policy support, enforcement and compliance, school-based awareness, and victim support systems. A total of 120 participants: comprising students, faculty, and staff, were selected through random sampling. Data collection was carried out using a structured questionnaire to ensure accuracy, consistency, and reliability of responses. The results revealed that respondents recognized the presence of legislative support (composite mean = 3.21), compliance mechanisms (mean = 3.19), and school-based literacy efforts (mean = 3.12). Support systems for victims were also positively rated (mean = 3.10), though respondents emphasized the need for improvements in areas such as rehabilitation services and external partnerships. Several challenges were identified, including inadequate handling of reported cases (mean = 3.19), victims' fear of judgment and retaliation (mean = 3.01), and limited awareness on how and where to report gender-based sexual harassment (GBSH) cases (mean = 2.99). Other concerns were insufficient resources (mean = 2.94) and a lack of comprehensive understanding of RA 11313 (mean = 2.91). The overall composite mean for challenges was 3.01, indicating moderate agreement that significant gaps persist in implementation. Respondents strongly supported proposed solutions, such as conducting more training and seminars (mean = 3.48), enhancing anonymous reporting systems (mean = 3.46), and establishing a dedicated monitoring system (mean = 3.45). Additional recommendations included increasing resource allocation (mean = 3.43) and updating policy guidelines (mean = 3.41). These proposed solutions received an overall composite mean of 3.45, reflecting strong agreement on the importance of strengthening institutional responses to GBSH. This study finds that although Bestlink College of the Philippines has laid the groundwork through existing policies and mechanisms, ongoing initiatives in education, communication, capacity building, and support systems are necessary to effectively implement RA 11313 and ensure a safe and inclusive learning environment.

Keywords: republic act 11313, safe spaces act, gender-based sexual harassment, awareness campaign, policy implementation, compliance mechanisms, legislative support, educational institutions, inclusive environment, student safety

**IMPORTANCE OF RESTORATIVE JUSTICE IN
BARANGAY UGONG, VALENZUELA CITY**

Evangelio Santos, Jude Carl Avillano, Janroe Bongyad, Renz Gallinera,
Royz Deniel Solano, Eduardo Villaruel

Abstract

Restorative justice is gaining increased attention as a rehabilitative and community-centered alternative to traditional punitive systems. Its core objective is to repair the harm caused by criminal behavior through the active participation of victims, offenders, and the broader community in the process of accountability, reconciliation, and making amends. This study utilized a descriptive research design with purposive sampling to assess the importance of restorative justice programs in Barangay Ugong, Valenzuela City. Thirty respondents comprising 10 offenders, 10 victims, and 10 barangay council members, completed a survey questionnaire developed by the researchers. Data was analyzed using averages, percentages, a 4-point Likert scale, and ranking to interpret the responses. Among the 30 respondents, 36% (11 individuals) were aged 42 years and above. Female respondents accounted for 57% (17 out of 30), while 50% (15 respondents) had completed high school education. In assessing restorative justice processes, respondents strongly agreed with mediation (weighted mean = 3.43) and conciliation (weighted mean = 3.31), while arbitration received an overall agreement rating (weighted mean = 3.24). The most frequently reported challenge was the “insufficient understanding or consideration of the subject’s intentions, motivations, or context in decision-making,” cited by 27 respondents (16%). Among proposed solutions, the highest priority was “educate and engage the community to increase understanding and acceptance of restorative justice principles,” ranked first by 22 respondents (13%). Offenders were provided with clear, accessible informational materials outlining the benefits of restorative justice programs. A victim-centered campaign was developed to empower victims by explaining the program’s advantages. For the community, informational seminars, dialogues, and awareness campaigns were conducted to increase understanding. Barangay officials underwent in-depth training to strengthen and promote restorative justice principles and practices. Future research should focus on evaluating the long-term effects of these programs and conducting comparative studies to further assess their impact.

Keywords: restorative justice, offenders, victims, community engagement, barangay officials, informational campaigns, training, program evaluation, long-term effects, comparative studies

**INFLUENCING FACTORS AFFECTING BPSO IN RESPONDING TO EMERGENCY
SITUATION IN BARANGAY COMMONWEALTH QUEZON CITY**

Christine Joy Cerillo, Nobelyn Dacallos, Micah Francisco,
Lea Rabanal, Vincent Lapaz, Edgar Reyes

Abstract

This study investigates the factors affecting Barangay Public Safety Officers (BPSOs) in responding to emergencies, with a particular focus on the influence of community participation and individual commitment. A major challenge identified is the lack of manpower, largely due to declining interest and willingness among individuals to continue volunteering. This shortage significantly hinders the ability of BPSOs to effectively respond to emergencies. The research aims to highlight the difficulties BPSOs face while balancing their responsibilities with personal struggles. By doing so, the study seeks to encourage potential volunteers, those aspiring to serve their communities or seeking renewed purpose through helping others, to consider becoming BPSOs in their barangays. As communities face increasing incidents of crime and natural disasters, the limited number of uniformed police officers is not sufficient to respond to all emergencies. This highlights the urgent need for additional support through committed volunteer manpower to enhance community safety and preparedness. This chapter presents the research design, the profile of the study's respondents, the sampling technique employed, the research instrument used, the process of instrument validation, the procedures for administering and retrieving the instrument, and the statistical methods applied for data analysis. The findings present the age distribution of respondents in Barangay Commonwealth, Quezon City. The largest group of respondents was aged 42 to 49, ranking first with a frequency of 19, representing 38% of the total. Ranked second were those aged 26 to 33, with 11 respondents (22%). The third highest group consisted of individuals aged 50 and above, with a frequency of 9 (18%). Respondents aged 34 to 41 ranked fourth, totaling 6 individuals (12%). Lastly, the age group 18 to 25 ranked fifth, with 5 respondents, accounting for 10% of the total. The overall sample size was 50, representing 100% of the respondents. This chapter presents the summary and conclusions of the study, which focused on identifying the challenges and influencing factors affecting Barangay Public Safety Officers (BPSOs) in responding to emergencies in Barangay Commonwealth, Quezon City. It also offers recommendations for both residents and barangay officials to address these issues and strengthen emergency response efforts within the community.

Keywords: bpso, emergency response, barangay commonwealth, influencing factors, community safety, volunteerism, barangay officials, public safety, challenges, recommendations

**INNOVATIVE SOLUTIONS AGAINST PREVALENT CRIMES IN BARANGAY
SAN AGUSTIN NOVALICHES QUEZON CITY**

Kelly Cahilig, Vincent Philip Correos, Romel Espinas, Warren Jovita,
Christian Pagasian, Eduardo Villaruel

Abstract

In recent years, the increasing incidence of criminal activities has raised serious concerns among various sectors of society, underscoring the urgent need for more innovative and effective prevention strategies. This study explores alternative solutions to crime prevention and justice implementation in Barangay San Agustin, Novaliches, Quezon City. With growing recognition that traditional policing methods are no longer sufficient, the research emphasizes the importance of adopting adaptive strategies. These include fostering stronger community engagement and utilizing modern technological advancements to enhance the overall effectiveness of crime prevention efforts. This study will employ a mixed-methods approach, utilizing quantitative surveys to assess existing crime prevention strategies and qualitative interviews to gather in-depth community insights. Additionally, it will examine innovative practices from other contexts through document analysis. A purposive sampling method will be adopted, integrating elements of stratified sampling to ensure the inclusion of key stakeholder groups relevant to the study. The sample will consist of ten (10) police officers, ten (10) barangay officials, and thirty (30) community members, totaling fifty (50) participants. The majority of respondents were aged 42 and above, with at least 15 years of residency in Barangay San Agustin. Their evaluation of innovative solutions to address common crimes reflected a strong agreement with the effectiveness of community-based approaches, technological innovations, and digital tools. However, the barangay faces significant challenges, particularly stakeholder resistance to change and limited opportunities for collaboration and partnership. To address these concerns, the study recommends promoting stronger community involvement and fostering closer collaboration with law enforcement agencies to improve response times and enhance coordination between the barangay and key stakeholders. Based on the findings, the study recommends fostering stronger collaboration with law enforcement agencies to improve response times and enhance the implementation of innovative crime prevention strategies. This partnership would facilitate real-time data sharing, provide access to specialized expertise, and integrate technological tools with practical policing methods. Strengthening these collaborative efforts not only builds public trust but also allows for more agile and effective responses to emerging criminal threats. Ultimately, the results of this study provide valuable insights that can guide the development of comprehensive plans aimed at preventing crime and promoting community safety.

Keywords: crime prevention, law enforcement collaboration, community safety, innovative solutions, real-time data sharing, public trust, technological integration, barangay san agustin, stakeholder engagement, criminal activity response

**INNOVATIVE STRATEGIES IN PREVENTING THEFT INCIDENTS
IN BARANGAY PAYATAS, QUEZON CITY**

Jason Vecina, Justin Bangquilo, Michael Delgado, Jimuel Samboque,
Renato Tequin, Eduardo Villaruel

Abstract

This study investigates innovative strategies for preventing theft in Barangay Payatas, Quezon City, with emphasis on the application of Article 308 of the Revised Penal Code (RPC), which defines theft as the unlawful taking of another's property. Theft remains a widespread and persistent crime, frequently occurring in residential areas, public streets, commercial establishments, and other communal spaces. It presents a serious challenge to law enforcement and poses a significant threat to public safety, highlighting the urgent need for more effective and forward-thinking prevention strategies. Theft is defined as the deliberate and unlawful taking of another person's property with the intent to permanently deprive the rightful owner of it. At its core, theft involves the unauthorized acquisition of someone else's belongings. This study primarily aimed to identify innovative strategies for preventing theft incidents in Barangay Payatas, Quezon City. It sought to address specific questions concerning the demographic profile of respondents, their evaluations of community-based, digital, and individual theft prevention strategies, the challenges encountered in implementing these strategies, and the measures they proposed to enhance theft prevention efforts in the area. The study involved a total of 50 respondents from Barangay Payatas, consisting of 10 barangay officials, 10 police personnel, and 30 residents, all selected through purposive sampling. Utilizing a descriptive research design, the researchers administered questionnaires following formal approval, ensuring that all data were collected with confidentiality. The results indicated that the most effective community-based strategy was the implementation of awareness programs promoting police-community collaboration, which received the highest mean rating of 3.7. In terms of digital strategies, the installation of additional surveillance cameras was rated highest, with a mean score of 3.68. For individual strategies, securing doors and entry points before leaving home was considered the most effective, with a mean rating of 3.52. These findings underscore practical and targeted approaches that can enhance theft prevention efforts within the community. Police in Barangay Payatas should actively monitor surveillance systems and increase patrols, particularly in less populated or high-risk areas, to ensure a swift response to theft incidents. Barangay officials are encouraged to implement online awareness campaigns and adopt smart patrol strategies to enhance community safety. Residents should be equipped with practical theft prevention tips to promote personal vigilance. Future researchers are encouraged to collaborate with both community members and local authorities to ensure that their studies remain relevant, impactful, and aligned with the specific needs of the barangay.

Keywords: theft prevention, barangay payatas, police surveillance, community safety, smart patrols, online campaigns, resident awareness, collaborative research, crime response, local governance

**INTENSIFIED CAMPAIGN AGAINST ILLEGAL COCKFIGHTING
IN BARANGAY TALA CALOOCAN CITY**

Ryan James Caberte, Keiji Claveria, Symon Dinat, Nick Jordan Ramos,
Ronald Zamora, Nilmar Plata

Abstract

This study evaluates the effectiveness of the intensified campaign against illegal cockfighting in Barangay Tala, Caloocan City by assessing its implementation, outcomes, and impact on community safety and crime reduction. Additionally, the research seeks to identify existing challenges in enforcement and policy execution, and to provide actionable recommendations for strengthening strategies and improving overall effectiveness. The researchers employed a qualitative approach, utilizing statistical tools such as frequency distribution, percentage, and weighted mean for data analysis. Data were collected through survey questionnaires featuring 4-point Likert scale items, which were administered to both police officers and individuals involved in cockfighting activities in Caloocan, Quezon City. The study included a total of 40 respondents: 20 police officers and 20 cockfighting participants. Among them, 37 were male and 3 were female. The respondents' ages ranged from 18 to over 65 years: one respondent was aged 18–25, 12 were aged 26–39, 15 were aged 40–47, six were aged 48–55, five were aged 56–64, and one was aged 65 and above. This demographic distribution ensured diverse perspectives across relevant age groups and professions. The findings reveal a high level of satisfaction among respondents concerning the availability of livelihood programs, which serve as viable alternative income sources and help deter involvement in illegal cockfighting. Additionally, the systematic documentation of known cockfighting venues has proven instrumental in assisting law enforcement with monitoring and regulating such illicit activities. Despite these positive developments, several challenges persist. These include inadequate information sharing among authorities, limited training and resources for enforcement personnel, and inconsistent implementation of penalties for offenders. Despite the identified challenges, the campaign has made significant strides through the coordinated efforts of law enforcement, barangay officials, and community stakeholders. These collaborative actions have contributed to a noticeable decline in reported incidents and increased public awareness of the legal and social ramifications of illegal cockfighting. The study concludes that sustained enforcement measures, strengthened community education, and the continued provision of alternative livelihood opportunities are critical to ensuring the long-term success of anti-illegal cockfighting initiatives in Barangay Tala.

Keywords: illegal cockfighting, community policing, crime prevention, barangay tala, caloocan city, law enforcement strategies, livelihood interventions, public safety, policy enforcement

**INTERVENTION AND SUPPORT SYSTEM FOR DOMESTIC VIOLENCE VICTIM
IN BARANGAY COMMONWEALTH, QUEZON CITY**

Romalyn Morales, Vicheline Mae Ortega, Pamela Jane Palabay,
Janna Rose Seno, Jonalyn Taganna, Edgar Reyes

Abstract

Domestic violence is a prevalent issue in the Philippines, affecting individuals and families across the country. This form of aggression primarily occurs within households and disproportionately impacts women, children, and members of the LGBTQIA+ community. Victims often suffer psychological, emotional, physical, and economic abuse from partners or relatives, with consequences that can endure for generations. This study aims to evaluate the accessibility, effectiveness, and quality of existing support systems for domestic violence victims. It also seeks to identify the strengths and weaknesses of these systems and to propose practical, accessible interventions to improve assistance for victims, communities, and perpetrators alike. This study utilized a mixed-methods design combined with purposive sampling. The participants consisted of five (5) domestic violence victims, ten (10) barangay officials, ten (10) social workers, and twenty-five (25) community members from Barangay Commonwealth, Quezon City. The findings indicate that most respondents were female, between 26 and 33 years old, single, and at the college education level. Overall, respondents agreed on the effectiveness of the Intervention and Support Systems for Domestic Violence Victims, specifically the VAWC Desk, Unified Support System, and Temporary and Permanent Protection Orders. The main challenges identified were a lack of awareness about available support services and inadequate follow-up and monitoring. To address these issues, it is recommended to implement information dissemination campaigns, community outreach programs, and social awareness initiatives. This study recommends strengthening educational empowerment for domestic violence victims by enhancing their legal awareness, enabling them to better understand the procedures that ensure their safety and continuous support. It also highlights the need to identify and address gaps in existing programs. Additionally, the study calls for a comprehensive evaluation of current initiatives such as the VAWC Desk, Guide, Assist, and Support (GAS), Unified Support System, Temporary Protection Order (TPO), and Permanent Protection Order (PPO), to assess their effectiveness in safeguarding and supporting victims over time.

Keywords: domestic violence, support systems, legal awareness, educational empowerment, vawc desk, guide assist and support (gas), unified support system, temporary protection order (tpo), permanent protection order (ppo), intervention, victim safety, program

**INVESTIGATING THE FACTORS CONTRIBUTING TO FEMALE SEXUAL
HARASSMENT CASES IN BARANGAY STA. MONICA, NOVALICHES, QUEZON CITY**

Mitch Bolivar, Jaycel Buenafe, Fredelyn Cabaddu, April Pauline Caranzo,
Julie Ann Torres, Edgar Reyes

Abstract

This thesis, titled “Investigating the Factors Contributing to Female Sexual Harassment Cases,” explores the underlying causes of sexual harassment experienced by women. The study aims to identify and understand the key elements: social, cultural, and economic, that contribute to the occurrence and persistence of this issue. Particular attention is given to societal expectations, gender inequalities, and power imbalances that often enable or excuse harassing behavior. By analyzing these interconnected factors, the research seeks to provide meaningful insights that can support the development of effective prevention strategies and contribute to creating safer spaces for women in various settings. This study utilized a descriptive research design to investigate the factors contributing to female sexual harassment cases in Novaliches, Quezon City. According to Creswell (2014), descriptive research aims to provide a comprehensive understanding of a particular phenomenon or population. The study involved 50 participants, consisting of 25 female victims of sexual harassment and 25 non-victims from the same community. Participants were selected through purposive sampling to ensure the inclusion of individuals with specific characteristics relevant to the study's objectives. Data were gathered using a validated survey questionnaire designed to capture respondents' experiences, perceptions, and insights related to sexual harassment. To ensure clarity and reliability, a preliminary dry run was conducted with 20 individuals from Barangay Novaliches. Feedback from the pilot testing was used to refine the final version of the questionnaire. The survey was then administered to the selected participants after establishing rapport and obtaining their voluntary cooperation. The results of the study reveal that women aged 18 to 25, particularly those attending college, are more vulnerable to experiencing sexual harassment. Several key factors were identified as contributing to this issue. Alcohol consumption was rated the most influential factor, with a weighted mean of 3.34, indicating that harassment is more likely to occur in social settings where alcohol is present. The workplace was also identified as a critical environment, with a weighted mean of 3.32. Respondents noted that toxic or intimidating workplace conditions often discourage victims from speaking out or reporting incidents. Socio-economic status and peer pressure both received weighted means of 3.24. Women from lower-income backgrounds may feel compelled to tolerate harassment due to financial dependency, while fear of judgment or retaliation from peers often prevents individuals from reporting abuse. These findings underscore the complex interplay of environmental, social, and economic factors that contribute to sexual harassment and highlight the importance of creating supportive systems that empower victims to report incidents without fear. The findings indicate that victims rated a toxic workplace environment as the most discouraging factor in reporting sexual harassment, with a weighted mean of 3.32 (Strongly Agree). Financial insecurity emerged as the most significant socio-economic factor, receiving a mean score of 3.24 (Agree), suggesting that individuals from lower-income backgrounds may feel pressured to remain silent due to dependence on their employment or financial support. The highest-rated psychological barrier among victims was the hesitation to report incidents due to fear of judgment or retaliation, also rated at 3.24 (Agree). Conversely, the lowest-rated factor was the perception of harassment being treated as a joke, which received a mean score of 3.02 (Agree), indicating a relatively lower but still notable impact. Both victim and non-victim groups recognized alcohol consumption as a key contributing factor to sexual harassment, with victims rating it highest at 3.34 (Strongly Agree), emphasizing its role in increasing vulnerability in social settings.

Keywords: sexual harassment, female victims, workplace environment, financial insecurity, peer pressure, alcohol consumption, reporting barriers, socio-economic factors, toxic culture, psychological hesitation

**LEVEL OF AWARENESS IN THE IMPLEMENTATION OF REPUBLIC ACT 7438
KNOWN AS RIGHTS OF PERSON ARRESTED, DETAINED OR UNDER CUSTODIAL
INVESTIGATION IN POLICE STATION 4, NOVALICHES, QUEZON CITY**

Romuel Jhon Gomez, Gerald Pacalingga, Jhoven Ramirez, Gaddie Anthony Rosacay,
John Marco Solis, Irene Gaviola

Abstract

Enacted in 1992, Republic Act No. 7438 serves as a critical legal framework in the Philippines that safeguards the rights of individuals who are arrested, detained, or undergoing custodial investigation. It clearly defines the rights of these individuals, including the right to remain silent, the right to legal counsel, and the obligation of law enforcement officers to inform them of these rights. This study aimed to evaluate the level of awareness and understanding of the implementation of Republic Act 7438 among both police officers and detainees at Police Station 4 in Novaliches, Quezon City. The study involved five Police Commissioned Officers, fifteen Police Non-Commissioned Officers from the Warrant Section, and twenty detainees. Using purposive sampling, participants were selected based on specific criteria relevant to the research. A quantitative method with a descriptive research design was employed to assess the respondents' knowledge and understanding of the rights provided under Republic Act No. 7438. The researchers personally visited Police Station 4 to secure approval and distribute the survey questionnaires. After completion, the questionnaires were retrieved for data analysis. The study revealed that out of forty respondents, twelve were aged between 26 and 33, with a majority identified as college graduates and Police Non-Commissioned Officers. Additionally, fourteen respondents had over ten years of service in law enforcement. The assessment of awareness levels showed that respondents strongly agreed on the importance of informing detainees of their rights, exercising those rights, and understanding custodial investigation procedures, with overall weighted mean scores of 3.85, 3.89, and 3.75, respectively. However, a common misconception emerged, as 55% of respondents believed that all detainees are subjected to the same procedural treatment, regardless of age or legal status. To address these gaps in understanding, the researchers recommended further studies at Police Station 4, with a focus on enhancing the awareness of both law enforcement personnel and detainees regarding the provisions and proper implementation of Republic Act No. 7438. The researchers also recommended examining the effectiveness of training programs and public outreach initiatives aimed at enhancing awareness and understanding of the rights of individuals who are arrested, detained, or undergoing custodial investigation.

Keywords: republic act 7438, custodial investigation, detainee rights, police awareness, law enforcement, legal procedures, public outreach, training programs, novaliches, police station 4

**PARENTAL INFLUENCE AMONG CHILDREN TO REDUCE CHILD IN CONFLICT
WITH THE LAW IN BARANGAY STO. CRISTO SAN JOSE DEL MONTE, BULACAN**

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John Carl Faltado, Francis Polledo, Dr. Antonio Dawagan Sr.

Abstract

San Jose del Monte, a city in Bulacan, has increasingly grappled with the issue of children in conflict with the law (CICL), a concern that has grown alongside urbanization and population expansion in recent decades. The emergence of juvenile delinquency in the area can be traced back to the 1990s, when migration from neighboring provinces intensified. This demographic shift brought about heightened poverty, reduced access to education, and a rise in criminal activity. Children from marginalized families, often deprived of proper guidance and support systems, became more susceptible to engaging in offenses such as theft, drug-related crimes, and violence. This study adopted a quantitative research design to investigate the role of parental guidance in mitigating juvenile delinquency. The researchers employed descriptive statistics, correlation analysis, and regression analysis to comprehensively assess how various aspects of parental involvement influence the likelihood of youth engaging in unlawful behavior. The study involved twenty-five (25) parents and twenty-five (25) juveniles from Barangay Santo Cristo in the City of San Jose del Monte, Bulacan. Data were collected through the distribution of printed questionnaires during the Academic Year 2024–2025. The demographic profile of the respondents indicates that the largest age group is between 16 and 21 years old, making up 52% of the total sample. In terms of gender, 64% of the respondents are male, totaling 32 out of 50 participants. Concerning economic status, the majority, 72%, fall within the low-income category, earning ₱20,000 or less per month. The demographic data indicate that the majority of respondents were male, with a smaller representation of females. Most participants were aged between 16 and 21 years and were primarily from households classified within the lower-income bracket.

Keywords: children in conflict with the law (cicl), parental guidance, juvenile delinquency, san jose del monte, socio-economic status, youth behavior, quantitative research, age demographics, gender profile, poverty and crime, bulacan, family influence.

**PERCEPTION ON THE LEVEL OF SECURITY APPLIED AT
AYALA MALLS FAIRVIEW TERRACES, QUEZON CITY**

Anthony Tumbaga, Joffrey Abanes, Joffrey Abanes, Jimuel Diola,
John Raymart Muñoz, Karlos Mari Quirol, Denise Anne Osorio

Abstract

The perception of safety among customers, employees, and visitors in malls is influenced by factors such as the visibility of security personnel, the efficiency of incident response, and the cleanliness of the environment. This concern is particularly relevant in establishments like Ayala Malls Fairview Terraces in Quezon City. This study aims to support and sustain the positive perception of security in the mall by examining respondents' assessments of key security components, including the presence and performance of security guards, the effectiveness of the emergency response system, the robustness of perimeter security, and the use of video surveillance. The study seeks to provide insights that will help enhance security measures and ensure a safe, secure environment for all mall patrons. This study employed a descriptive research design, incorporating both quantitative and qualitative approaches to obtain a well-rounded perspective. A total of fifty (50) respondents were selected, consisting of twenty-five (25) customers and twenty-five (25) employees of Ayala Malls Fairview Terraces. Data was collected through a validated survey questionnaire, reviewed and approved by subject matter experts. The researchers used purposive sampling to ensure that participants had relevant experiences with the mall's security measures. The collected data were analyzed using percentages, frequency distribution, weighted mean, and a four-point Likert scale to interpret the results effectively. The majority of respondents were aged 18 to 25 years old, with most identifying as female. The findings revealed that a significant number of respondents strongly agreed that security guards were less attentive and slow to respond to incidents, as reflected by a weighted mean of 3.48. Additionally, respondents noted that most security personnel lacked regular training on emergency procedures, with a weighted mean of 3.46. It was also observed that certain areas of the mall lacked CCTV cameras, limiting the ability to record and monitor criminal activities, which received a weighted mean of 3.48. One of the most commonly reported issues was the occurrence of theft and shoplifting within the mall. The top proposed security enhancement was to improve bag checks and the use of metal detectors at entrances, accompanied by stricter procedures and the deployment of additional security personnel. The researchers recommend that security guards undergo regular and comprehensive training on emergency procedures to ensure they are equipped to provide immediate assistance when professional responders are not yet available. It is also essential to increase the frequency and visibility of security patrols, particularly in areas prone to theft, to effectively deter shoplifting and other criminal activities. Additionally, the mall's security manager should implement mandatory training sessions for security personnel focused on proper bag inspection protocols, the correct use of metal detectors, and effective customer engagement. To further enhance overall safety, the hiring of additional security staff is strongly recommended to ensure sufficient coverage throughout the mall.

Keywords: mall security, customer perception, emergency procedures, security guards, cctv surveillance, theft prevention, bag checking, metal detectors, patrol frequency, ayala malls fairview terraces

**PERCEPTIONS ON THE MANDATORY INSTALLATION OF CLOSED-CIRCUIT
TELEVISION (CCTV) IN ALL BUSINESS ESTABLISHMENT: AN ASSESSMENT**

Jhoncel Mike Ramos, Jeremie Calimag, Jhon Vincent Ermino,
Jefferson Paler, Richter Hans Servito, Dr. Myrna Cuntapay

Abstract

This study aims to assess the perceptions of stakeholders regarding the mandatory installation of closed-circuit television (CCTV) systems in all business establishments in Barangay Commonwealth, Quezon City. The research is based on an existing ordinance that requires businesses to install CCTV as a security measure. The study seeks to understand how this policy is viewed by business owners, employees, and the local community, particularly in terms of its effectiveness in enhancing safety, promoting crime prevention, and ensuring compliance. This study employed a descriptive research design to assess the significance of closed-circuit television (CCTV) camera installation in all business establishments within Barangay Commonwealth, Quezon City. A survey questionnaire, formatted as a checklist, served as the primary data-gathering tool. The respondents consisted of fifty (50) individuals, divided into two groups: twenty-five (25) business owners with existing CCTV installations and twenty-five (25) police officers from Station 6. Prior to data collection, the researchers submitted a formal letter of request to obtain approval from the appropriate authorities. Once validated, the researchers personally distributed the survey to the respondents, guiding them through the process while ensuring confidentiality, particularly for police officers who chose to remain anonymous for security and privacy reasons. Based on the collected data, the researchers proposed recommendations to address the issues and challenges encountered regarding the mandatory CCTV installation in business establishments. The findings indicate that real-time monitoring received an overall weighted mean of 3.604, which falls under the interpretation of strongly agree. Similarly, improved response time garnered a weighted mean of 3.636, also interpreted as strongly agree. Meanwhile, video footage used for evidence collection achieved the highest mean score of 3.672, likewise categorized as strongly agree. These results suggest that respondents perceive CCTV systems as highly effective in enhancing surveillance, accelerating response efforts, and supporting investigations through recorded evidence. For business owners, it is recommended that those particularly operating in areas with high crime rates or managing establishments with valuable assets, install CCTV systems to enhance safety and deter criminal activities. Meanwhile, Law Enforcement agencies are advised to develop and distribute clear, standardized guidelines for the installation, operation, and maintenance of CCTV systems in commercial establishments to ensure proper usage and legal compliance. For the community, the community should be made aware of their rights under the Data Privacy Act, ensuring that CCTV installations respect individual privacy while promoting collective security. Lastly, for future researchers, future studies are encouraged to explore the long-term effects of mandatory CCTV installation on crime prevention, public safety, and community sentiment by conducting in-depth, longitudinal research.

Keywords: cctv installation, business establishments, crime prevention, public safety, data privacy, community awareness, law enforcement guidelines, longitudinal research

**PERFORMANCE OF STATION SEARCH AND RESCUE TEAM OF QCPD
STATION 4 DURING DISASTER IN NOVALICHES, QUEZON CITY**

Apple Joy Malasa, Giemaya Fernan, Maria Rona Martinez, Katrina Roque,
Myla Roxas, Dr. Myrna Cuntapay

Abstract

This study aims to evaluate the performance of the Search and Rescue (SAR) Team of QCPD Station 4 during disaster situations in Novaliches, Quezon City. In recent years, natural disasters have inflicted severe damage, creating crisis conditions that have threatened lives and property. Efficient disaster response, particularly in search and rescue operations and health monitoring, requires accurate, timely identification and localization of affected individuals. These operations play a vital role in minimizing casualties and ensuring public safety during emergencies. This study adopted a quantitative research approach to systematically gather and analyze data related to the performance of the QCPD Station 4 Search and Rescue Team. A purposive sampling technique was used to select participants with relevant experience in disaster response. Permission to conduct the study was obtained from the research adviser. The respondents consisted of fifty (50) PNP personnel from the Station Search and Rescue Team, who provided insights based on their involvement in search and rescue operations. Data was collected using a researcher-made survey questionnaire, which was distributed and retrieved personally to ensure complete and timely responses from all participants. Most of the respondents were male, aged between 36 and 41 years old. The results show that the respondents strongly agreed with the effectiveness of the QCPD Station 4 Search and Rescue Team in carrying out pre-disaster planning, actual search and rescue operations, post-disaster activities, and emergency response efforts. However, the study also revealed a major challenge: adverse weather conditions, including heavy rainfall, strong winds, and limited visibility, greatly hindered the team's ability to reach and assist disaster-affected areas. To address this concern, an action plan has been developed to enhance the team's performance under such conditions. To improve the overall safety and efficiency of Search and Rescue (SAR) operations, it is essential to provide all personnel with appropriate Personal Protective Equipment (PPE) tailored to the specific operational environment. Regardless of their role or when they join the operation, every member must be properly equipped to ensure maximum protection. This initiative is projected to take 1–2 months to implement, with an estimated budget of ₱300,000 allocated for PPE procurement, replacement, maintenance, and personnel training. Furthermore, regular inspection and upkeep of SAR equipment should be prioritized to maintain optimal performance. A detailed maintenance schedule should be developed based on the manufacturer's recommendations and actual usage conditions.

Keywords: search and rescue (sar), personal protective equipment (ppe), safety enhancement, operational efficiency, disaster response, equipment maintenance, training, qcpd station 4, resource allocation, emergency preparedness

**PERFORMANCE OF THE BARANGAY PUBLIC SAFETY OFFICERS IN RESPONDING
IN TO INCIDENTS OF CRIMINALITY IN BARANGAY BAGBAG, QUEZON CITY**

Cedrick John Encenada, Kryst John Alwin Macinas, Morris Jay Alejandro,
Samuel Tamayo, Jovit Retiro, Dr. Myrna Cuntapay

Abstract

Communities are the foundation of civilization, bringing together individuals of diverse cultures, beliefs, and backgrounds. Within these communities, leaders and peacekeepers naturally emerge, as no one desires to live in fear or among criminal elements. This study evaluates the performance of Barangay Patrol Units, officially known as Barangay Public Safety Officers (BPSOs), as first responders to crime-related incidents in Barangay Bag-bag, Quezon City. In the Philippine context, barangay tanods serve as essential figures in maintaining peace and order, often acting as the initial point of contact before formal law enforcement arrives on the scene. A total of fifty (50) respondents participated in the study, including 30 residents, 10 barangay officials, and 10 police officers residing within the jurisdiction of Barangay Bag-bag, Quezon City. The researchers considered this sample size sufficient to represent the community and capture a range of perspectives. The study employed a descriptive research method to gather relevant data. A structured survey questionnaire was used to assess the performance of Barangay Patrol Units as first responders to crime-related incidents. The data collected provided detailed insights and served as the foundation for interpreting the quantitative findings. The study found that the performance of Barangay Public Safety Officers (BPSOs) was generally commendable, with respondents strongly agreeing that the officers consistently respected human rights and enforced laws fairly. Despite this, a major concern raised by all 50 respondents was the need for regular updates on current crime trends, which they deemed essential for improving the BPSOs' effectiveness as first responders. Furthermore, respondents emphasized the importance of continuous training in modern crime prevention techniques, timely access to crime data, and the provision of appropriate safety equipment. The study suggests conducting consistent patrols, especially in areas prone to criminal activity, to strengthen deterrence and enhance community safety. It also highlights the importance of improving coordination with local law enforcement by organizing joint training programs and developing a comprehensive barangay-police partnership plan to ensure more effective crime prevention and response.

Keywords: barangay public safety officers (bpso), first responders, community safety, crime prevention, regular patrols, police coordination, joint training, barangay-police plan, quezon city, law enforcement.

**PERFORMANCE OF WCCS STATION 14 IN RESPONDING TO THE
VIOLATION OF RA 9262 AT BRGY HOLY SPIRIT QUEZON CITY**

Mariz Argote, Rosie Bantog, Ynah Rocelaine Escribel, Sunshine Dearly Guinacaran,
Angeline Quillope, Edgar Reyes

Abstract

The persistent rise in cases of Violence Against Women and their Children (VAWC) in the Philippines remains a critical social issue, despite the enforcement of Republic Act No. 9262, also known as the Anti-Violence Against Women and Their Children Act of 2004. This legislation is designed to protect women and children from various forms of abuse, including physical, emotional, psychological, and economic violence. However, recent data indicate a significant increase in VAWC cases, particularly in Barangay Holy Spirit, Quezon City, where physical abuse has emerged as the most frequently reported form of violence. This study employed a descriptive research design to thoroughly analyze the perceptions of key stakeholders, including police officers, victims, and community members, regarding the response of the Philippine National Police (PNP) to cases of Violence Against Women and Children (VAWC). The descriptive design is well-suited for capturing detailed insights into real-world experiences and attitudes. Purposive sampling was used to select participants who were directly involved or had relevant knowledge of the issue, ensuring that the data gathered was meaningful and reflective of the population's perspectives. The majority of the respondents were female, aged 18 to 25, and at least high school graduates. Respondents agreed on key aspects such as awareness, operational procedures, coordination with other LGUs and/or NGUs, and community engagement. This indicates that most of them are knowledgeable about their rights and the protections provided under RA 9262. The primary issue identified in the assessment of WCCS Station 14's response to VAWC cases in Barangay Holy Spirit, Quezon City, was insufficient community engagement. To address this concern, the study recommends the implementation of regular information dissemination campaigns and training programs for both police officers and community members. The PNP Women's Desk Officers, in partnership with the Local Government Unit (LGU) and relevant NGOs, should organize monthly community outreach programs to promote awareness of Republic Act 9262. These efforts will help ensure that residents are informed about the legal protections available to women and children. Additionally, continuous follow-up and the establishment of a comprehensive support system for VAWC victims in Barangay Holy Spirit are essential to provide sustained assistance and promote their safety and well-being.

Keywords: pnp women's desk officer, ra 9262, violence against women and children (vawc), barangay holy spirit, community engagement, lgu, ngo, awareness campaign, support system, follow-up support, victim assistance

**POVERTY AS A CONTRIBUTORY FACTORS IN COMMITTING CRIME IN
BARANGAY 162 CALOOCAN CITY BASIS: FOR CREATING AN
EFFECTIVE PROACTIVE CRIME PREVENTION MODEL**

April Gumba, Kathleen Joy La-omoc, Cristina Pardilla,
Jean Paul Sumalde, Marienela Torres, Jinky Anacta

Abstract

Crime remains a persistent challenge in Barangay 162, Caloocan City, where poverty is considered a key factor fueling criminal activities. This study investigates how poverty relates to crime with the goal of developing a proactive crime prevention model. It emphasizes economic difficulties, joblessness, educational gaps, and social pressures as major contributors to criminal behavior. This study utilized a descriptive research design and purposive sampling to select 50 respondents, including 40 residents and 10 barangay officials. Data collection was carried out through surveys and structured interviews. Before conducting the study, the researchers formally requested permission from the Barangay 162 officials. Once approved, questionnaires were distributed to the respondents. The findings indicate that poverty plays a major role in contributing to crime in Barangay 162. Most respondents (42%) were between 18 and 25 years old. Females represented 58% of the participants, while males made up 42%. The highest educational attainment among respondents was college level at 40%, followed by 28% who graduated from high school. Economic hardship, particularly its restriction on educational opportunities, received the strongest agreement from respondents with a weighted mean of 3.38 (Strongly Agree). Unemployment's negative effect on self-esteem and its link to criminal behavior is also ranked highly, with a weighted mean of 3.36. Furthermore, environmental issues such as inadequate law enforcement and poor housing conditions were found to contribute to crime, with weighted means of 3.56 and 3.38, respectively. This chapter summarizes the key findings and conclusions of the study, which sought to identify the challenges Barangay 162, Caloocan City faces in preventing crime. The research highlights several contributing factors to criminal behavior, such as economic difficulties, unemployment, and lack of active community participation. Based on these findings, it is advised that barangay officials develop targeted, data-driven crime prevention strategies that address the poverty-crime nexus. Community outreach programs focusing on livelihood skills, educational assistance, and social development should be prioritized to help curb crimes linked to poverty. Moreover, enhancing collaboration with local law enforcement and strengthening peacekeeping efforts are essential steps moving forward.

Keywords: crime prevention, poverty, economic hardship, unemployment, community involvement, barangay 162, caloocan city, livelihood training, educational support, law enforcement coordination

**PREPAREDNESS OF BUREAU OF FIRE PROTECTION SEARCH AND
RESCUE TEAM IN BARANGAY 176, CALOOCAN CITY**

Crisnel Arinzano, Hans Dela Rosa, Niel Estayan, Carlo Ricos,
James Tolentino, Eduardo Villaruel

Abstract

This study aims to evaluate the capabilities of Bureau of Fire Protection (BFP) personnel assigned in Barangay 176, Caloocan City in responding to various emergencies. It specifically assesses their effectiveness in firefighting operations, emergency medical services (EMS), special operations, and disaster management. Utilizing a descriptive research design, the study involved active BFP personnel and employed a questionnaire checklist grounded in the BFP's communication protocols, evacuation procedures, and resource availability. The study adopted a descriptive research design to provide a systematic and accurate portrayal of emergency preparedness in Barangay 176, Caloocan City. A total of sixty (60) participants were involved, consisting of twenty (20) Bureau of Fire Protection (BFP) personnel and forty (40) residents. Using purposive sampling, respondents were selected based on their relevant knowledge and direct experience with emergencies. Data collection was conducted through structured survey questionnaires that included sections on demographic profiles, levels of preparedness, focusing on communication, evacuation procedures, and available supplies, challenges encountered, and recommended solutions. To ensure validity and reliability, the research instrument was reviewed and validated by a research adviser, BFP personnel, a statistician, and an English teacher. The demographic data of the 60 respondents revealed that the majority were male (55%) and aged between 42 and 50 years old (35%). Among the Bureau of Fire Protection (BFP) personnel, 70% were identified as Junior Officers, with 58.33% having served for more than a decade. The evaluation of communication protocols between the BFP and the Search and Rescue (SAR) team produced a low mean score of 1.71, indicating ineffective communication practices. Key concerns included irregular updates, undefined roles, and insufficient communication tools. Evacuation preparedness received a similarly low score of 1.72, reflecting inadequate planning and vague role assignments. Logistics and resource management scored the lowest at 1.68, pointing to serious deficiencies in supply availability and access to personal protective equipment (PPE). The most critical issues identified by respondents were limited community awareness, lack of essential resources, and weak communication infrastructure. To strengthen emergency preparedness and response, the Bureau of Fire Protection (BFP) should implement ongoing training programs focused on crisis management, firefighting skills, and leadership enhancement. Promoting fire safety awareness through consistent community outreach and education must also be a priority. Barangay officials are encouraged to organize regular emergency drills and disaster preparedness initiatives to improve public readiness. Specifically, in Barangay 176, it is essential to ensure clear, accessible evacuation routes and provide targeted education on fire prevention and survival measures.

Keywords: bureau of fire protection, emergency preparedness, firefighting training, crisis management, community engagement, disaster response, evacuation routes, fire safety education, barangay 176, leadership development

**PREVALENT CAUSES OF ILLEGAL GAMBLING AMONG YOUTH IN
BARANGAY SAUYO NOVALICHES QUEZON CITY**

Hannah Mae Lagrana, Abegail Rose Jeresano, Ruby Lebantino, Michael John Rique,
Quincy Joy Taccaban, Dr. Myrna Cuntapay

Abstract

This chapter includes the background of the study, a review of related literature and studies, the theoretical and conceptual frameworks, the statement of the problem, and the research hypothesis. It also defines the scope and limitations of the study, its significance, and the key terms used throughout the research. Illegal gambling among the youth in Barangay Sauyo, Novaliches, Quezon City has emerged as a pressing concern due to its potentially harmful effects on individuals and the community. It is linked to financial instability, the risk of addiction, and increased involvement in unlawful behavior. The growing participation of young individuals in illegal gambling reflects deeper-rooted social and economic issues that require immediate attention. Among the key contributing factors is financial hardship, which often leads the youth to view gambling as a quick and appealing means to earn money. This chapter details the research methodology, including the research design, respondent selection, sampling procedure, development and validation of the research instrument, distribution and collection processes, and the statistical methods used for data analysis. A descriptive research design was employed to systematically gather and interpret quantitative data, aiming to accurately describe the characteristics, behaviors, or conditions observed within the target population. This chapter details the results gathered through the administration of the survey questionnaire. It systematically analyzes and interprets the participants' responses to provide meaningful insights and directly addresses the research questions, thereby contributing to the overall objectives and conclusions of the study. This chapter summarizes the key findings of the study, highlighting the overall results and insights drawn from the data. It focuses on what the research revealed without delving into conclusions or recommendations.

Keywords: study findings, research results, data insights, research summary, outcome analysis, key observations

**PREVENTIVE MEASURE AGAINST CARNAPPING INCIDENTS IN
BARANGAY 178 CAMARIN CALOOCAN CITY**

Dalle Anthony Gonzales, Honorato Inojales, Aaron Patt Palomata,
Julius Maximo Falconit, John Rick Perez, Jinky Anacta

Abstract

Carnapping remains a pressing issue in urban communities such as Barangay 178, Camarin, Caloocan City, posing serious threats to vehicle owners and contributing to a growing sense of insecurity. Tackling this problem requires the implementation of comprehensive preventive strategies that promote public awareness, strengthen security systems, and encourage active community participation. This study emphasizes the importance of community engagement, educational programs, and close coordination with local law enforcement to reduce carnapping incidents. Through these collaborative efforts, Barangay 178 can work toward establishing a safer environment and restoring public trust and peace of mind. This chapter presents the research methodology, covering the research design, participant selection, sampling methods, instruments used, validation process, and techniques for data analysis. The study engaged 50 respondents from Barangay 178, Camarin, Caloocan City, consisting of 20 randomly selected residents, 15 active-duty police officers, and 15 individuals serving as barangay officials, community leaders, or representatives of local organizations. Their diverse perspectives contributed to a more comprehensive understanding of both community experiences and law enforcement strategies. This chapter presents data analyzed through statistical methods. Results indicate that 32% of the respondents were between the ages of 25 and 30, 58% were male, and 54% held a college degree. Most participants agreed that implementing watch programs, enhancing community surveillance, and encouraging the reporting of suspicious activities are effective strategies to combat carnapping. However, 80% of the respondents encountered difficulties in accessing educational materials and understanding legal jargon. The most strongly supported recommendation, with 92% approval, was to increase police patrols within Barangay 178 to enhance public safety and reduce the occurrence of carnapping. This study examined preventive strategies against carnapping in Barangay 178 Camarin, Caloocan City. The majority of participants were male, aged 25 to 30, and college educated. The findings showed strong support for initiatives such as neighborhood watch programs, increased community surveillance, and prompt reporting of suspicious behavior. However, respondents also identified significant challenges, including limited access to educational materials and difficulty understanding legal language related to carnapping prevention. To address these issues, the study recommends the installation of additional CCTV cameras along major roads and the designation of secure parking zones within the barangay. These measures aim to strengthen public safety and effectively reduce carnapping incidents in the community.

Keywords: carnapping, preventive measures, community surveillance, cctv installation, barangay 178 camarin, legal awareness, public safety, crime prevention, safe parking zones, caloocan city

**PREVENTIVE MEASURE ON VIOLENCE AGAINST WOMEN AND THEIR
CHILDREN AT BRGY 178 KIKO CAMARIN: A PROPOSAL**

Clylyn Ancheta, Ainalen Amoranto, Rosenda Guiao,
Ruben Lozano Jr, Lea Grace Poleño, Nilmar Plata

Abstract

This research proposal aims to assess the initiatives of Barangay 178 Kiko Camarin in addressing and preventing violence against women and their children. It focuses on evaluating the effectiveness, coverage, and implementation of current programs to identify areas for improvement. The study ultimately seeks to contribute to creating a safer and more equitable environment for all members of the community through evidence-based recommendations and proactive measures. This chapter details the research design, respondent selection, sampling methods, development and validation of research instruments, procedures for the distribution and retrieval of the instruments, and the statistical techniques used for data analysis. This chapter provides a comprehensive presentation, analysis, and interpretation of the data collected during the study. It covers the demographic profile of the respondents, the results of the survey questions, and the statistical tools employed to evaluate the findings. This chapter presents a summary of the key findings and the conclusions drawn from the study, which focused on identifying the preventive measures addressing Violence Against Women and Their Children (VAWC) in Barangay 178, Kiko Camarin, Caloocan City. Additionally, it outlines recommendations aimed at strengthening existing programs and enhancing the overall effectiveness of community-based prevention efforts.

Keywords: violence against women and children (vawc), barangay 178, preventive measures, community safety, program evaluation, intervention strategies, caloocan city, gender-based violence, local government, women's protection

**PROBLEMS ENCOUNTERED BY THE PHILIPPINE NATIONAL POLICE DURING
CHECKPOINT IN BARANGAY DALANDANAN VALENZUELA CITY**

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Vincent Vallega, Edgar Reyes

Abstract

PNP checkpoints were implemented in various locations to address the high incidence of traffic violations contributing to road accidents. The measures target offenses including drunk driving, not wearing helmets, speeding, and aim to identify unlicensed drivers and unregistered vehicles. This study focuses on assessing the challenges encountered by the Philippine National Police during checkpoint operations in Barangay Dalandanan, Valenzuela City. This study employed a descriptive quantitative research design to assess the problems encountered by the Philippine National Police during checkpoints in Barangay Dalandanan, Valenzuela City. The respondents included twenty-five (25) police officers, twenty (20) drivers, and five (5) commuters residing in Barangay Dalandanan. Participants were selected using a purposive sampling technique. The findings focus on the problems encountered by the Philippine National Police during checkpoints, based on respondents' demographic profiles, including age, sex, civil status, and educational attainment. The assessment centered on three key areas: operational procedures, problem-solving strategies, and driver awareness. The top three problems reported by police personnel at checkpoints are as follows: Long waiting times and traffic congestion (Rank 1) Lack of accountability and insufficient evaluation of checkpoint operations (Rank 2) A tie for Rank 3.5 between inadequate training on checkpoint procedures and ineffective communication among PNP personnel. To address these issues, respondents identified the following key measures: Establishing regular evaluations and reviews to assess checkpoint effectiveness and identify improvements (Rank 1) Using technology, such as body cameras, to promote transparency (Rank 2) A tie for Rank 3.5 between providing consistent training on checkpoint protocols and installing adequate lighting and safety measures. The study recommends that drivers, police officers, the Valenzuela Police Station, the community, government agencies, students, Bestlink College of the Philippines, and researchers work together to resolve the issues encountered during checkpoints. The most prioritized measure, as identified by respondents, is to implement a regular evaluation and review system to monitor checkpoint operations and pinpoint areas needing improvement.

Keywords: philippine national police, checkpoint operations, problems encountered, traffic congestion, accountability, training and communication, evaluation process, technology in law enforcement, stakeholder collaboration, barangay dalandanan, valenzuela city

**PROBLEMS ENCOUNTERED BY TRAFFIC AND TRANSPORTATION MANAGEMENT
DEPARTMENT IN HANDLING TRAFFIC CONGESTION IN
NOVALICHES PROPER, QUEZON CITY**

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Abstract

Traffic congestion remains a persistent problem in many urban centers, negatively impacting residents' daily lives, local economies, and the environment. In Novaliches Proper, Quezon City, this issue has become particularly severe, causing delays for commuters, hindering business operations, and affecting overall community well-being. Although local authorities have implemented various traffic management strategies, heavy congestion still occurs, especially during rush hours. The study seeks to explore the challenges faced in managing traffic congestion in Novaliches Proper, Quezon City. The research involved 50 respondents, including 20 traffic enforcers and 30 drivers from the area, gathering insights into the difficulties experienced in addressing traffic issues. This study employed a mixed-methods design, combining quantitative and qualitative research approaches to gain a well-rounded perspective on the issue. The researchers prepared a questionnaire to collect relevant data from selected respondents. Following approval from the Research Professors at Bestlink College of the Philippines, the researchers distributed the questionnaires personally to ensure respondents understood the instructions and the purpose of the study. Completed questionnaires were then collected at designated points within Novaliches, Quezon City. The findings show that logistics was rated the highest (3.19, "Agree"), followed closely by policies and procedures (3.13, "Agree"), while training received the lowest rating (3.04, "Agree"). The research highlights that Novaliches faces major traffic problems such as road congestion, limited public transportation options, and deteriorating road conditions. Among the critical challenges identified are ineffective traffic management, inadequate traffic signal systems, a lack of sufficient parking, and the growing number of private vehicles on the road. Future researchers need to explore and develop innovative, sustainable solutions to effectively address the traffic issues in Novaliches Proper. By exploring the social, technical, and administrative dimensions of traffic congestion in greater detail, future researchers can enhance this study and help develop effective, community-centered solutions to reduce congestion.

Keywords: traffic congestion, traffic management, novaliches proper, quezon city, urban traffic problems, mixed-methods research, traffic enforcers, public transportation, traffic infrastructure, congestion mitigation, community-based solutions, logistics, pol

**PROBLEMS ENCOUNTERED BY TRAFFIC ENFORCERS ASSIGNED IN
BARANGAY GEN. T. DE LEON VALENZUELA CITY: AN ASSESSMENT**

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Abstract

Managing traffic effectively is vital to maintaining safety and smooth movement within urban communities. This study focuses on identifying the difficulties encountered in implementing traffic law enforcement in Barangay Gen. T. De Leon, Valenzuela City. This study utilized a quantitative approach with a descriptive research design to examine the challenges encountered by traffic enforcers in enforcing traffic regulations in Barangay Gen. T. De Leon, Valenzuela City. Data was gathered to provide an accurate depiction of the current issues and highlight areas that require attention. The study involved fifty (50) respondents, divided into two groups: twenty (20) traffic enforcement officers and thirty (30) non-officer enforcers. The research was conducted specifically within Barangay Gen. T. De Leon, Valenzuela City. Regarding age, the largest group of respondents (30%) falls within the 42 to 50 years bracket, followed by those aged 26 to 33 and 34 to 41 years, each comprising 24%. Respondents aged 51 and above represent 14%, while the youngest group (18 to 25 years) accounts for only 8%. In total, more than half (54%) belong to the middle-aged working population (26 to 50 years), with younger and older age groups less represented. In terms of gender distribution, males dominate the sample, making up 88% of the 50 respondents, whereas females represent only 12%, indicating a largely male respondent base. With respect to educational attainment, a majority (68%) are college undergraduates, followed by 26% who completed high school. Respondents with lower educational levels are few, and no participants hold a doctoral degree. The assessment of encountered issues shows strong agreement across key areas, as indicated by the overall weighted means: Environmental Hazard: 3.78 (Strongly Agree) Visibility of Traffic Enforcers: 3.75 (Strongly Agree) Enforcement of Traffic Laws: 3.72 (Strongly Agree) Motorist Behavior: 3.60 (Strongly Agree) To strengthen traffic management, a Traffic Management Awareness Program should be conducted, focusing on comprehensive training for enforcers, increasing public education, and upgrading road infrastructure. This initiative seeks to improve traffic flow efficiency and enhance the working environment for traffic enforcers.

Keywords: traffic management, respondent profile, age distribution, gender, educational attainment, environmental hazard, traffic law enforcement, motorist behavior, traffic enforcer training, public awareness, road improvement, traffic flow, working condition

**PUBLIC AWARENESS CAMPAIGN CONDUCTED BY STATION 4 AGAINST
MOTORNAPPING AT BRGY. SAN BARTOLOME,
NOVALICHES, QUEZON CITY**

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Jolwes Dalayat, Donald Naive, Irene Gaviola

Abstract

Motorcycle theft, commonly known as motor-napping, has become a growing issue in various urban areas, including Barangay San Bartolome, Novaliches, Quezon City. To address this problem, the government enacted Republic Act No. 10883, also known as the New Anti-Carnapping Act of 2016, which enforces stricter penalties and enhanced implementation measures against carnapping. Under this law, the offense becomes non-bailable if the evidence of guilt is strong. This study aims to evaluate the public awareness campaign initiated by Police Station 4 in its efforts to combat motor-napping within Barangay San Bartolome, Novaliches, Quezon City. The participants of this study included community residents of Barangay San Bartolome, Novaliches, Quezon City, along with police officers from Station 4. To select the appropriate respondents, the researchers used a purposive sampling technique, ensuring the participants were relevant to the study on the public awareness campaign against motor-napping. A quantitative research design was utilized to gather measurable data. The researchers personally visited the area, sought consent from the respondents, and invited them to participate in the study. After receiving their approval, the researchers distributed the survey questionnaires and waited for the participants to complete them. Once the surveys were filled out, they were collected by the researchers for analysis. The majority of the respondents were male, aged 18 to 25, high school graduates, and employed. Based on their responses, the Public Awareness Campaign implemented by Station 4 against motor-napping in Barangay San Bartolome, Novaliches, Quezon City was rated as “Strongly Agree” across three key areas: Awareness, Community Participation, and Community Satisfaction. Among these, Community Participation received the highest weighted mean of 3.49, followed by Community Satisfaction with 3.48, and Awareness with 3.45. The most frequently cited issue encountered during the campaign was that community members were not fully engaged or involved in the campaign activities. To address this, it is recommended that the campaign make use of social media platforms, local radio stations, and house-to-house information drives to broaden its reach and improve community participation. To help prevent motor vehicle theft (motornapping) and raise awareness in Barangay San Bartolome, Novaliches, Quezon City, the following recommendations are suggested for community residents, police officers, and barangay officials: Strengthen Awareness Campaigns, use social media, local radio, and community posters to inform residents about motornapping, how to prevent it, and what steps to take if an incident occurs. Conduct House-to-House Information Drives. Police officers and barangay officials should work together to directly reach residents, distribute educational materials and personally explain safety tips to families. Hold Community Meetings and Seminars, organize regular forums where residents can learn about motornapping, ask questions, and receive updates directly from local authorities. Promote Active Community Involvement by encouraging residents to report suspicious activities, participate in neighborhood patrols, and support one another to maintain community safety. Improve Security Measures through the installation of CCTV cameras in key areas and ensure that street lighting is adequate to deter criminal activity and make it easier to identify suspects.

Keywords: motornapping, public awareness campaign, barangay san bartolome, police station 4, community participation, community awareness, crime prevention, republic act no. 10883, motorcycle theft, community safety

**RATIONALIZED PATROL PLAN AT PHASE 8 BARANGAY NORTH FAIRVIEW
QUEZON CITY**

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Mary Rose Tabares, Jenny Torres, Denise Anne Osorio

Abstract

In today's society, crimes involving individuals and property have become increasingly common, raising serious concerns about public safety and the effectiveness of security measures. Police visibility plays a vital role in deterring criminal activity, reducing crime rates, and boosting the public's confidence in their safety, especially in public spaces and at night. Phase 8, North Fairview in Quezon City is a densely populated barangay with numerous residential areas and commercial establishments. Despite its development, the area occasionally faces unexpected incidents such as theft, robbery, and violations of city ordinances, including curfew violations, public drinking, and smoking in restricted areas. These recurring issues highlight the pressing need for consistent police presence and community-based security initiatives. This study, titled "Creating a Rationalized Patrol Plan," focuses on developing a strategic approach to maximize the effectiveness of patrol resources by analyzing crime patterns, addressing community concerns, and improving operational performance. The main objective is to formulate a rationalized patrol plan for Phase 8, Barangay North Fairview, Quezon City. The research utilizes a descriptive method, which systematically describes and interprets the current situation. This method is well-suited for exploring community members' perceptions regarding the impact of the patrol plan on crime reduction and overall safety in the area. The results show the raw data collected from the survey, which are vital as they represent the main findings of the research. Careful analysis of this data is necessary to ensure accurate and dependable conclusions. The majority of respondents were aged 18 to 25 years old, mostly female, and had attained a high school education. Across all groups, there was strong agreement that visible police presence is more effective in maintaining public safety than relying solely on surveillance cameras. The data highlights the crucial role of police visibility in deterring crime. Respondents also acknowledged that the implemented patrol plan has helped reduce crime and other community concerns in the area. However, there remains a challenge in fully addressing community feedback and concerns. To enhance the patrol plan's effectiveness, it is recommended to adopt community engagement strategies that foster cooperation between residents and law enforcement, ultimately supporting crime reduction efforts. This chapter focuses on improving the Patrol Plan for Phase 8, Barangay North Fairview, Quezon City. The study seeks to reduce crime in this area, which is under the jurisdiction of Station 5 of the Quezon City Police District. The main goals of the police patrol operations include crime prevention, ensuring public safety, rapid response to emergencies, and regular monitoring of high-crime zones.

Keywords: patrol plan, crime prevention, police visibility, public safety, emergency response, quezon city police district, barangay north fairview, high-crime areas, community policing, station 5

RISING TRENDS IN ONLINE SCAMS IN BARANGAY KAMUNING, QUEZON CITY

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Abstract

The internet has become a vital part of everyday life, streamlining communication, information access, and entertainment. However, with increased reliance on digital platforms comes a heightened risk to personal safety and security. This study investigates the growing prevalence of online scams in Barangay Kamuning, Quezon City, examining the challenges faced by the local community and identifying effective strategies for prevention and awareness. The researchers used purposive sampling, a non-probability technique where participants were deliberately chosen based on characteristics relevant to the study's objectives. A descriptive research design was adopted to provide a detailed analysis of the data collected. This design enabled a comprehensive understanding of the prevalence and nature of online scams in the community. The researchers directly approached residents of Barangay Kamuning, Quezon City, who had experienced online scams, as well as members of the QCPD Anti-Cybercrime Group and the Barangay Council, who are instrumental in crafting prevention strategies. Before administering the survey questionnaire, the researchers secured the respondents' consent. Completed surveys were collected immediately after they were filled out. The highest-rated concern, with a weighted mean of 3.31 and a verbal interpretation of "Strongly Agree," reveals that individuals are aware of the importance of online privacy and security measures, such as creating strong passwords and recognizing secure websites. Furthermore, with a weighted mean of 3.12 ("Agree"), the data shows that many individuals feel confident using website security features, including HTTPS and security certificates, to assess a site's legitimacy. Another key finding, with a weighted mean of 3.13 ("Agree"), indicates that respondents are generally willing to report suspected online scams or suspicious activities to the proper authorities. The study underscores the importance of digital literacy and individual online security. To address the growing threat of online scams, the study proposes community-based strategies aimed at raising awareness, strengthening digital competencies, and encouraging proactive measures to safeguard against cyber threats.

Keywords: digital literacy, online scams, cybersecurity awareness, community-based strategies, barangay kamuning, online privacy, prevention measures, internet safety, anti-cybercrime, non-probability sampling

**RISK ASSESSMENT ON UNEVEN ROAD SURFACE IN HOWMART ROAD,
BARANGAY BAESA, QUEZON CITY**

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Abstract

Road infrastructure plays a vital role in ensuring the safety and efficiency of transportation for both commuters and pedestrians. However, surface defects such as potholes, cracks, and uneven pavements remain common issues that contribute to vehicular damage and increase the likelihood of accidents. This study utilized a descriptive survey design to examine the risks associated with uneven road surfaces along Howmart Road in Barangay Baesa, Quezon City. A total of 50 respondents: comprising 20 drivers, 20 pedestrians, 5 traffic enforcers, and 5 traffic investigators, were selected through purposive sampling, targeting individuals with relevant knowledge and experience regarding the area's road conditions. A validated survey questionnaire, reviewed by traffic experts, served as the primary tool for data collection. The responses were analyzed using frequency counts, percentages, and weighted means to interpret the perceived risks, challenges, and proposed solutions. The findings aimed to support evidence-based recommendations for improving road safety and infrastructure. The study collected data from 50 respondents, the majority of whom were male (76%) and within the 34–41 age group (30%). Fifty percent of the participants were high school graduates, and 28% reported having 4–6 years of driving experience. Most of the respondents were drivers and pedestrians (40%), while traffic enforcers and investigators each represented 10% of the sample. Findings revealed that participants generally agreed on the severity of risks posed by uneven road surfaces along Howmart Road. The mean ratings for perceived dangers included: potential injuries (3.19), fatalities (3.17), and accident occurrence (3.16), indicating a moderate to high level of concern. The most commonly identified problem was the increased risk of injury due to uneven roads, as cited by 88% of respondents. To mitigate these risks, proposed solutions included reducing vehicle speed, installing visible warning signs, conducting regular road maintenance, and assigning traffic enforcers to help manage and ensure safe traffic flow. To improve road safety conditions along Howmart Road in Barangay Baesa, Quezon City, the following actions are recommended: Drivers should maintain a safe distance between vehicles and adjust their speed accordingly to minimize the risk of accidents, taking into account the prevailing road conditions.

Keywords: howmart road, road safety, surface irregularities, traffic enforcers, drivers, pedestrians, community involvement, road maintenance, traffic investigators, hazard reporting, speed regulation, infrastructure improvement

**RISK FACTORS AFFECTING ROAD ACCIDENTS AT SUSANO ROAD,
SAN AGUSTIN, NOVALICHES, QUEZON CITY**

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Abstract

Road safety continues to be a critical issue in urban settings, where the high volume of vehicles often leads to increased incidents of accidents, resulting in injuries, fatalities, and property damage. Susano Road, located in San Agustin, Novaliches, Quezon City, is one such area experiencing heavy traffic congestion, which exacerbates these concerns. Despite ongoing efforts by local authorities to manage traffic and improve safety, accidents remain frequent. Although extensive studies have been conducted on road safety at broader levels, there is limited localized research that focuses specifically on the conditions and risk factors affecting roads like Susano. More importantly, the perspectives of road users and traffic enforcers are often underrepresented. This study aims to address this gap by identifying the key causes of road accidents, analyzing the common types of incidents, and offering practical, community-informed recommendations to improve safety along Susano Road. The study adopted a descriptive quantitative research design to evaluate perceived risk factors and road safety issues along Susano Road in San Agustin, Novaliches, Quezon City. Using purposive sampling, a total of 50 participants were selected, including 20 drivers, 20 commuters, and 10 traffic enforcers who frequently use or monitor the area. Data collection was conducted through a Perceived Road Risks Questionnaire, which focused on three categories: ancestry and social environment, individual mistakes, and physical hazards. Respondents also identified common accident types and recommended safety interventions. Data were analyzed using frequency distributions, percentages, and weighted mean to interpret the responses and identify significant risk patterns and potential solutions for improving road safety. Most respondents were 18–30 years old, male, and high school graduates. All respondent groups: drivers, commuters, and traffic enforcers, strongly agreed that individual errors, particularly reckless driving and traffic rule violations, are the primary causes of road accidents along Susano Road. Although ancestry and social environment were also identified as contributing factors, they were perceived as less influential. Notably, traffic enforcers considered physical hazards and unsafe actions to be of lower significance compared to other risk categories. The most common types of accidents reported involved motorcycles, rear-end collisions, and pedestrian-related incidents. In response, participants recommended several preventive strategies, including: Enhanced police visibility and patrols, stricter enforcement of illegal parking laws, routine road maintenance, improved traffic signs and signal systems, development of safer pedestrian infrastructure. The findings indicate that human error, particularly reckless behavior and traffic violations, is the primary contributor to road accidents along Susano Road. While social and environmental influences were also acknowledged, their perceived importance varied across respondent groups. Infrastructure-related risks were viewed as less critical, especially by traffic enforcers who placed greater emphasis on behavioral factors, one limitation of the study is its reliance on quantitative data, which may overlook the deeper context behind road safety issues. To address this, future studies should consider using qualitative methods or a mixed-methods approach to explore underlying behaviors and motivations. Longitudinal research could also provide valuable insights into the long-term effectiveness of implemented safety measures, expanding the study to include other high-risk roads in Quezon City is recommended to gain broader, comparative data that can inform more comprehensive and adaptive road safety strategies.

Keywords: road safety, human error, traffic violations, behavioral risks, social environment, infrastructure issues, traffic enforcers, susano road, quezon city, quantitative limitation, qualitative research, longitudinal study, safety strategies

ROLE OF BARANGAY COUNCIL TRAINING PROGRAM IN RESPONDING TO CHILD PROTECTION CASES IN BARANGAY SAN AGUSTIN, NOVALICHES, QUEZON CITY

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Abstract

Children are among the most at-risk members of society and must be protected from abuse, neglect, and exploitation. In the Philippines, legal provisions such as the Philippine Constitution, Presidential Decree No. 603, and Republic Act No. 7610 aim to uphold and defend the rights of children. Despite these laws, child abuse remains a pressing issue, particularly in local communities where timely responses are essential. The Barangay Council for the Protection of Children (BCPC) plays a vital role in addressing these concerns, yet its effectiveness is largely influenced by the level of training, knowledge, and preparedness of its members. This study aimed to evaluate the role of the Barangay Council Training Program in addressing child protection cases in Barangay San Agustin, Novaliches, Quezon City. It explored how the training program enhanced participants' knowledge, skills, and effective use of available resources, while also identifying the challenges faced by BCPC members. A mixed-method research design was utilized, combining both quantitative and qualitative approaches to ensure a well-rounded analysis. The respondents consisted of five (5) Barangay Women's Desk Officers, five (5) Women and Children Protection Desk Officers, and forty (40) parents or guardians, selected through purposive sampling. Data collection involved survey questionnaires and in-depth interviews, with prior approval from relevant authorities and assurance of confidentiality throughout the process. The study revealed that the majority of participants were women aged 34 to 41 who had lived or worked in Barangay San Agustin for over 11 years. Training programs significantly enhanced their knowledge (mean = 3.756), skills and proficiency (mean = 3.680), and access to resources (mean = 3.624). However, 92% of respondents reported that the lack of follow-up support after training hindered sustained progress. In response, the study recommends establishing mentorship programs, offering regular refresher courses, and strengthening partnerships among the BCPC, NGOs, and local stakeholders to ensure ongoing improvement in child protection efforts. This study evaluated the effectiveness of the Barangay Council training program in responding to child protection cases in Barangay San Agustin, Novaliches, Quezon City. Using a mixed-method approach, it examined how training influenced the knowledge, skills, and resource use of BCPC members, while also identifying key challenges in implementation. The results showed that the training significantly improved acquired knowledge (mean = 3.756), proficiency and skills (mean = 3.680), and access to resources (mean = 3.624). Despite these positive outcomes, 92% of the respondents reported a lack of follow-up support after training, highlighting a critical weakness in the program's sustainability. The study concludes that while the training programs contribute positively to the capacity of BCPC members, their effectiveness is hindered by limited post-training support. To address this, the study recommends the implementation of mentorship initiatives, periodic refresher courses, and stronger coordination between BCPC, NGOs, and other community partners. These enhancements will help ensure a more consistent and effective response to child protection cases at the barangay level.

Keywords: child protection, barangay council, bcpc, training program, novaliches, child abuse response, community intervention, skills development, follow-up support, mentorship, refresher training

**STRATEGIC SOLUTION ADDRESSING CHILD LABOR IN
BARANGAY CULIAT QUEZON CITY: AN ACTION PLAN**

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Mohammad Nassef Nasser, Jinky Anacta

Abstract

Child labor involves the employment of minors in work that negatively affects their physical, mental, and emotional development. This issue commonly arises in environments where children endure long hours, hazardous conditions, and inadequate compensation, often at the cost of their education and well-being. While child labor was prevalent during the Industrial Revolution, it continues to persist in many communities today. Addressing this problem requires the implementation of effective laws, educational access, and family-oriented support systems. This study investigates the issue of child labor in Barangay Culiati, Quezon City, and proposes an action plan to mitigate its prevalence. The study used surveys and questionnaires to collect data from 70 respondents, including 40 child laborers, 10 barangay officials, 10 personnel from the Social Services Development Department (SSDD), and 10 police officers. Respondents were purposively selected to provide comprehensive insights into the issue. A pre-test of the survey instrument was conducted in Barangay Culiati to ensure the clarity and reliability of the questionnaire. The study aimed to assess perspectives on the causes, effects, and possible solutions to child labor. The analysis revealed that 34.29% of respondents were aged 16–18, with a gender distribution of 60% male and 40% female. A majority (78.57%) were single, and 44.29% had attained a high school education. Respondents strongly agreed on the effectiveness of strategies such as strict policy enforcement, access to education, community awareness, and economic support in addressing child labor. The most prevalent issue identified was the lack of community awareness (11.24%), while the most commonly recommended intervention was the implementation of mentorship programs for at-risk children (10.69%). The study highlighted the demographic and educational background of child laborers in Barangay Culiati and underscored the importance of multi-sectoral strategies to address the issue. Education emerged as a critical preventive measure, alongside policy enforcement and economic empowerment. However, challenges such as limited community awareness, inadequate law enforcement, and lack of employment opportunities for parents were identified. The study recommends raising awareness through community education campaigns, implementing mentorship initiatives, strengthening partnerships with NGOs, and providing livelihood programs for families. These strategies aim to reduce child labor and promote the overall well-being of children in the barangay.

Keywords: ssdd (social services development department), child labor, ngos (non-governmental organizations), education, economic empowerment, policy enforcement, community awareness

**STRATEGIES IMPLEMENTED BY BARANGAY HOLY SPIRIT,
QUEZON CITY IN REDUCING CRIME**

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John Carlo Milante, Bernie Jan Pichay, Denise Anne Osorio

Abstract

This study emphasizes the need for a comprehensive approach to crime reduction, integrating community involvement, preventive strategies, and law enforcement. It explores key crime prevention strategies, including Community Policing, Zero Tolerance Policing, and Youth Engagement and Prevention. The objective is to evaluate the effectiveness of these approaches implemented in Barangay Holy Spirit, Quezon City, identify areas of weakness, and recommend improvements to enhance public safety and crime deterrence. The study adopts a descriptive research design utilizing quantitative methods. A total of 40 respondents, comprising 20 residents and 20 barangay personnel including the chairman, were selected through purposive sampling based on predetermined criteria. The demographic profile of the participants includes age, sex, and educational attainment. A structured questionnaire was used to gather data on the implementation and perceived effectiveness of crime reduction strategies within the community. The findings revealed that most respondents were aged 30 and above, with a balanced gender distribution and primarily single status and high school educational attainment. The crime reduction strategies assessed included Barangay Patrol, Coordination with Stakeholders, and Enforcement of City Ordinances, all receiving an overall rating of "Agree." Barangay patrols, particularly those promoting neighborhood watch initiatives, garnered the most favorable responses. While coordination with youth groups and enforcement of ordinances were viewed positively, notable challenges were identified, such as the limited integration of barangay patrols with higher-level law enforcement and insufficient resources, resulting in delayed response times. Respondents suggested regular assessments to ensure optimal patrol coverage and recommended stronger inter-agency collaboration and resource support. The study offers practical recommendations to strengthen crime prevention efforts in Barangay Holy Spirit. By identifying gaps and proposing actionable improvements, the research contributes to ongoing discussions on community safety and resilience. The findings provide valuable insights for policymakers, law enforcement agencies, and local leaders in designing sustainable and effective crime reduction programs tailored to the needs of the community.

Keywords: crime prevention, barangay patrol, community policing, youth engagement, city ordinances, law enforcement, quezon city, barangay strategies

**STRATEGIES OF BARANGAY BAGUMBONG CALOOCAN CITY TO PREVENT
YOUTHS BECOMING CHILD IN CONFLICT WITH THE LAW**

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Jinky Presas, Nilmar Plata

Abstract

The barangay functions as the primary planning and implementing unit of government programs and serves as a platform for addressing community issues and settling disputes. Barangay officials, including the captain and councilors, play a critical role in crime prevention and youth development. However, many barangays face limitations in funding and resources, which hinder the implementation of youth engagement programs designed to prevent juvenile delinquency. This study investigates the strategies employed by Barangay Bagumbong, Caloocan City in preventing youths from becoming children in conflict with the law. The study used a quantitative approach with a random sampling technique. A paper-based survey questionnaire was administered to 15 residents, 15 barangay officials, and 20 youth respondents from Barangay Bagumbong. Prior permission was obtained from barangay officials to conduct the data collection. The responses were statistically analyzed to assess the effectiveness of current strategies. Findings revealed that the respondents strongly agreed with the existing strategies implemented by Barangay Bagumbong to prevent juvenile delinquency. The weighted mean ratings for the strategies ranged from 3.34 to 3.70, indicating a generally strong level of agreement. The results highlighted the importance of these initiatives in benefiting not only the youth and local community but also barangay officials, criminology students, and future researchers. The data collected were used to develop recommendations aimed at strengthening the barangay's preparedness and response to youth-related concerns. This study underscores the role of community-based strategies in preventing youth involvement in criminal activities. By analyzing the approaches taken by Barangay Bagumbong, the research provides valuable insights that can assist policymakers and local stakeholders in formulating more effective and inclusive programs for at-risk youth. Ultimately, this study contributes to efforts in fostering safer and more supportive communities through proactive youth development initiatives.

Keywords: juvenile delinquency, crime prevention, community-based strategies, youth development, barangay programs, caloocan city, children in conflict with the law

**STRATEGIES TO AVOID ROBBERY HOLD-UP IN BARANGAY
BATASAN HILLS QUEZON CITY**

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Melvin Pareño, Eduardo Villaruel

Abstract

Barangay Batasan Hills in Quezon City has experienced high incidences of robbery hold-ups in previous years. In response, barangay officials and law enforcement personnel have implemented various crime prevention strategies aimed at reducing these occurrences. This study seeks to assess the effectiveness of the strategies employed to prevent robbery hold-ups and to identify areas for improvement in current crime prevention measures within the barangay. A quantitative descriptive research design was employed in this study. Purposive sampling was used to select 50 respondents from Barangay Batasan Hills, consisting of 15 police officers, 20 barangay tanods, and 15 barangay residents. Data were gathered through structured questionnaires and were analyzed based on demographic variables such as age, sex, educational attainment, and length of service or residency. As to age, among the 50 respondents, twenty-two (22) are 25–33 years old, representing 44%, while three (3) are 51 years old and above, the lowest frequency, at 6%. Regarding sex, the highest frequency was among male respondents, with 34 individuals, or 68%, while females accounted for 16 respondents, or 32%. In terms of educational attainment, most respondents are college graduates, with 20 individuals, or 40%, while the least are elementary graduates and others, each with 1 respondent, or 2%. Regarding length of service/residency, the highest frequency was among those with 4–6 years, with 16 respondents, or 32%, while the lowest was among those with 14–16 years, with 2 respondents, or 4%. The study recommends the implementation of regular training programs for barangay personnel, installation of additional lighting and high-resolution CCTV cameras, allocation of more funding for crime prevention, and the strengthening of communication and coordination among barangay tanods, police officers, and community residents. These proposed actions aim to improve the overall safety and security in Barangay Batasan Hills by reducing the occurrence of robbery hold-ups through community-based and data-informed approaches.

Keywords: robbery prevention, crime reduction, barangay strategies, community safety, batasan hills, quezon city, barangay tanod, cctv surveillance, law enforcement

**STRENGTHENING SECURITY MEASURES FOR DRUG AND
ALCOHOL PREVENTION IN TALIPAPA HIGH SCHOOL**

Yves Murillo, Benjie Gado, Jether Sarabia, Justin Pabuaya,
Mark Christian Tayag, Jinky Anacta

Abstract

The use and misuse of drugs and alcohol among teenagers is a growing global concern, especially in educational settings where young people spend much of their time. Talipapa High School, like many other institutions, is not exempt from these issues. Drug and alcohol use on school grounds poses serious risks to students' safety, health, and academic performance. It disrupts the learning environment, leading to absenteeism, disciplinary problems, and even criminal behavior. Strengthening security measures to prevent drug and alcohol use is vital to maintaining a safe and conducive learning environment. Schools are increasingly vulnerable to the infiltration of illicit substances, which threaten both student well-being and school order. This study aims to strengthen the security measures for drug and alcohol prevention in Talipapa High School. Specifically, it seeks to examine respondents' profiles in terms of age, sex, civil status, and educational attainment. The research involved seventy (70) participants divided into three (3) groups: sixty-three (63) teachers, three (3) non-teaching staff, and four (4) security personnel. This study employed a descriptive–evaluative research design, which involves collecting data to describe and analyze participants' current conditions. The approach uses empirical data to address the research problem without focusing on cause-and-effect relationships. Through the descriptive method, the researchers gathered and analyzed data to characterize the population and the factors influencing security measures against drug and alcohol use. Findings revealed that most respondents were aged nineteen to thirty-two (19–32), representing the largest age group among participants. The study emphasizes the importance of strengthening security measures to prevent drug and alcohol use at Talipapa High School. Improved monitoring, awareness programs, and collaboration among teachers, staff, and security personnel are essential to creating a safer school environment for all students.

Keywords: drugs, alcohol, adolescents, security measures

**STUDENT'S AWARENESS DURING FIRE EMERGENCIES AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Francis Dela Cruz, Armando Alvaro, Jared Lorence Tabasin, Reniel Nabutas,
Mark Joseph Salvador, Denise Anne Osorio

Abstract

The increasing incidence of fire emergencies in educational institutions highlights the urgent need for effective preparedness and response strategies. At Bestlink College of the Philippines, recent evaluations have revealed notable gaps in fire emergency awareness, particularly among students who lack adequate training in fire response procedures. Studies emphasize that an informed student body significantly contributes to campus safety. Integrating disaster risk reduction programs into the school curriculum has been shown to enhance awareness and empower students to respond appropriately during emergencies. This study aims to assess student awareness during fire emergencies and recommend appropriate actions to improve preparedness. The study employed a stratified purposive sampling technique to ensure representative feedback from both students and employees of Bestlink College of the Philippines. A total of 90 student respondents were selected to reflect varying levels of awareness and preparedness regarding fire emergencies. Data was gathered to evaluate the extent of student knowledge, preparedness, and the effectiveness of existing fire safety protocols within the institution. Findings revealed several critical issues. A significant number of students were unaware of evacuation procedures, while others did not take emergency preparedness training seriously. Many students reported experiencing panic during emergencies, complicating evacuation efforts. Additionally, the lack of a reliable communication system to alert students during fire incidents was identified. The school was also found to be inconsistent in conducting regular fire drills for both students and staff. The study emphasizes the need for immediate improvements in fire safety education and emergency preparedness. Recommended actions include the mandatory implementation of fire safety and emergency preparedness training for all students, conducting fire drills every semester, and integrating proper emergency response techniques into student orientation programs. Establishing a reliable communication system, such as digital alert technologies, is also essential for quickly disseminating information during emergencies. These initiatives aim to reduce panic, increase preparedness, and foster a safer learning environment at Bestlink College of the Philippines.

Keywords: fire emergency, student awareness, evacuation procedures, emergency preparedness, fire drills, campus safety, disaster risk reduction, criminology

**THE CAPABILITY OF BARANGAY PEACEKEEPING ACTION TEAM IN
IMPLEMENTING BARANGAY ORDINANCE NO.02 AN ASSESMENT**

Christian John Descaller, Joshua Lawrence Lacasandile, Danleo Fernandez,
Gerwin Bandigas, John Vincent Puod, Dr. Antonio Dawagan Sr.

Abstract

The Barangay Peacekeeping Action Team (BPAT) is responsible for community-based initiatives, conducting information drives to support the Philippine National Police (PNP) in their anti-crime efforts, preventing criminal activities, and resolving conflicts promptly. When necessary, cases may be escalated to the Barangay Justice System for proper handling. Coronavirus disease (COVID-19) is a newly identified virus that causes an infectious disease, with patients potentially developing mild to moderate respiratory infections and recovering without specific treatment. Barangay Tanods play a key role in maintaining peace and order. The BPAT is a national PNP program designed to empower communities to respond in real time to matters related to peace and order, security, or rescue. (Dizon, 2020) This study employed a quantitative research design, using simple random sampling to give each barangay police officer, also known as a barangay tanod, in Barangay Graceville, City of San Jose Del Monte, Bulacan, an equal chance of selection. The survey collected data on the demographic characteristics of the barangay police, as well as their strategies and behaviors in maintaining peace and order. This chapter details the research design, respondents, sampling technique, instruments used, construction and validation of research instruments, and the statistical treatment applied in the study. The data gathered were analyzed to answer the research questions and draw accurate conclusions. As indicated in the preceding chapter, data were interpreted in a descriptive correlational format. This chapter presents the procedures for reviewing and analyzing data, allowing researchers to categorize, manipulate, and summarize information to address key research questions. This chapter summarizes the study's findings, showing the outcomes related to the operations and effectiveness of the Barangay Peacekeeping Action Team, rather than providing conclusions or recommendations.

Keywords: peacekeeping, barangay ordinance, curfew

**THE CHALLENGES ENCOUNTERED BY THE BUREAU OF FIRE PROTECTION
PERSONNEL DURING FIRE INCIDENT IN BARANGAY
HOLY SPIRIT, QUEZON CITY**

Jerome Yasol, Bill Philip Ruiz, Terence Miranda, Mark Angel Postrano,
Juanito Pastrana, Dr. Myrna Cuntapay

Abstract

The Bureau of Fire Protection (BFP) plays a critical role in fire prevention, suppression, and rescue operations. However, BFP personnel frequently encounter challenges that hinder their operational effectiveness. These issues often arise from the geographical and infrastructural conditions of the area, such as narrow streets, obstructed access due to parked vehicles, and poorly designed building structures. In addition, the demanding physical and emotional nature of fire response work further complicates these efforts. This study investigates the challenges encountered by BFP personnel during fire incidents in Barangay Holy Spirit, Quezon City, to inform recommendations for improved emergency response. This study employs a descriptive research design to assess the operational difficulties faced by BFP personnel in Barangay Holy Spirit. A total of 50 respondents: including BFP officers, fire volunteers, and local residents, participated in the study. Data was collected through a structured survey questionnaire and were presented using tables and graphs to facilitate clear analysis and interpretation. Findings revealed that congested roadways, illegally parked vehicles blocking fire truck access, faulty electrical wiring, and lack of accessible fire exits were among the most common challenges encountered during fire incidents. Additionally, emotional fatigue among firefighters and psychological distress among residents emerged as significant factors affecting response effectiveness. These obstacles delayed emergency interventions and compromised both personnel safety and community welfare. The study highlights the urgent need for strategic solutions to address the operational challenges of BFP personnel. Issues related to urban layout, infrastructure deficiencies, and responder well-being were identified as critical areas for intervention. Recommendations include improving urban planning, enforcing strict parking and building regulations, and providing mental health support for responders and affected residents. Strengthening these areas will enhance fire response capabilities, reduce property damage, and improve public safety outcomes during fire emergencies.

Keywords: bureau of fire protection, fire response, urban congestion, emergency challenges, firefighter fatigue, building safety, quezon city, criminology

**THE CONTRIBUTION OF EDUCATION THROUGH VOCATIONAL TRAINING AMONG
PERSON DEPRIVED OF LIBERTY IN WOMEN’S DORMITORY, QUEZON CITY**

Ma Lovella Velado, Jewel Hearth Dalag, Claudel Dela Cruz,
Jeneva Delos Puyos, Pamela Valle, Dr. Myrna Cuntapay

Abstract

Education and vocational training are essential components of rehabilitation within correctional institutions, offering significant benefits not only to society but also to Persons Deprived of Liberty (PDLs). These programs contribute to the development of self-discipline, critical thinking, and personal growth, fostering a more optimistic outlook on life. Through structured learning and skill-building, PDLs are better equipped to reintegrate into society and pursue productive, law-abiding lives upon release. This study aims to assess the contribution of education and vocational training programs among PDLs in the Women’s Dormitory of Quezon City. A quantitative descriptive research design was employed, involving 40 PDLs and 10 jail officers selected through purposive sampling. The researchers gathered data through a structured survey, focusing on demographic variables such as age, gender, and civil status. After obtaining the necessary permissions from the Criminology Department of Bestlink College of the Philippines and the Quezon City Jail, the researchers distributed and collected survey forms. Respondents were briefed on the study's purpose and objectives before participating. The responses were then analyzed to evaluate the impact of the training programs. The findings revealed that education and vocational training provided in the facility encouraged PDLs to make positive life changes. Respondents agreed that these programs motivated them to pursue success post-release and contributed to their personal development and community reintegration. Statements such as “Education and job training help improve and adapt to the community” and “Getting education and training helps PDLs stay stable” reflected the positive outcomes. The study also highlighted communication challenges, particularly in understanding instructions and feedback, but noted improved peer communication among PDLs as a result of the programs. The study underscores the importance of expanding educational and vocational training opportunities to meet the diverse learning needs of PDLs. Active collaboration with families and institutional stakeholders is vital to support program implementation and sustainability. Future research should explore the personal experiences and perceptions of PDLs in these programs to gain deeper insights into their rehabilitation journey. These programs play a significant role in reducing recidivism and promoting successful reintegration into society.

Keywords: vocational training, education in correctional facilities, persons deprived of liberty, women’s dormitory, rehabilitation, criminology, community reintegration, inmate motivation

**THE EDUCATION PROGRAM'S POST RELEASE BENEFITS TO THE PERSON'S
DEPRIVED OF LIBERTY OF BUREAU OF JAIL MANAGEMENT
AND PENOLOGY AT VALENZUELA CITY**

Kathlyn Dapadap, Leah Liza Datu, Rica Joy Solio, Ivy Grace Macarayo,
Marjory Lenogon, Eduardo Villaruel

Abstract

Correctional education programs play a vital role in the rehabilitation and post-release success of Persons Deprived of Liberty (PDLs). These programs equip individuals with valuable skills and knowledge that enhance their employability and reduce the likelihood of recidivism. By fostering cognitive and behavioral changes, such as improved decision-making and self-discipline, education contributes significantly to personal growth and reintegration into society. Furthermore, it offers opportunities to acquire or strengthen essential academic skills, including reading, writing, and critical thinking, which are foundational to success in various aspects of life. This study employed a descriptive quantitative research design to assess the perceived post-release benefits of education programs for PDLs. A total of 50 respondents: 25 PDLs and 25 Bureau of Jail Management and Penology (BJMP) personnel, were selected using the snowball random sampling technique. Data was collected through a structured survey questionnaire focused on key dimensions such as behavior improvement, self-esteem, cognitive skills, and recidivism. The researchers secured permission from jail management prior to data collection and ensured respondent confidentiality during the survey process. The results showed a strong positive perception of the education program's benefits among respondents. In terms of improved behavior, the overall weighted mean rating was 3.656, interpreted as "strongly agree." Increased self-esteem received a rating of 3.604, also interpreted as "strongly agree." The reduction of recidivism was rated at 3.52, and enhancement of cognitive skills received 3.608, both likewise interpreted as "strongly agree." These findings indicate consistent support for the role of education in the rehabilitation of PDLs. The study confirms that education programs provide meaningful benefits to PDLs during and after incarceration. Respondents strongly agreed that such programs help develop essential life skills, including anger management, impulse control, and problem-solving, leading to better behavior. Educational achievement also boosts self-esteem and confidence, which are crucial for reintegration. Furthermore, by equipping PDLs with knowledge and competencies, these programs contribute to reducing the risk of reoffending. These findings highlight the importance of sustained support for education within correctional facilities to promote long-term rehabilitation and public safety.

Keywords: correctional education, persons deprived of liberty, post-release benefits, rehabilitation, self-esteem, cognitive skills, recidivism, bjmp, valenzuela city, criminology

**THE EFFECT OF CYBERBULLYING TO THE STUDENTS OF
BAGONG SILANGAN HIGH SCHOOL**

Rhoidryan Hamting, Mark Vincent Cadallo, John Vincent Padillo, Harvie Dave Caritan,
John Lorenz Macabinguil, Denise Anne Osorio

Abstract

This chapter discusses the growing prevalence and easy access to social media, which has contributed to cyberbullying among young people, including students at Bagong Silangan High School. The anonymity of digital platforms makes it difficult to identify and hold perpetrators accountable. Cyberbullying affects victims in multiple areas of their lives, including academic performance, social interactions, and personal relationships. The chapter also highlights how a lack of guidance and discipline online can influence students' social and academic well-being. This study employs a descriptive method, as defined by Shona M. (2020), to systematically examine the effects of cyberbullying on students at Bagong Silangan High School. A total of fifty (50) students were surveyed using systematic sampling to ensure a representative sample while maintaining the benefits of randomization. The study aims to provide insights into the emotional and academic impact of cyberbullying on the student population. The respondents included 25 male and 25 female students aged 14–19, with 46% aged 14–15 and 46% aged 16–17. Psychological effects of cyberbullying had a composite mean of 2.63 ("Agree"), with increased symptoms of depression and anxiety scoring 2.58 ("Strongly Agree"). Emotional effects scored a mean of 2.73, notably overthinking social interactions (2.84). Sociological effects had a mean of 2.74, reflecting increased secrecy about digital lives. Respondents emphasized victim empowerment strategies, such as blocking cyberbullies, and advocated preventive approaches based on empathy, like treating others as one would like to be treated. The study examines the effects of cyberbullying on students at Bagong Silangan High School, considering factors such as age, sex, educational attainment, and social context. Using a descriptive research approach, the researchers aim to understand the causes and consequences of cyberbullying and to promote awareness and strategies that help students cope with these challenges.

Keywords: cyberbullying, psychological, emotional, sociological, student

**THE EFFECTIVE CRIME PREVENTION STRATEGIES OF POLICE PERSONNEL IN
BARANGAY 167, LLANO CALOOCAN CITY: AN ASSESSMENT**

Lovely Labro, Janesa Acerden, Maria Elizabeth Galora, Rico Calbitaza,
Allaric Lei Dela Torre, Eduardo Villaruel

Abstract

Crime prevention has evolved from being solely a law enforcement responsibility to a broader, community-driven initiative. Modern approaches emphasize the importance of collaborative efforts between government agencies and local communities in addressing the root causes of crime. Crime prevention strategies not only help reduce criminal activity and victimization but also offer long-term social and economic benefits. In this context, police personnel play a vital role by enforcing laws and maintaining public order while also working alongside the community to proactively implement preventive measures. This study examines the effectiveness of crime prevention strategies used by police personnel in Barangay 167, Llano, Caloocan City, and assesses their impact on public safety. This research utilized a descriptive research design to evaluate the crime prevention strategies employed in the community. The study involved 30 police officers and 30 residents from Barangay 167, selected through purposive sampling based on their relevant knowledge and experience. Data were collected using unstructured interviews and a researcher-made questionnaire, which was validated by experts in criminology, grammar, and statistics. The responses were analyzed using rankings, frequencies, percentages, and weighted means to determine the perceived effectiveness of current strategies and identify existing challenges. The demographic profile showed that most respondents were female, aged 34–50, married, and college graduates. Both police officers and residents generally agreed that the crime prevention strategies implemented in the barangay were effective. These strategies included proactive policing, strengthened community relations, and collaborative crime prevention initiatives. However, the most frequently cited issue was the lack of new or updated crime prevention programs. Respondents suggested the need for increased community engagement through initiatives such as neighborhood watch programs and crime awareness campaigns. The findings emphasize that the success of crime prevention strategies in Barangay 167 is largely influenced by strong police-community partnerships. Strengthening these relationships through consistent outreach, public education, and collaborative initiatives can build trust and foster active citizen participation. The study recommends enhancing current crime prevention programs by involving residents more directly and promoting community-based approaches. Future research should explore underlying causes of crime, such as poverty and lack of education, to inform more sustainable and targeted prevention efforts.

Keywords: crime prevention, community policing, police-community relations, barangay 167, caloocan city, public safety, proactive policing, neighborhood watch, criminology, social engagement

**THE EFFECTIVENESS OF ANTI-ILLEGAL DRUG ABUSE STRATEGIES
IMPLEMENTED IN BARANGAY BAESA QUEZON CITY**

Jefferson Cabunagan, Ruelito Cagnan, Emerson Concha,
Jhon Felix III Jovita, Omar Majindi, Eduardo Villaruel

Abstract

This study focused on determining the effectiveness of anti-illegal drug abuse programs implemented in Barangay Baesa, Quezon City. It includes the background of the study, a review of related literature and studies, the theoretical and conceptual frameworks, the statement of the problem, assumptions of the study, the scope and delimitations, the significance of the study, and the definition of key terms. A descriptive quantitative approach was employed, utilizing purposive sampling to select 40 community members and 10 barangay officials as respondents. The assessment focused on three key areas: prevention strategies (including education campaigns and community outreach), enforcement strategies (such as intelligence operations, patrols, and surveillance), and partnership strategies (involving collaboration with various sectors and livelihood initiatives). Data were gathered using structured questionnaires and analyzed using statistical tools to determine perceived effectiveness. The majority of respondents (80%) were residents of Barangay Baesa, 58% were male, 14% were aged 28, and 30% were college graduates. Findings showed that the community generally viewed the anti-drug programs as highly effective. However, 32 respondents reported a lack of awareness regarding the roles and objectives of the Barangay Anti-Drug Abuse Council (BADAC). The study also identified the need for more inclusive scheduling to accommodate groups such as students and working individuals. Suggestions included outreach opportunities for criminology students to gain experience in prevention, counseling, and rehabilitation efforts. While the current anti-illegal drug strategies in Barangay Baesa yielded positive outcomes, the study highlights the importance of improving public awareness of BADAC's functions and promoting broader community involvement. Recommendations include launching community-based initiatives such as youth clubs and neighborhood watch groups to strengthen grassroots engagement. Schools and academic institutions are encouraged to partner with the barangay to raise awareness and build long-term anti-drug advocacy. These enhancements aim to ensure greater program sustainability, effectiveness, and a stronger sense of community ownership.

Keywords: anti-illegal drug programs, barangay baesa, badac, drug prevention, community engagement, enforcement strategies, awareness campaigns, criminology, livelihood initiatives, quezon city

**THE EFFECTIVENESS OF ANTI-VIOLENCE AGAINST WOMEN AND THEIR
CHILDREN AWARENESS IN BARANGAY KALIGAYAHAN, QUEZON CITY**

Jibelen Agustin, Francis - Ann Jorta, Evelyn Lazo, Rechelle Pasia,
Lian Pearl Tomo, Dr. Antonio Dawagan Sr.

Abstract

Violence against women and their children (VAWC) continues to be a significant concern in the Philippines. Republic Act No. 9262, or the Anti-VAWC Act of 2004, was enacted to address the rising incidence of abuse inflicted by intimate partners, which includes physical, sexual, psychological, and economic harm, as well as threats, coercion, harassment, or unjust deprivation of liberty. This study aims to evaluate the effectiveness of anti-VAWC awareness efforts in Barangay Kaligayahan, Quezon City, and to determine how well these initiatives promote safety, protect rights, and prevent abuse. This study uses a qualitative research design to assess the impact of anti-VAWC awareness programs in Barangay Kaligayahan. A total of 50 participants were purposively selected and categorized into three groups: two barangay officials involved in VAWC-related services, three officers from the Women and Children Protection Center (WCPC), and 45 residents of Barangay Kaligayahan. The research investigates program strengths, weaknesses, and areas for improvement, aiming to ensure that women and children live in a community where their rights are respected and their safety is prioritized. Findings revealed that the majority of respondents were female, married, aged 51 and above, and high school graduates. Respondents strongly agreed with the overall effectiveness of anti-VAWC awareness programs, particularly in terms of confidentiality, operational procedures in handling VAWC cases, and general awareness. The effectiveness of the anti-violence against women and their children programs in raising awareness of VAWC programs, maintaining confidentiality, and following operational procedures in VAWC cases was rated as “Strongly Agree,” except for the indicator on the elimination of VAWC cases (indicator 2.4.1), which measures the decrease in the number of VAWC cases reported in the community. This suggests that preventive efforts require strengthening. Commonly reported issues included a shortage of educational campaigns, infrequent workshops and seminars, insufficient barangay funding, lack of livelihood programs for women, low community participation, and the absence of a dedicated anti-VAWC task force, resulting in delayed response to cases. The study concludes that while anti-VAWC programs in Barangay Kaligayahan are viewed as effective by the community, there are significant gaps that need to be addressed. The researchers recommend that barangay officials and WCPC personnel intensify educational campaigns and awareness efforts, allocate sufficient resources, and establish a dedicated task force to ensure faster and more effective response to VAWC incidents. Strengthening community engagement and providing sustainable livelihood opportunities for women can further support the goals of anti-VAWC initiatives.

Keywords: anti-vawc, women’s rights, violence prevention, barangay kaligayahan, criminology, community awareness, gender-based violence, women and children protection, ra 9262, local governance

**THE EFFECTIVENESS OF BARANGAY COUNCIL FOR THE PROTECTION OF
CHILDREN PROGRAMS AT BARANGAY BAGONG SILANGAN, QUEZON CITY**

Prince Lhoyd James Agustin, Jan Yna Nathaniela Garcia, Dianne Matcho,
Michaela April Pelayo, Dr. Myrna Cuntapay

Abstract

The Barangay Council for the Protection of Children (BCPC) is tasked with organizing and implementing child-focused initiatives, resolving child-related issues, and promoting children's welfare at the grassroots level. Chaired by the barangay captain and composed of various community members, the BCPC works on the prevention of juvenile delinquency, stakeholder coordination, child-friendly policy advocacy, program implementation and monitoring, and community engagement. This study evaluates the effectiveness of BCPC programs in Barangay Bagong Silangan, Quezon City, based on respondent profiles such as age, sex, civil status, and educational attainment. It also identifies program challenges and proposes improvements to strengthen effectiveness. The study utilized a quantitative research approach, specifically a descriptive research design, to assess the effectiveness of BCPC programs. A structured survey questionnaire was distributed to 50 respondents, composed of 10 BCPC staff and 40 residents of Barangay Bagong Silangan. The descriptive method allowed the researchers to examine multiple variables without manipulation, focusing on how the community perceives the impact and implementation of child protection programs. The majority of respondents were female, aged 18–23, and high school graduates. Results indicated that the BCPC programs were perceived as very effective across several dimensions: prevention of juvenile delinquency, coordination with stakeholders, advocacy for child-friendly ordinances, program implementation and monitoring, and community participation. Despite these positive evaluations, respondents noted areas for improvement in outreach and inclusivity. The study recommends that the BCPC enhance its efforts through workshops, seminars, and awareness campaigns that emphasize the protection and rights of children. Expanding anti-child abuse initiatives and empowering families as the foundation of child development are essential to creating safe and nurturing environments. Additionally, the study encourages the dissemination of program information not only through social media but also via visible public postings throughout the community. These strategies aim to broaden the program's reach and promote stronger community involvement.

Keywords: child protection, bcpc, juvenile delinquency, community participation, barangay programs, child rights, program monitoring, criminology, quezon city, stakeholder coordination

THE EFFECTIVENESS OF BARANGAY DISASTER RISK REDUCTION MANAGEMENT STRATEGIES IN BARANGAY HOLY SPIRIT QUEZON CITY

Mark Anthony Pedralvez, John Kenneth Abando, Jefzey Paul Mahilum,
Jake Torres, Andrian Vicio, Denise Anne Osorio

Abstract

This study investigates the effectiveness of Barangay Disaster Risk Reduction Management (BDRRM) strategies in Barangay Holy Spirit, Quezon City, a community vulnerable to natural and human-induced hazards such as flooding, earthquakes, fires, and epidemics. Disaster preparedness and risk mitigation are essential in minimizing the adverse effects of such events. The study aims to evaluate the perceived effectiveness of BDRRM efforts across four key components: preparation, response, recovery, and mitigation. It also seeks to identify implementation challenges and propose recommendations to improve disaster management at the barangay level. A descriptive research design was employed to assess BDRRM strategies. The study involved two groups of respondents: 40 residents and 10 BDRRM officers from Barangay Holy Spirit. Participants were selected through purposive sampling. Data were gathered using structured survey questionnaires and analyzed using frequency distribution, weighted mean, Likert scale, and ranking techniques to evaluate the effectiveness of disaster preparedness and response measures. The majority of respondents were male, aged 18–25, and college graduates. Findings indicated general agreement regarding the effectiveness of BDRRM strategies, particularly in terms of community preparation, emergency response, and post-disaster recovery. However, significant challenges were also identified. These included poor road infrastructure, inadequate drainage systems, limited resources, and a lack of trained personnel, factors that hinder effective implementation of disaster risk reduction programs. The study highlights the need for continuous improvement in BDRRM implementation through investment in critical infrastructure, sufficient resources, skilled personnel, and reliable communication systems. Addressing poor road conditions and drainage issues, expanding training programs, and enhancing early warning mechanisms are essential to strengthening community resilience. While the current strategies in Barangay Holy Spirit have demonstrated effectiveness, greater community involvement and sustained institutional support are necessary to overcome existing gaps and ensure long-term disaster preparedness.

Keywords: disaster risk reduction, bdrmm, community resilience, preparedness, emergency response, infrastructure, quezon city, barangay holy spirit, criminology, risk mitigation

**THE EFFECTIVENESS OF BARANGAY OFFICIALS IN IMPLEMENTING ORDINANCE
NO. SANGGUNIANG PANLUNGSOD-2301 IN PROMOTING PUBLIC SAFETY**

Juliana Marie Pesito, Benjamin Jr. Banate, Joyceanne Gloriane,
Leny Gregorio, Angel Rose Maarat, Dr. Antonio Dawagan Sr.

Abstract

This chapter presents the background of the study, related literature and related studies, theoretical framework, conceptual framework, statement of the problem, assumptions, scope and limitation of the study, significance of the study, and definition of terms. A descriptive research design was utilized, incorporating surveys, interviews, and document analysis. Survey questionnaires served as the primary data collection tool, distributed to residents, barangay officials, and police officers to assess the implementation of the curfew policy. The questions measured compliance levels, community awareness, perceived changes in youth behavior, and the overall impact on public safety. The combination of data sources provided a quantitative and qualitative understanding of the ordinance's effectiveness and areas for improvement. Findings indicated that while efforts to implement the ordinance have had a positive effect on public safety, several areas require enhancement. These include the need for stricter yet fair enforcement practices, clear communication of rules, consistent community education, and well-trained personnel. Respondents also cited the lack of necessary resources such as patrol vehicles, sufficient barangay security personnel, and emergency response tools. To address these issues, the study suggests increasing the barangay's budget allocation and promoting strategic partnerships with the local government and private sector. Transparency and accountability in resource management were also highlighted as essential components for sustaining public trust. The study concludes that the implementation of Ordinance No. SP-2301 plays a vital role in promoting public safety, but its effectiveness depends on proper enforcement, adequate resources, and active community involvement. Recommendations include expanding public awareness campaigns, providing additional training for barangay enforcers, and enhancing coordination between law enforcement and local stakeholders. Addressing these factors will strengthen ordinance implementation, reduce curfew violations, and contribute to a safer community in Barangay Sauyo, Quezon City.

Keywords: public safety, barangay ordinance, curfew for minors, community policing, youth behavior, sp-2301, barangay sauyo, law enforcement, criminology, quezon city

**THE EFFECTIVENESS OF BARANGAY-BASED DISASTER RISK REDUCTION ACTION
PLAN IN BARANGAY 178 CAMARIN, CALOOCAN CITY**

John Carlo Del Valle, Jerric Anecito, Kenneth Gabronino, Jorry Jay Lequiron,
Jason Ramasta, Esmeraldo Rebusa Jr, Ms. Jinky Anacta

Abstract

Barangay 178 in Camarin, Caloocan City, is highly vulnerable to various disasters such as typhoons, fires, and earthquakes. Typhoons pose the greatest risk due to the community's proximity to a river that frequently overflows during extreme weather, resulting in severe flooding. Fire hazards are also prevalent, largely caused by exposed and tangled electrical wiring. These conditions highlight the urgent need for effective and localized disaster risk reduction and management (DRRM) strategies. This study aims to evaluate the effectiveness of the barangay-based DRRM action plan in addressing the community's specific vulnerabilities. A descriptive research design was employed to assess the implementation and effectiveness of the DRRM action plan in Barangay 178. Respondents included residents selected through purposive sampling. Data were gathered using structured questionnaires focusing on community awareness, preparedness, and participation in disaster planning and response activities. Statistical tools such as frequency distribution and percentage were used to analyze respondent demographics and their perceptions of DRRM strategies. The majority of respondents were aged 18–25, accounting for 38.67% of the total, while the lowest percentage, 7 respondents or 5%, were aged 42–50. Most respondents are single, representing 66.67%, followed by married respondents at 24 respondents or 32%, with separated individuals as the lowest category. Regarding educational attainment, the highest level among respondents is college, at 36%, while the lowest levels are elementary graduates and master's/postgraduate holders. Most respondents in Barangay 178, Camarin, Caloocan City strongly agreed on the importance of community involvement in disaster planning, while specific disaster risks requiring focused action received the lowest response. The study emphasizes the need for continuous disaster preparedness initiatives, including regular training and information dissemination among barangay personnel. Strengthening pre-disaster planning and securing adequate funding are essential to improving the overall effectiveness of the action plan. Encouraging greater resident participation and interagency coordination will enhance readiness and response efforts. Future researchers are encouraged to assess comparative disaster risk management outcomes across different barangays. Furthermore, government agencies are urged to provide consistent financial and technical support to build more resilient and disaster-ready communities.

Keywords: disaster risk reduction, barangay 178, community preparedness, flooding, fire risk, local drrm strategies, caloocan city, community involvement, emergency planning, criminology

THE EFFECTIVENESS OF BARANGAY-LEVEL INTERVENTION PROGRAMS IN ADDRESSING DOMESTIC VIOLENCE IN FAIRVIEW QUEZON CITY: AN ASSESSMENT

Jenifer Noilan, Mary Joyce Galo, Danica Soriano, Erald Bacaran,
Prince Cabang, Dr. Antonio Dawagan Sr.

Abstract

Domestic violence remains a critical social issue affecting numerous families across the Philippines, including those in Barangay Fairview, Quezon City. It occurs when a family member inflicts physical, emotional, psychological, or economic harm on another, often within the confines of the home. Addressing this issue at the grassroots level is essential, and this study aims to assess the effectiveness of barangay-level intervention programs designed to respond to and mitigate domestic violence within the local community. This study utilized a descriptive research design to evaluate the effectiveness of domestic violence intervention programs. Descriptive statistics were employed to summarize the key features of the collected data. A total of 50 respondents were purposively selected and divided into two groups: 10 barangay personnel directly involved in handling domestic violence cases and 40 victims of domestic violence who had reported their cases to the barangay. Data were gathered through structured questionnaires, and results were analyzed using frequency distribution, weighted mean, and table presentations. Findings showed that respondents generally perceived the intervention programs as effective, with an overall weighted mean of 3.45. The highest-rated indicator, “Domestic violence cases in our barangay are resolved within a reasonable time frame” (WM = 3.50), indicates confidence in the prompt handling of cases. However, the lowest-rated indicator, “Follow-up actions are consistently implemented after case resolution” (WM = 3.40), highlights a need for improvement in providing continuous support and monitoring after initial case closure. The study concludes that barangay-level intervention programs in Barangay Fairview are effective in addressing domestic violence, particularly in the timely resolution of reported cases. However, the findings also suggest a gap in long-term victim support, as follow-up actions are not consistently implemented. It is recommended that barangay officials strengthen post-resolution services through sustained counseling, monitoring, and reintegration programs to ensure comprehensive victim protection and recovery.

Keywords: domestic violence, barangay intervention, victim support, case resolution, criminology, fairview, quezon city, community-based programs, gender-based violence, descriptive research

**THE EFFECTIVENESS OF BODY WORN CAMERAS IN
PHILIPPINE NATIONAL POLICE OPERATION**

Daniel Gorembalem, Daniel Gorembalem, Nico Limpiado, Nicolas Madsen,
Reyniel Dela Peña, Grelin Coli Perez, Dr. Antonio Dawagan Sr.

Abstract

This chapter presents the background of the study, a review of existing literature, theoretical perspectives, the problem statement, assumptions of the study, significance of the study, and definitions of key terms. It also provides an overview of the research methodology, including data collection and analysis. This structure helps clarify the study's objectives and significance, allowing readers to understand the core focus and potential contributions of the research. This chapter outlines the research methodology, including the research design, respondents, sampling technique, instruments used, construction and validation of instruments, administration and retrieval of instruments, and statistical treatment of data. This chapter presents the results and discussion of the data analysis regarding the effectiveness of body-worn cameras in Philippine National Police operations. The purpose of this chapter is to summarize the findings of the study, highlighting what the research suggested, revealed, or indicated. This focuses on the overall outcomes rather than drawing specific conclusions or recommendations.

Keywords: body-worn cameras

**THE EFFECTIVENESS OF BUREAU OF FIRE PROTECTION CONTINGENCY PLAN
DURING NATURAL CALAMITY IN SELECTED BARANGAY IN VALENZUELA CITY**

Rica Mae Panes, Szairielle Ignacio, Richard Iraya, Marren Ladub,
Alexis Lontoc, Irene Gaviola

Abstract

This study evaluates the effectiveness of the Bureau of Fire Protection (BFP) contingency plan during natural calamities in selected barangays in Valenzuela City. The research focuses on assessing the BFP's preparedness, emergency response, and post-disaster evaluation strategies. It aims to identify strengths and areas for improvement to enhance overall disaster management efforts and community safety during emergencies. A quantitative research design was employed, involving 50 purposively selected respondents: 40 residents and 10 BFP officers, with direct experience in BFP disaster response operations. Data was collected using a structured survey questionnaire, measuring key indicators such as emergency drills, risk assessment, personnel deployment, resource allocation, and post-disaster evaluation. Statistical tools were used to analyze respondent perceptions and evaluate the effectiveness of current contingency practices. The findings revealed that the BFP performs effectively in terms of personnel deployment and coordination with local government agencies. However, challenges persist in the areas of resource distribution, accurate risk assessment, and public disaster awareness. Communication gaps, limited training programs, and insufficient equipment were identified as key barriers to optimal performance. Additionally, post-disaster evaluations pointed to the need for improved data collection and analysis to enhance future response strategies. The study concludes that while the BFP's contingency plan shows operational strengths, its effectiveness can be further improved by addressing gaps in training, resource management, and inter-agency coordination. Recommendations include expanding training programs, securing adequate disaster response equipment, improving communication protocols, and increasing community education on disaster preparedness. These measures can contribute to a more resilient and responsive disaster management framework for Valenzuela City.

Keywords: bureau of fire protection, contingency plan, disaster preparedness, natural calamities, emergency response, risk assessment, public awareness, valenzuela city, criminology, disaster management

**THE EFFECTIVENESS OF COMMUNITY BASED DIVERSE INTERVENTION
PROGRAMS FOR CHILD IN CONFLICT WITH THE LAW**

Reneil Flores, Jasyson Faustine Dela Merced, Jamilla Pagtanan, Kean Anjhelo Isla,
Regine Lagaman, Mira Regine, Dr. Antonio Dawagan Sr.

Abstract

This study examines the effectiveness of community-based intervention programs in San Jose del Monte, Bulacan, aimed at rehabilitating children in conflict with the law (CICL). It focuses on parenting programs, education, vocational training, and community interventions. The research highlights the importance of a holistic approach involving social workers, families, and the community to achieve sustainable rehabilitation and reintegration outcomes. To understand the effectiveness of diverse community-based intervention programs for CICL, a structured research approach was employed. This chapter outlines the methodology, including research design, respondent selection, sampling techniques, instrument construction and validation, data collection procedures, statistical treatment, and ethical considerations. The findings show that parenting programs are effective, with a score of 4.1, though parental attendance remains a challenge. Implementing flexible scheduling, home-based learning, or digital platforms, such as recorded sessions or online support groups, could improve participation. Community-based interventions scored 4.3, indicating they are very effective; these programs should be expanded with more resources, trained facilitators, and partnerships with local organizations to enhance outreach and sustainability. Educational and vocational training programs scored 4.0, showing effectiveness, but strengthening these programs could provide juveniles with better opportunities for reintegration. Collaborations with businesses and training centers could improve job placement rates for program graduates. This chapter analyzes the study's findings on the effectiveness of community-based interventions for CICL in San Jose del Monte, Bulacan. It interprets how parenting programs, community-based support, and educational and vocational training contribute to the rehabilitation and reintegration of children in conflict with the law, highlighting strategies to enhance participation, sustainability, and long-term outcomes.

Keywords: child conflict, intervention, law

**THE EFFECTIVENESS OF COMMUNITY PARTICIPATION IN ENHANCING CRIME
PREVENTION MEASURE IN NORTH OLYMPUS BARANGAY
KALIGAYAHAN QUEZON CITY**

Ailyn Plaza, Michelle Artita, Vhalery Heart Evangelista,
Marisol Jamolod, John Paul Libroso, Jinky Anacta

Abstract

Crime prevention is a multifaceted challenge that requires a comprehensive approach. While law enforcement plays a critical role, the effectiveness of crime prevention strategies is significantly enhanced by active community participation. This study explores the partnership between communities and authorities in combating crime, highlighting the benefits of community involvement in crime prevention initiatives. It examines how citizen engagement can contribute to a safer society and influence crime rates. This study used a descriptive research design to determine the effectiveness of community participation in enhancing safety measures in North Olympus, Barangay Kaligayahan, Quezon City. The respondents included thirty-seven (37) residents actively participating in crime prevention measures, eight (8) barangay officials, and five (5) law enforcement officers. Data was collected to assess community participation and crime prevention strategies. The findings reveal the profile of respondents: in terms of age, 18–25 years had 19 respondents (38%), 26–33 years had 13 respondents (26%), 34–41 years had 9 respondents (18%), 42–50 years had 6 respondents (12%), and 51 years and above had 3 respondents (6%). Regarding sex, 28 respondents (56%) were male, and 22 (44%) were female. In terms of civil status, 24 respondents (48%) were single, and 22 (22%) were married. The respondents strongly agreed on the effectiveness of community participation in terms of partnership, problem-oriented policing, and community engagement. The main challenge identified was that residents are often busy and may not prioritize attending meetings. Based on the findings, the data collected was valid and reliable. Community participation in North Olympus, Barangay Kaligayahan, Quezon City, was assessed as “Strongly Agree” in promoting partnership, problem-oriented policing, and active community engagement. However, time constraints and busy schedules among residents remain a key challenge that may limit full participation in crime prevention initiatives.

Keywords: crime prevention, community participation, safety

**THE EFFECTIVENESS OF COMMUNITY-BASED DIVERSION PROGRAM FOR
CHILDREN IN CONFLICT WITH THE LAW IN BATASAN HILLS, QUEZON CITY**

Abygail Garcia, Rizza Mae Cuevas, Cassandra Estember, Rosewill Joanna Gomez,
Jhona Mae Palanas, Irene Gaviola

Abstract

Children in conflict with the law (CICL), or individuals under 18 who engage in unlawful behavior, remain a growing concern globally. In the Philippines, underlying issues such as poverty, lack of access to education, and unstable family environments contribute to delinquency among youth. While interventions such as the community-based diversion program implemented by the Social Services and Development Department (SSDD) aim to address this issue, challenges persist. These include insufficient funding, weak interagency coordination, and inconsistencies in implementation. This study aims to assess the effectiveness of the community-based diversion program for CICL in Batasan Hills, Quezon City. This study utilizes a descriptive research design and employs purposive sampling to identify respondents. Participants include thirty (30) social workers, ten (10) law enforcers, and ten (10) barangay officials from Batasan Hills, Quezon City. Survey questionnaires were personally distributed and retrieved by community professionals and residents involved in child welfare efforts. Findings revealed that the majority of respondents were aged 26 to 33, with an equal gender distribution. Most respondents were college graduates and had served for between one to three years. The community-based diversion program was generally evaluated as "Very Effective" across several key areas. Psychological rehabilitation received a weighted mean of 3.26, and physical rehabilitation 3.24. Pre-admission and post-program services were rated 3.365 and 3.396, respectively. Government and non-government organizations scored 3.429 and 3.372, respectively, indicating strong perceived effectiveness. Identified challenges included limited NGO involvement in legal aid, insufficient employment opportunities, and weak follow-up mechanisms. Suggested improvements focused on enhanced interagency collaboration, expanded counseling services, and increased legal support through NGO partnerships. The findings suggest that the community-based diversion program is effective in supporting the rehabilitation and reintegration of CICLs. However, to strengthen its impact, consistent delivery of services before and after the program must be maintained. Strengthening partnerships between government and non-government organizations is essential to overcome existing barriers and to support lasting behavioral change among CICLs. These improvements aim to empower youth in their reintegration journey and reduce the likelihood of recidivism.

Keywords: children in conflict with the law, community-based diversion, rehabilitation program, social services, criminology, inter-agency coordination, recidivism, ngo participation, juvenile justice, quezon city

**THE EFFECTIVENESS OF CRIME INTERVENTION PROGRAM ON
PREVENTING CRIME IN NOVALICHES PROPER, QUEZON CITY**

Charlie Brazal, Jonel Camposano, Paolo Fetalvero, Janno Prote,
John Victor Ton, Mark Josehp Yabut, Eduardo Villaruel

Abstract

The purpose of this study is to determine the effectiveness of crime intervention programs in preventing crime in Novaliches Proper, Quezon City. It focuses on three main areas: rationalized patrol plans, logistical requirements, and community policing. The study also aims to identify the demographic profile of the respondents, including age, sex, and civil status, and to determine how they assess the effectiveness of crime intervention programs in terms of these three components. The researchers involved a total of fifty (50) participants residing in Novaliches Proper, Quezon City. The respondents included ten (10) police officers and forty (40) residents. A questionnaire was used as the main research instrument to gather data and obtain information relevant to the objectives of the study. The results showed that active involvement in crime prevention, collaboration with neighborhood organizations, and regular evaluation of intervention programs were among the main recommendations provided by the respondents. Findings indicated that inadequate crime prevention programs had a frequency of 39, equivalent to 10.77%. The recommendations that ranked highest in enhancing the effectiveness of crime prevention programs included encouraging community members to participate in crime prevention through neighborhood watch and community policing, partnering with local organizations such as schools, churches, and community centers to provide resources and support, and regularly evaluating intervention programs to assess their effectiveness and identify areas for improvement. These strategies obtained the highest frequency of 49, equivalent to 10.86%, emphasizing the importance of community collaboration in crime prevention.

Keywords: crimes, novaliches, preventing

**THE EFFECTIVENESS OF CRIME MAPPING ON PREVENTING CRIME
AT WEST FAIRVIEW POLICE STATION 5**

Jhon Cresfil Chead Tabasa, Amadeous John Caballes, Selwyn Jade Cudada,
Reybian Dave Laganian, Alfie Torillas, Nilmar Plata

Abstract

Crime remains a persistent concern in urban areas, demanding innovative and data-driven approaches to enhance public safety. Crime mapping, which utilizes Geographic Information Systems (GIS) to visualize crime patterns and identify high-risk areas, has emerged as an effective strategy. This study investigates the effectiveness of crime mapping as a tool for crime prevention at West Fairview Police Station 5 in Quezon City. It examines how the station implements crime mapping in daily operations, evaluates its impact on policing strategies, and identifies challenges encountered in its application. This study adopts a quantitative research approach and gathers data from fifty (50) respondents in Barangay West Fairview. The sample includes ten (10) police officers, ten (10) barangay officials, and thirty (30) residents. The survey focused on four key variables: Research and Analysis, Community Engagement, Crime Prevention, and Logistics. Most respondents were aged 18 to 25, predominantly female, single, and college educated. The findings revealed that the majority of respondents acknowledged the value of crime mapping in enhancing crime prevention efforts and promoting community participation. However, technical difficulties related to crime mapping software emerged as the primary challenge, limiting its full potential. Respondents recommended increasing public awareness through outreach programs, updating software systems, improving data accuracy, optimizing databases, and seeking vendor assistance to address recurring technical issues. Based on the results, the study proposes several recommendations. Community members should be educated and engaged in using crime mapping tools to identify hotspots and contribute to safety initiatives. Police officers must enhance their competencies in data analysis and GIS to ensure accurate crime tracking and strengthen community relations. Barangay officials are encouraged to collaborate with law enforcement in utilizing crime maps for efficient deployment of resources. Criminology students should receive practical training to bridge theory and fieldwork. Moreover, researchers are urged to utilize crime mapping for evidence-based public safety studies, while future researchers are encouraged to focus on improving spatial analysis methods and advancing GIS technologies for more accurate and insightful crime trend analysis.

Keywords: crime mapping, crime prevention, geographic information systems, community engagement, police strategy, west fairview, public safety, criminology, urban crime, spatial analysis

**THE EFFECTIVENESS OF DIGITAL FORENSIC FOR CRIME SCENE INVESTIGATION
BY THE PNP CYBER FORENSIC, CAMP CRAME**

Shannon Mae Demate, Kathlyn Faei Fillalan, Julia Robert Francisco,
Joey Ibarra, Trishia Rivero, Eduardo Villaruel

Abstract

This chapter presents the background of the study, a review of related literature and studies, the theoretical and conceptual frameworks, the statement of the problem, the scope and delimitations of the study, the significance of the study, and the definition of key terms. Modern crime scene investigations increasingly rely on digital forensics, reflecting the growing use of technology and the internet for both criminal and personal purposes. For the Philippine National Police (PNP), digital forensics has become a critical component of criminal investigations, particularly at Camp Crame, the PNP's national headquarters. This study employs a descriptive quantitative research design through the use of surveys. It aims to determine the extent to which key variables are related to the effectiveness of digital forensics in crime scene investigation. The survey instrument underwent validation and was administered to selected respondents involved in cybercrime investigations at Camp Crame. Data was collected, organized, and statistically treated to draw conclusions about the program's performance and areas for improvement. Findings revealed that while digital forensic practices are recognized as effective in supporting investigations, limited access to advanced forensic tools and equipment remains a major challenge. Respondents emphasized the importance of leveraging reliable, free, and open-source digital forensic tools to address financial limitations without compromising the integrity of investigations. The results also highlighted a need for greater training and technical support to enhance operational capacity. The study concluded that the effectiveness of digital forensic practices at the PNP Cyber Forensic Unit can be improved through expanded access to forensic tools, enhanced officer training, and stronger institutional support. It recommends the development of an action plan aimed at equipping police officers with the necessary skills and resources to conduct efficient digital investigations. Addressing the identified barriers will significantly enhance the unit's capability in handling technologically driven crimes and maintaining the integrity of digital evidence.

Keywords: digital forensics, crime scene investigation, cybercrime, pnp cyber forensic, camp crame, law enforcement, open-source tools, criminal investigation, criminology, digital evidence

**THE EFFECTIVENESS OF DOÑA CARMEN SUBDIVISION HOME SECURITY
MEASURES IN PREVENTING CRIME INCIDENTS**

Jade Christian Sunga, Virgil Luis Anog, Jhanrey Jimenez, John Daryl Loremia,
Cris Mag-ugat, David Joseph Villanueva, Jinky Anacta

Abstract

Quezon City, with its complex urban environment, continues to face persistent challenges in public safety. Within this context, Doña Carmen Subdivision in Barangay Commonwealth serves as a valuable case for assessing the role of residential security systems. This study evaluates the effectiveness of specific home security measures including security locks, lighting, surveillance cameras, and alarm systems, in preventing crime incidents. The findings aim to guide local authorities and homeowners toward more secure and resilient living conditions. A descriptive-quantitative research design was utilized in the study. A total of 100 respondents participated: 80 homeowners selected through simple random sampling and 10 police officers and 10 barangay officials selected through total enumeration. Structured survey questionnaires were administered and retrieved with a 100% response rate. The data were analyzed using frequency counts, percentages, and weighted means. The results indicated that security locks were considered the most effective measure (mean = 3.76), followed by alarm systems and security cameras (both with a mean of 3.49), while security lighting also received a favorable rating (mean = 3.22). The primary challenges identified in implementing these systems included reliance on electricity and internet connectivity (86%), system complexity (83%), and financial constraints (81%). Social awareness and engagement were found to be lesser but still relevant concerns. The findings suggest that while residents recognize the benefits of modern home security technologies, adoption is hindered by technical and financial limitations. A holistic approach to home security, combining technology, physical safeguards, and community collaboration, is recommended. Residents expressed support for enhanced entry-point reinforcement, CCTV installations, and stronger partnerships with local law enforcement. Future research is encouraged to explore long-term outcomes and expand the scope of community-based safety initiatives.

Keywords: home security, crime prevention, surveillance cameras, alarm systems, security locks, quezon city, criminology, urban safety, residential crime, community policing

**THE EFFECTIVENESS OF ENHANCED HAND TO HAND COMBAT TRAINING DURING
CIVIL DISTURBANCE MANAGEMENT OPERATION IN QUEZON CITY: AN
ASSESSMENT**

Juvir Lamoste, Julius Czar Añonuevo, Rod Rico Ayeras, Elmor Bicera,
John Paul Domingo, Rundil Go, Eduardo Villaruel

Abstract

This study was conducted to enhance and develop the hand-to-hand combat or martial arts skills of law enforcement officers at Police Station 6 in Barangay Batasan Hills. Some situations do not require the use of firearms, and officers must be prepared to protect themselves and others using non-lethal methods. Well-trained officers in martial arts can respond more efficiently to various incidents, including controlling crowds and handling crimes that do not involve firearms. The study also addresses the safety of police officers deployed during rallies, where protesters may engage in physical confrontations. The aim is to equip officers with the skills to defend themselves and prevent physical harm from occurring during such events. This study details the research design, respondents, sampling technique, instrument construction and validation, administration and retrieval of instruments, and statistical treatment of data. This chapter presents tables, data analysis, and interpretation of the information gathered. It includes the respondents' profiles, survey questions, and the statistical methods used in the study. This chapter summarizes the findings, draws conclusions from the results, and provides recommendations based on the study's outcomes. It presents a comprehensive summary and addresses the research questions stated in Chapter 1.

Keywords: civil disturbances management operation, hand-to-hand combat training

THE EFFECTIVENESS OF JAIL OFFICERS IN REDUCING PRISON VIOLENCE IN QUEZON CITY JAIL MALE DORMITORY IN BARANGAY PAYATAS

Shaira Mae Guzman, Paula Mae Carodan, Nikki Marielle Eviota, Raisa Julag-ay,
Anthonette Vallesterio, Nilmar Plata

Abstract

This study aims to assess the effectiveness of jail officers in reducing prison violence within the Quezon City Jail Male Dormitory (QCJMD) located in Barangay Payatas. Although prison violence cannot be completely eradicated, the Bureau of Jail Management and Penology (BJMP) acknowledges that it can be mitigated through appropriate measures. Common issues include fights, theft, and the creation of contraband items such as improvised weapons and gambling materials. With limited existing research focused on QCJMD, this study provides important insights into the practices and challenges of managing violence in newly developed detention facilities. A descriptive research design was used to evaluate the frequency of prison violence and the effectiveness of jail officers. Simple random sampling was employed to ensure fairness and minimize bias. The respondents included twenty (20) jail officers, fifteen (15) people deprived of liberty (PDLs), and fifteen (15) PDL visitors, totaling fifty (50) participants. Data were gathered using a researcher-made survey questionnaire and were analyzed through statistical treatment to determine levels of agreement and identify recurring problems. The findings showed that respondents agreed on the effectiveness of jail officers in maintaining the health and well-being of PDLs. Meanwhile, other variables such as economic support, facility conditions, and logistical resources received “strongly agree” ratings. The most commonly cited problem was limited funding for PDL support, facility improvement, and personnel. Among the proposed interventions, respondents emphasized the importance of providing mental health awareness programs for PDLs as a preventive approach to reduce violence. The study recommends that the BJMP leadership enhance jail management strategies, update policies, and strengthen officer training to address prison violence effectively. Jail officials must continually evaluate their operational performance, while PDLs should be encouraged to provide feedback to improve safety. Barangay officials are urged to develop more effective PDL rehabilitation and treatment programs. Community involvement is also essential in supporting PDL reintegration, particularly in employment opportunities. Furthermore, students should be educated on jail conditions to foster awareness. Future researchers are encouraged to further investigate jail officer effectiveness, while law enforcement agencies such as the PNP, BUCOR, and NBI should reinforce staffing and collaboration efforts. Finally, the Quezon City Government is urged to enact policy reforms, initiate relevant programs, and allocate adequate funding.

Keywords: jail officers, prison violence, quezon city jail, persons deprived of liberty, correctional management, bjmp, jail conditions, mental health programs, rehabilitation, criminology

**THE EFFECTIVENESS OF MANDALUYONG CITY BUREAU OF FIRE PROTECTION
FIRE AWARENESS CAMPAIGN: AN ASSESSMENT**

Mark Joseph Bragais, Almer Ablijena, Paulo Caseres,
Christian Lee, Jeffrey Nonesco, Nilmar Plata

Abstract

This study evaluates the effectiveness of the Fire Awareness Campaign launched by the Mandaluyong City Bureau of Fire Protection in enhancing public knowledge and promoting fire safety practices among residents, barangay officials, BFP officers, and firefighter volunteers. Fire safety education is a critical component of risk reduction, especially in densely populated urban areas where the likelihood of fire incidents is higher. The campaign aimed to reduce fire-related accidents and cultivate a culture of preparedness and fire prevention throughout the city. A mixed-methods research design was employed, incorporating both quantitative and qualitative approaches. Data was collected through survey questionnaires administered to 80 respondents, selected via simple random sampling. The sample consisted of 30 residents, 20 barangay officials, 20 Bureau of Fire Protection officers, and 10 firefighter volunteers. The survey focused on five key areas: fire risk assessment, emergency evacuation planning, fire drill training, fire incident reporting, and regular review and updating of safety procedures. The results showed that 61.25% of the respondents were male, while 38.75% were female. The majority were married (56.25%) and college graduates (52.50%). The campaign was assessed as highly effective, with weighted mean ratings ranging from 3.40 to 3.60. Respondents reported increased awareness of fire hazards, improved emergency preparedness, and greater participation in fire safety initiatives as a result of the campaign. The findings support the conclusion that the Mandaluyong City Fire Awareness Campaign was effective in promoting fire safety and preparedness. Based on the results, it is recommended that the city conduct regular inspections and maintenance of fire safety equipment, offer incentives for fire drill participation, and develop a comprehensive fire safety education program. Strengthening collaboration among the city government, barangay officials, and the Bureau of Fire Protection is also crucial. This study contributes to the growing body of literature on fire prevention, emphasizing the importance of sustained education and coordinated efforts to build safer, more resilient communities.

Keywords: fire awareness campaign, fire safety, bureau of fire protection, emergency preparedness, fire drills, public education, community safety, urban risk reduction, mandaluyong city, criminology

**THE EFFECTIVENESS OF PEACE AND ORDER PROGRAM IN
BARANGAY HOLY SPIRIT QUEZON CITY**

Renell Biasora, Rey Balderas, John Andrei Dimapilis, Prince Necole Nario,
Jerald Verbo, Dr. Myrna Cuntapay

Abstract

Peace and order are essential foundations for the development and sustainability of any community. In urban settings such as Barangay Holy Spirit in Quezon City, maintaining peace and order is a complex challenge influenced by population growth, rapid urbanization, and socio-economic disparities. This study aims to evaluate the effectiveness of the Peace and Order Program implemented in Barangay Holy Spirit in terms of its key components, strategic approaches, and stakeholder involvement. A descriptive-quantitative research design was utilized in this study. A total of fifty (50) respondents composed of barangay officials, members of the barangay patrol unit, and community residents, were selected using purposive sampling. The study focused on collecting and analyzing the perceptions and experiences of these respondents regarding the implementation of the Peace and Order Program. The majority of respondents were male, aged either 18–23 or 42 and above and were primarily high school graduates. The program was generally rated as "Very Effective" across all three areas: program components, implementation strategies, and stakeholder involvement. However, the most significant issue identified was the lack of effective communication between barangay officials and residents. The top recommended solution was the establishment of a 24/7 emergency response hotline, which received the highest frequency (47 responses, or 11.96%). The findings suggest that while the Peace and Order Program in Barangay Holy Spirit is effective, enhancements are needed to improve communication and responsiveness. It is recommended that the barangay implement a multi-sectoral action plan, including community engagement initiatives, emergency readiness programs, and consistent communication channels. Proposed budget allocations include ₱1,000,000 for training, tools, and oversight; ₱150,000 for information dissemination through forums, social media, and a Barangay Information Desk; ₱350,000 for establishing a 24/7 emergency hotline and Quick Response Team; and ₱200,000 annually for monitoring, community feedback, and evaluation. These initiatives aim to create a safer and more responsive community.

Keywords: peace and order program, barangay holy spirit, criminology, emergency response, community safety, stakeholder involvement, urban security, communication strategies, public safety, program evaluation

**THE EFFECTIVENESS OF POLICE BODY WORN CAMERA
IN SERVING COURT ORDER: AN ASSESSMENT**

James Borromeo, Angel Vincent Gonzaga, Cedrick John Icaay,
Hashim Sanday, John Lloyd Uno, Edgar Reyes

Abstract

This chapter presents the background of the study, related literature and studies, the theoretical and conceptual frameworks, the statement of the problem, the scope and delimitations, the significance of the study, and definitions of key terms. This chapter discusses the research methods used in the study, including the research design, its relevance to the study, the respondents, the instruments employed, sampling techniques, validation, administration, retrieval of instruments, and the statistical treatment used to interpret the data. This chapter presents tables, data analysis, and interpretation of the information gathered by the researchers. It includes the profile of the respondents, survey questions, and the statistical methods applied in the study. This chapter analyzes the results obtained from the survey. Findings, conclusions, and recommendations are presented according to the research questions, with the aim of guiding future researchers.

Keywords: chapter, presentation, analysis

**THE EFFECTIVENESS OF QUEZON CITY DRUG TREATMENT
AND REHABILITATION CENTER'S PROGRAM**

Jhon Mark Bocar, Jhaspher Centino, John Carlo Navarro, Mico Paranada, Jethro Tayas

Abstract

Payatas, one of the most urbanized yet impoverished barangays in Quezon City, has long faced issues such as unemployment, poverty, and limited access to education and healthcare. The Quezon City Drug Treatment and Rehabilitation Center, located along Molave Street in Payatas B, implements programs focusing on the treatment, rehabilitation, and social reintegration of drug-dependent individuals. This study assesses the effectiveness of these programs by examining key indicators such as behavioral reformation, community recognition, reduced substance abuse, and improvements in employment and social functioning among participants. This study employs a descriptive research design to evaluate the rehabilitation program's effectiveness. A total of 50 respondents were selected, comprising 25 office staff and 25 currently enrolled patients at the Quezon City Drug Treatment and Rehabilitation Center. Data was collected using a self-constructed questionnaire and structured interviews, focusing on program components such as treatment methods, staff qualifications, and aftercare support systems. Findings indicate that the program is perceived as "Very Effective" in terms of treatment delivery, the expertise of rehabilitation officers, and the presence of aftercare support. Respondents reported positive behavioral changes in participants, including reduced aggression, improved interpersonal relationships, and enhanced responsibility. Rehabilitation officers were found to be well-qualified, possessing training and certifications in counseling, psychology, or social work. The center also conducts regular follow-ups and offers sustained aftercare services to monitor progress and prevent relapses. The study concludes that the Quezon City Drug Treatment and Rehabilitation Center's program is highly effective in supporting recovery and reintegration. The combination of professional intervention, structured treatment, and consistent aftercare has led to significant positive outcomes among participants. It is recommended that similar community-based rehabilitation models be replicated and supported, especially in high-risk urban areas, to address substance abuse and promote long-term recovery.

Keywords: drug rehabilitation, treatment program, aftercare support, social reintegration, substance abuse recovery, quezon city, criminology, behavioral change, counseling, community-based program

**THE EFFECTIVENESS OF SANGGUNIAN KABATAAN ON YOUTH DEVELOPMENT
IN BARANGAY BATASAN HILLS, QUEZON CITY: AN ASSESSMENT**

Justine Moratalla, Lorenzo Bañes, Kent Renan Balicante,
Aaron Jethro Gonzales, Jeffrey Macalipay, Irene Gaviola

Abstract

The Sangguniang Kabataan (SK) plays a critical role in addressing the needs and concerns of the youth through programs focused on education, health, leadership, and skills development. It fosters collaboration among local government units, NGOs, schools, and community organizations to empower young individuals. Despite its significance, the SK faces several challenges, such as limited funding, lack of community support, poor inter-agency coordination, and low youth engagement. These limitations hinder its ability to implement youth development programs effectively. This study aims to assess the effectiveness of the SK in promoting youth development in Barangay Batasan Hills, Quezon City, and to propose strategies to enhance its impact. The study utilized a descriptive research design with purposive sampling to identify the respondents. Participants included forty (40) youth members actively involved in SK programs, five (5) SK council members, ten (10) parents or guardians, and five (5) barangay officials working closely with the SK. Data were gathered using a structured survey questionnaire. Prior to data collection, respondents were briefed on the study's purpose and how to properly complete the instrument. Completed questionnaires were then tallied, analyzed, and interpreted using statistical tools to determine the perceived effectiveness of the SK in youth development. The majority of respondents were aged 18–28, female, high school graduates, and had over 11 years of residency in the community. Based on the analysis, the aspect of Youth Participation received the highest effectiveness rating with a mean of 3.43 (“Very Effective”), followed closely by Sustainability (3.42, “Very Effective”) and Program Implementation (3.40, “Very Effective”). These results reflect a strong overall assessment of SK’s role in youth development in the barangay. The findings indicate that the Sangguniang Kabataan in Barangay Batasan Hills is perceived as very effective in engaging the youth and sustaining its development programs. However, challenges remain, particularly in funding, coordination, and consistent program delivery. The study recommends that the SK develop strategic plans to address these challenges, improve coordination with local stakeholders, and intensify efforts in youth mobilization. These improvements are expected to enhance the reach, quality, and sustainability of youth development initiatives in the barangay.

Keywords: sangguniang kabataan, youth development, community engagement, program implementation, barangay batasan hills, leadership, youth participation, local governance, criminology, public policy

**THE EFFECTIVENESS OF SOCIAL MEDIA IN CRIME PREVENTION AT
BARANGAY COMMONWEALTH, QUEZON CITY**

Jairus Silvano, Jairus Silvano, Stephanie Joyce Murillo, Jalaisah Omar,
Cherelyn Pongpong, Katrina Villanueva, Dr, Dr. Antonio Dawagan Sr.

Abstract

Social media has emerged as a transformative tool in promoting public safety and raising awareness on crime prevention. This study evaluates the effectiveness of social media in crime prevention efforts within Barangay Commonwealth, Quezon City. It specifically assesses the impact of social media in terms of online engagement, community awareness, crime rate trends, and the role of law enforcement personnel. Furthermore, it identifies the challenges encountered in leveraging social media for crime prevention and proposes appropriate interventions. A correlational research design was utilized. The study engaged fifty (50) respondents, consisting of five (5) personnel from the Philippine National Police Community Affairs and Development Support (PNP CADS) and forty-five (45) residents of Barangay Commonwealth. Respondents were selected through probability sampling. Data was collected through a structured survey questionnaire focusing on perceptions of social media's role in crime prevention and the challenges experienced. The majority of respondents were aged 18–25 years, with a higher representation of females (29 out of 50). Most respondents had reached college-level education and had lived in Barangay Commonwealth for 21 to 35 years. The evaluation showed that respondents found social media to be effective in fostering online engagement, increasing community awareness, lowering crime incidents, and supporting the role of personnel in crime prevention. However, the most significant challenge identified was limited financial resources for training, equipment maintenance, and infrastructure improvement. The respondents suggested regular simulation and training exercises for PNP CADS personnel to enhance their preparedness and service quality. The study recommends that residents actively participate in spreading crime prevention messages through social media and attend online or community-based seminars and campaigns. Additionally, it is advised that government agencies allocate sufficient funding to support training programs, equipment upgrades, and infrastructure development. By implementing these measures, law enforcement personnel can better serve the needs of the community and ensure accurate and responsive crime prevention efforts using digital platforms.

Keywords: social media, crime prevention, community awareness, online engagement, law enforcement, pnp cad, barangay commonwealth, criminology, public safety, digital policing

**THE EFFECTIVENESS OF SOCIAL MEDIA PLATFORMS AWARENESS AMONG
STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES SENIOR HIGH SCHOOL**

Ronel Dionela, Rojan Bongyad, Lance Evangelista, Mark Lood,
Glendale Razzi Sañol, Denise Anne Osorio

Abstract

Social media has become an essential tool for communication, education, and social interaction, particularly among senior high school students aged 16–18. Platforms like Facebook, Instagram, TikTok, and YouTube serve multiple purposes, from personal networking to professional growth. Despite their widespread use, there is limited research on the effectiveness of social media awareness campaigns for this age group. Such campaigns aim to equip students with the knowledge and skills to navigate social media safely, balancing its positive benefits against potential risks. This study focuses on assessing senior high school students' awareness of the negative consequences of social media and its influence on their online behavior, habits, and overall well-being. The research was conducted at Bestlink College of the Philippines Senior High School to determine effective strategies for promoting social media awareness. This study employed a descriptive quantitative research design to evaluate the effectiveness of social media awareness among students. Two groups of respondents participated: students and teachers of Bestlink College of the Philippines Senior High School. A total of 40 students and 20 teachers served as respondents. Data were collected through structured questionnaires and analyzed using descriptive statistical methods to determine trends, perceptions, and areas of concern regarding social media use and awareness. The study found that 56.67% of respondents were under 18 years old, with a nearly equal distribution of males (51.67%) and females (48.33%). Most respondents belonged to the middle-income group (76.67%). Respondents strongly agreed that social media awareness programs were effective in teaching online etiquette (3.47), responsible online use (3.56), data privacy (3.69), digital literacy (3.48), and application awareness (3.39). The highest-rated skill was avoiding the sharing of private information with strangers (3.95). The most significant challenge identified was social media distractions affecting schoolwork (88.33%), while fact-checking tools were the most commonly used solution (86.67%). Seeking guidance from teachers and parents was the least used strategy (61.67%). The findings indicate that senior high school students recognize the importance of social media awareness. Programs focusing on online etiquette, responsible behavior, data privacy, digital literacy, and application awareness are perceived as effective. However, distractions remain a major concern, highlighting the need for continued guidance and strategies to help students use social media responsibly.

Keywords: social media, awareness, senior high school students, digital literacy, online etiquette, responsible online use

**THE EFFECTIVENESS OF TECHNOLOGY IN POLICE CRIMINAL
INVESTIGATION IN BAGUMBONG 171 CALOOCAN CITY**

Clarence Bemida, Chrisler Endrena, Dave Jerome Celi, Rex Javier, Maui Tejero, Edgar Reyes

Abstract

This study explores the effectiveness of technology in police criminal investigations in Bagumbong 171, Caloocan City. As law enforcement agencies face increasing demands for efficient crime-solving methods, the integration of technology has become a vital component in enhancing investigative procedures. This research aims to assess the perceived effectiveness of technological tools in police investigations, identify the challenges encountered in their implementation, and propose solutions to improve the system. Respondents included 50 individuals: 30 residents, 15 police officers, and 5 community leaders. A descriptive research design was employed, using purposive sampling to select respondents with relevant experience or involvement in police investigations. Structured survey questionnaires were used to collect data on the effectiveness of technology and the challenges related to its application in law enforcement. The questionnaires were distributed, retrieved, and validated by subject experts to ensure content reliability and accuracy. Findings indicated that technology was perceived as moderately effective in enhancing police investigations. The highest-rated responses revealed that technology contributed most to improving data collection (weighted mean = 3.24), access to crucial information (3.13), and operational efficiency and productivity (3.13). The most frequently identified barrier was slow internet connectivity (13.84%), while the most recommended solution was fostering peer learning and inter-agency collaboration (14.35%). The study concludes that while technology enhances several aspects of police investigative work, challenges such as limited infrastructure and connectivity hinder its full potential. It is recommended that the Philippine National Police conduct regular training in digital forensics and cybercrime investigation. The Local Government Unit of Caloocan City should prioritize investment in surveillance technology, digital databases, and internet infrastructure. Additionally, community involvement through digital crime prevention platforms should be encouraged. Further research is suggested to explore the integration of advanced technologies such as artificial intelligence and blockchain into criminal justice processes.

Keywords: police investigation, law enforcement technology, criminal justice, digital forensics, data collection, cybercrime, community policing, infrastructure, ai in policing, criminology

THE EFFECTIVENESS OF YOUTH DEVELOPMENT PROGRAMS FOR CHILDREN AT RISK IN BARANGAY SOUTH ZUZUARREGUI: A PROPOSAL

Lea Moren Cristo, Sheila Mae Camaño, Arcee Mae Climacosa,
Aine Dacles, Renalyn Vergara, Jinky Anacta,

Abstract

Community-based youth programs play a vital role in promoting development and reducing risks among vulnerable children, particularly in areas with limited access to support systems. In Barangay South Zuzuarregui, such programs serve as a primary intervention for children at risk by providing opportunities for personal growth, education, and meaningful community engagement. This study aims to assess the effectiveness of youth development programs implemented in the barangay and their role in addressing the needs of vulnerable children. This study employs a quantitative approach using a descriptive research design to evaluate key variables such as age, gender, and socioeconomic status. Purposive sampling was used to select respondents who had direct experience with youth development programs. The study involved 50 respondents, including ten youth participants, ten parents or guardians, ten barangay officials, ten community leaders, five program coordinators, and five social workers from Barangay South Zuzuarregui. A structured survey questionnaire was used to gather data for analysis. Findings revealed that the majority of respondents were aged 18 to 25 (34%) and predominantly female (60%). A slightly higher percentage were single (52%) compared to married respondents (48%). In terms of educational attainment, 62% had completed high school, while 38% were college graduates. The most significant barrier to accessing youth development services was the cost, as indicated by 76% of respondents. Recommended program enhancements include the provision of life skills training, academic support, livelihood initiatives, youth centers, community engagement activities, and conflict resolution training for barangay officials. Aligned with the principles of the Juvenile Justice and Welfare Act (RA 9344), the study highlights the importance of rehabilitation and reintegration for children at risk rather than punitive approaches. The findings underscore the necessity of accessible, well-structured, and sustainable youth programs in barangays to support the development and protection of vulnerable youth. Emphasizing education, livelihood, and psychosocial support may enhance the impact and reach of these initiatives.

Keywords: youth development programs, children at risk, barangay south zuzuarregui, community engagement, juvenile justice, vulnerable youth, criminology, social support systems, livelihood training, conflict resolution

**THE EFFECTS OF CYBERBULLYING ON HUMANITIES AND SOCIAL SCIENCES
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Lanie Mae Mantos, Ana Corita Alvarez, Jenalyn Cuiscano, Simdy Piñero,
Hannah Jeremie Sombese, Denise Anne Osorio

Abstract

Cyberbullying refers to the act of using digital devices to harass, intimidate, or harm an individual. It typically occurs through social media platforms, messaging services, and online gaming. This form of bullying can result in emotional distress, anxiety, social isolation, and diminished self-esteem. As technology continues to advance and become more accessible, the prevalence of cyberbullying also increases. This study aims to determine the effects of cyberbullying on Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines by assessing its impact on mental health, academic performance, and self-esteem. This study employs a descriptive quantitative research design using purposive sampling. Data was collected through a structured survey questionnaire distributed among selected HUMSS students. The responses were analyzed to evaluate the perceived effects of cyberbullying across the identified variables. In terms of mental health, the highest-ranked response indicated that the spreading of rumors or humiliating comments online significantly affected students' emotional well-being, with a weighted mean of 3.52, interpreted as "strongly agree." Regarding academic performance, the highest response showed that victims of cyberbullying struggled to concentrate on their studies, with a weighted mean of 3.50. For self-esteem, the leading response indicated that victims required more motivation to regain confidence, with a weighted mean of 3.56. All results were verbally interpreted as "strongly agree." The findings suggest that cyberbullying has substantial negative effects on students' mental health, academic performance, and self-esteem. To address this, the study recommends fostering positive online behavior and mutual respect among students. By promoting empathy and responsible digital conduct, the school community can reduce incidents of cyberbullying and create a safer, more supportive online environment. Encouraging peer involvement in prevention efforts can strengthen relationships and empower students to collectively stand against harmful online behavior.

Keywords: cyberbullying, mental health, academic performance, self-esteem, humss students, online behavior, emotional distress, student well-being, digital harassment, criminology

**THE EFFECTS OF DOMESTIC VIOLENCE IN BARANGAY CATMON SITIO 6
MALABON CITY: AN ASSESSMENT**

Basilika Agquiz, Stephanie Berto, Jolina Bierniza, Jefferson Bugtong,
Alexandria Castillo, Irene Gaviola

Abstract

Barangay Catmon in Sitio 6, Malabon City, continues to face significant challenges due to the prevalence of domestic violence. This issue not only affects individual households but also compromises the safety and well-being of the entire community. Deeply rooted cultural norms and societal expectations often discourage victims from reporting abuse, reinforcing a cycle of silence, fear, and social stigma. This study aims to assess the effects of domestic violence on the physical, psychological, and economic well-being of affected individuals in the area and identify potential community-based solutions. This study uses a descriptive research design with a purposive sampling technique. A total of seventy (70) respondents were selected, consisting of ten (10) police officers, ten (10) barangay personnel, and fifty (50) community residents from Barangay Catmon, Sitio 6, Malabon City. Data was collected using survey questionnaires and unstructured interviews. To ensure the accuracy and validity of the instrument, the researchers consulted professionals to refine the content of the data-gathering tools. The findings revealed that the majority of respondents were female, aged 51 and above, single, college-educated, and from low-income households. Participants reported severe effects of domestic violence. Physically, victims experienced injuries such as bruises, lacerations, and fractures. Psychologically, they suffered from recurring flashbacks, anxiety, and sleep disturbances. Economically, victims faced job loss and financial instability, leading to difficulties in accessing basic needs such as food and healthcare. Debt accumulation further intensified their economic burden. The study confirmed that domestic violence has profound physical, psychological, and economic consequences. Respondents generally "Agreed" on the significant impact of these effects. As a response, the researchers proposed an action program focused on comprehensive awareness campaigns, improved support services, and community interventions. These efforts aim to educate residents on identifying signs of abuse and provide accessible resources to support victims, fostering a safer and more responsive community environment.

Keywords: domestic violence, physical abuse, psychological impact, economic strain, community intervention, victim support, criminology, barangay catmon, social stigma, awareness campaigns

**THE EFFECTS OF ILLEGAL SUBSTANCE USE IN THE INCREASING NUMBER OF
JUVENILE DELINQUENCY IN BARANGAY GAYA-GAYA
SAN JOSE DEL MONTE BULACAN**

Christian Tisado, Andrie Anunciado, Romer Sahot, Ivan James Evangelista,
Jermaine Lebrias, Jinky Anacta

Abstract

This study investigates the effects of illegal substance use on the rising incidence of juvenile delinquency in Barangay Gaya-Gaya, San Jose del Monte, Bulacan. The proliferation of illegal substance use remains one of the most pressing issues in the country, affecting individuals regardless of socioeconomic status, including minors. It is particularly concerning that the youth, considered the hope of the nation, are falling into patterns of substance abuse and criminal behavior. This study aims to explore the extent to which substance use contributes to the prevalence of juvenile delinquency in the community. This study utilizes a descriptive research design and employs purposive sampling to select respondents who possess relevant knowledge or experience concerning the issue. A total of forty (40) respondents participated in the study, consisting of ten (10) Barangay Officials, ten (10) members of the PNP Women's Desk, and twenty (20) DSWD personnel. Data was collected using structured survey questionnaires, which served as the primary instrument for assessing the perceived relationship between illegal substance use and juvenile delinquency. The results revealed that respondents strongly agreed with the identified link between illegal substance use and the increasing number of juvenile delinquency cases in Barangay Gaya-Gaya. Among the factors cited, the most frequently encountered issue was the lack of parental supervision for minors engaged in substance use. To address this, the respondents recommended educating the youth about the dangers of illegal substances and implementing programs that include recreational and sports activities to keep young individuals engaged in positive pursuits. The findings underscore the vital role of Barangay Gaya-Gaya in supporting the physical, mental, and social well-being of the youth. The respondents' strong agreement across these dimensions affirms the urgent need for community-based interventions. In conclusion, local authorities should prioritize involving parents in awareness seminars on substance abuse and encourage active parental supervision. Furthermore, the barangay should establish more youth-focused initiatives, such as sports and other recreational programs, to help deter minors from engaging in illegal activities and substance use.

Keywords: juvenile delinquency, illegal substance use, parental supervision, community intervention, youth development, barangay programs, drug prevention, criminology research

**THE EFFICACY OF BARANGAY PEACEKEEPING ACTION TEAM (BPAT) IN
COORDINATION WITH THE COMMUNITY IN CRIME PREVENTION AT
BARANGAY 181 SAPANG ALAT CALOOCAN CITY**

Dame Cristein Caunin, Jelly Rose Baldomaro, April Love Lapis, Jonathan Bayog,
Jay Vee Tandog, Denise Anne Osorio

Abstract

Crime remains a persistent challenge in contemporary society, posing serious threats to public safety and community well-being (Orenze et al., 2021). In response, the government has intensified efforts to reduce, if not eradicate, criminal activities through grassroots-level initiatives. This study aims to assess the efficacy of the Barangay Peacekeeping Action Team (BPAT) in collaboration with the community in preventing crime in Barangay 181, Sapang Alat, Caloocan City. Specifically, it examines respondents' assessments in terms of program execution, resource utilization, and stakeholder engagement. This study employs a descriptive research method to provide detailed insights into the experiences and perceptions of individuals concerning crime prevention initiatives in their community. The respondents consist of forty (40) individuals, equally divided between twenty (20) residents and twenty (20) BPAT officers in Barangay 181. Data collection was conducted through structured surveys designed to evaluate the effectiveness of BPAT operations in coordination with the local community. The respondent group was composed of 50% male and 50% female, with most participants aged between 42 and 50 years. Seventy percent of the respondents had resided in Barangay 181 for more than ten years, offering perspectives grounded in long-term community involvement. In terms of program execution, the indicator "Conduct peacekeeping activities in the community" received the highest weighted mean of 3.28. Regarding resource utilization, "Availability of quality communication equipment for BPAT patrollers" garnered the highest weighted mean of 3.35. For stakeholder engagement, the indicator "Partnership with community organizations to enforce law on crime prevention" was rated highest with a mean of 3.15. The equal representation of BPAT officers and residents ensured balanced insights into crime prevention efforts in the community. The majority of participants, being middle-aged and long-time residents, provided well-informed responses based on years of observation and involvement. The findings suggest that BPATs are relatively effective in executing community-based crime prevention programs, especially through consistent peacekeeping activities, access to communication tools, and collaborative partnerships. These results underscore the importance of sustained support and resource enhancement to further strengthen local crime prevention strategies.

Keywords: crime prevention, bpat, community collaboration, program execution, resource utilization, stakeholder engagement, barangay 181, peacekeeping, criminology research, caloocan city

**THE FACTORS CONTRIBUTING TO ILLEGAL DRUGS ADDICTION AMONG THE
YOUTH IN BARANGAY 176 BAGONG SILANG CALOOCAN CITY**

Shaira Rosco, Roshienaville Talanas, Christine Victoriano,
Jyka Mecacla Anthony, Denise Anne Osorio

Abstract

This study investigates the factors contributing to illegal drug addiction among the youth in Barangay 176, Bagong Silang, Caloocan City. The research aims to identify key influences to inform effective prevention and intervention strategies. While previous studies have pointed to the roles of parental supervision, family dynamics, and neighborhood environment in youth drug involvement, there remains a lack of focused research on how these elements interact within the specific context of Barangay 176. This study seeks to fill that gap by providing localized insights that can guide the development of community-tailored programs and policies for more compassionate and effective responses to youth drug addiction. A descriptive research design was employed to examine the contributing factors to youth drug addiction. Data was collected through a structured survey questionnaire distributed to youth residents and stakeholders in Barangay 176, selected using purposive sampling. The questionnaire, validated by experts, consisted of four sections: demographic profile, underlying causes of addiction, drug prevention strategies, and suggested interventions. Data analysis involved the use of frequency and percentage, weighted mean, four-point Likert scale ratings, and ranking. Ethical considerations, including informed consent, confidentiality, and barangay-level approval, were strictly observed. The majority of respondents were male (54%), aged 17–25 (48%), and widowed (56%), with most attaining a college-level education. The findings identified parental oversight (composite mean = 3.42), family environment (3.38), and community context (3.24) as the most significant contributing factors to youth drug addiction. Respondents emphasized the lack of parental support and economic hardship as particularly influential. Furthermore, the study identified the promotion of positive alternatives such as sports, clubs, and community-based activities as both a preventive measure and a core recommendation to address the issue. The results reinforce existing literature on the interplay between family, community, and individual circumstances in youth drug addiction. The study underscores the need for integrated and localized intervention strategies that involve all stakeholders, including families, schools, and barangay officials. While the research offers valuable insights, limitations in sample size and the exclusive use of quantitative data suggest the need for future studies incorporating qualitative methods and broader demographic coverage. Such efforts can contribute to more nuanced and culturally appropriate responses to this complex social issue.

Keywords: youth drug addiction, parental oversight, family environment, community influence, barangay 176, prevention strategies, criminology, illegal drugs, substance abuse, intervention programs

**THE IMPACT OF BARANGAY PATROL IN REDUCING DRUG
RELATED CASE IN BARANGAY 180, CALOOCAN CITY**

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Mon Ednes Morpe, Mel John Tayson, Jinky Anacta

Abstract

This study investigates the impact of barangay patrol initiatives on the reduction of drug-related cases in Barangay 180, Caloocan City. The research is grounded in the increasing importance of localized law enforcement efforts in addressing community-level drug issues. It draws from related literature on crime prevention, community policing, and barangay-based interventions. This study aims to assess the effectiveness of patrol activities in curbing illegal drug activities, guided by a theoretical and conceptual framework that examines enforcement strategies, visibility, and community trust. A descriptive research design was employed to evaluate the role of barangay patrol operations in reducing drug-related cases. The respondents were selected through appropriate sampling techniques and included residents, local officials, and patrol members of Barangay 180. Data collection was carried out using validated survey instruments, and proper protocols for instrument administration and retrieval were followed. The collected data were analyzed using statistical tools such as frequency distribution, percentage, weighted mean, and correlation analysis to interpret the findings accurately. The results present the demographic profile of respondents and their responses to key survey questions. Statistical analysis showed that regular barangay patrol operations had a positive impact on the perceived reduction of drug-related incidents in the community. Increased visibility, consistent monitoring, and community engagement were found to contribute to heightened awareness and deterrence of illegal drug activities. The findings suggest that residents feel safer and more informed due to the presence of active patrol initiatives. The study concludes that barangay patrols play a significant role in mitigating drug-related cases within the community. The analysis of data supports the idea that consistent patrol operations, when combined with community cooperation, lead to improved security outcomes. The findings underline the importance of sustained support, adequate resources, and coordination with law enforcement agencies. Recommendations include strengthening patrol training, increasing logistical support, and promoting public involvement. Future research may explore long-term trends and compare outcomes with other barangays to validate and expand upon these findings.

Keywords: barangay patrol, drug-related cases, community policing, crime prevention, patrol visibility, criminology research, barangay 180, caloocan city, local law enforcement, community safety

**THE IMPACT OF BARANGAY TALIPAPA POLICE STATION 3
OPLAN PAGLILINGKOD: AN ASSEMENT**

John David Dofredo, Kenneth Jay Joaquano, John Daniel Maligro,
Sean David Molina, Xavier Sten Senajon, Jinky Anacta

Abstract

This study investigates the impact of Oplan Paglilingkod, a community-centered program implemented by Barangay Talipapa Police Station 3 in Quezon City. The initiative aims to enhance local governance and improve residents' quality of life through services such as healthcare access, disaster response, environmental sanitation, and public outreach. By assessing the effectiveness of the program, this study seeks to determine its contributions to community well-being and safety and to recommend strategies for strengthening its implementation. A descriptive-quantitative research design was employed to evaluate the impact of Oplan Paglilingkod on community safety and welfare. Data was gathered using a validated survey questionnaire, reviewed by research advisers, a statistician, and a grammarian for accuracy and clarity. A total of 100 respondents were selected through purposive sampling, composed of 25 residents, 25 police officers, 25 public transportation drivers, and 25 commuters. This sampling technique allowed the researchers to gather targeted insights from individuals directly affected by or involved in the program. The results revealed that the most recommended intervention from respondents was to "Enhance community engagement programs to increase public awareness of Oplan Paglilingkod's objectives and benefits," which received a weighted response rate of 33%. This was followed by the suggestion to "Conduct regular workshops and seminars for residents on conflict resolution, disaster preparedness, and personal safety," with 13%. A final recommendation, although with minimal support (4%), also emphasized the value of continued community-oriented efforts. These findings reflect the public's recognition of the program's role and their interest in expanding its reach and effectiveness. The findings demonstrate that Oplan Paglilingkod has generated notable economic, psychological, and social benefits for Barangay Talipapa. Economically, the program has improved public safety, reduced criminal activity, and attracted greater business confidence in the community. Psychologically, it has enhanced police officers' morale, job satisfaction, and reduced occupational stress. Socially, the initiative has fostered stronger bonds between law enforcement and the community, reducing tensions and encouraging civic participation. Implementing the proposed recommendations may further increase the program's success and sustainability, leading to a more secure, cohesive, and development-ready community.

Keywords: oplan paglilingkod, community policing, public safety, civic engagement, barangay talipapa, criminology, local governance, police-community relations, social impact, quezon city

THE IMPACT OF BUREAU OF JAIL MANAGEMENT AND PENOLOGY LIVELIHOOD PROGRAM AMONG GRADUATE OF PENAL INSTITUTION: AN ASSESSMENT

Francis Kyle Flores, El John Baylen Antonio, Jonnel Sumalinog, Cedric Adrian Tuban,
Carl Shalom Villanueva, Dr. Myrna Cuntapay

Abstract

The Bureau of Jail Management and Penology (BJMP) Livelihood Program provides people deprived of liberty (PDL) with income-generating opportunities during their confinement. These activities aim to help detainees earn for their personal needs and support their families. More importantly, the program seeks to equip PDLs with practical skills that may aid in their reintegration into society after release. This study assesses the impact of the BJMP livelihood program on former inmates, particularly in terms of skill development and community reintegration. The study utilized descriptive research design and employed purposive sampling to select thirty (30) graduates of the penal institution in Payatas, Quezon City. These respondents were chosen based on their participation in the BJMP Livelihood Program. A structured survey questionnaire was used to gather data, with the researchers providing necessary assistance to ensure clarity and honest responses. Ethical considerations, including confidentiality and informed consent, were strictly observed throughout the data collection process. The assessment of the BJMP Livelihood Program's effectiveness revealed that the majority of respondents strongly agreed that the program equipped them with marketable job skills. The high weighted mean values reflected strong satisfaction and a positive perception of the benefits gained through the program. These findings affirm the program's effectiveness in enhancing the employability of former inmates and align with its goal of supporting their transition into productive societal roles. The results indicate that the BJMP Livelihood Program positively impacts the reintegration process for penal institution graduates. Respondents expressed strong agreement with the program's success in developing relevant job skills and fostering stronger community connections. Additionally, high ratings for NGO and LGU funding support suggest confidence in the program's sustainability. These outcomes highlight the importance of structured livelihood initiatives in promoting rehabilitation and reducing recidivism, ultimately contributing to safer and more inclusive communities.

Keywords: bjmp, livelihood program, penal institution, reintegration, marketable skills, former inmates, community support, criminology, pdl rehabilitation, quezon city

**THE IMPACT OF COMMUNITY OUTREACH PROGRAM IMPLEMENTED BY
BUREAU OF JAIL MANAGEMENT AND PENOLOGY'S IN BARANGAY
BAGONG SILANGAN QUEZON CITY: AN ASSESSMENT**

Ronnel Pepito, John Michael Bondoc, Paul John Demdam,
Alexis Lontoc, Kyle Robino, Nilmar Plata

Abstract

The Bureau of Jail Management and Penology (BJMP) has initiated various community outreach programs aimed at crime prevention, rehabilitation of Persons Deprived of Liberty (PDLs), and the promotion of public safety. These initiatives include reformation activities, spiritual and moral development, and community involvement strategies designed to reduce recidivism and foster reintegration. This study assesses the effectiveness of these programs in Barangay Bagong Silangan, Quezon City, with a focus on their social impact and implementation challenges. A quantitative research design was employed to evaluate the impact of BJMP's outreach programs. Purposive sampling was used to select 50 participants: 40 residents, 5 barangay officials, and 5 BJMP officers. Data collection was conducted through structured survey questionnaires, administered in person with prior approval from relevant authorities, including the Dean of the Criminology Department. The gathered data were tabulated, analyzed, and interpreted to assess perceptions of program effectiveness and identify areas for improvement. The results indicated that the therapeutic modality program was particularly effective in improving the mental health of discharged PDLs and aiding their reintegration into society. The Adopt-a-Jail Program was commended for enhancing interaction between the community and former inmates, fostering empathy and social acceptance. Among the spiritual initiatives, the interfaith dialogue program received the highest recognition for promoting cultural sensitivity and religious tolerance. Despite these positive outcomes, respondents emphasized the need to improve collaboration between BJMP personnel and barangay officials. Additional concerns included limited public awareness, lack of community participation among vulnerable groups, and resource constraints that hinder program sustainability. The findings suggest that BJMP's community outreach programs contribute meaningfully to rehabilitation and community safety; however, certain operational areas require strengthening. To maximize effectiveness, the study recommends enhanced inter-agency coordination, continued officer training, and stronger partnerships with local government units and non-governmental organizations. The implementation of tracking systems and expanded efforts to reduce social stigma are also advised. Future research should investigate long-term program outcomes and comparative assessments across multiple communities to establish best practices for reintegration and crime prevention.

Keywords: bjmp, community outreach, pdl reintegration, crime prevention, adopt-a-jail program, interfaith dialogue, barangay bagong silangan, rehabilitation programs, criminology, public safety

**THE IMPACT OF CURFEW HOURS IN REDUCING CRIME AT BARANGAY
MUZON CITY OF SAN JOSE DEL MONTE BULACAN**

ZJ Lanz Fortes, Roysale Puno, Jeremy Reyes, John Alfie Tabangay, Joshua Pacanza, Denise Anne Osorio

Abstract

Curfew hours are government-imposed time restrictions aimed at maintaining peace and order, especially during periods of heightened alert or emergency such as the Modified Enhanced Community Quarantine (MECQ) in Bulacan. In Barangay Muzon, City of San Jose del Monte, the implementation of curfew hours serves to limit unnecessary public activity during designated times, thereby contributing to community safety and crime prevention. This study examines the perceived effectiveness of curfew enforcement in reducing crime rates and improving the overall sense of security among residents. This study employed a quantitative descriptive research design to assess the effects of curfew implementation on crime reduction. Survey questionnaires were administered to residents of Barangay Muzon to gather data on their perceptions and experiences related to curfew enforcement. The study focused on naturally occurring behaviors and conditions within the community and analyzed the results using both qualitative insights and quantitative methods, including descriptive statistics. The results showed that the majority of respondents were aged 18–25, mostly female, single, and college-level in terms of education. Most respondents strongly agreed that the barangay should increase community awareness regarding curfew laws through regular reminders. They also recognized that barangay officials were actively monitoring and strictly enforcing curfew regulations. The respondents emphasized the importance of implementing youth-focused programs as a preventive measure to reduce crime, particularly by limiting the number of minors on the streets during high-risk hours. However, a lack of community involvement was identified as a potential barrier to the full effectiveness of the curfew policy. Overall, the implementation of curfew hours was perceived as an effective crime prevention measure within the community. The findings indicate that curfew enforcement contributes positively to reducing crime and promoting community well-being in Barangay Muzon. It is especially effective when coupled with active monitoring, community participation, and supplemental programs for youth. The study concludes that curfew ordinances, when well-publicized and properly enforced, can create a safer environment. However, continued public engagement and support are essential to ensure the long-term success and sustainability of such measures.

Keywords: curfew hours, crime prevention, barangay muzon, youth programs, community safety, law enforcement, criminology, san jose del monte, public awareness, community engagement

**THE IMPACT OF FREE LEGAL LITERACY PROGRAM AMONG CHILD IN CONFLICT
WITH THE LAW IN PAYATAS B. QUEZON CITY: AN ASSESSMENT**

Jeremy Jaravata, Phatrick James Adrigado, Cj Montallana, Fernan Colibio,
Mark Rommel Manrique, Eduardo Villaruel

Abstract

This study assesses the impact of a Free Legal Literacy Program on Children in Conflict with the Law (CICLs) in Payatas B, Quezon City. Grounded in the belief that youth are the future of the nation, as expressed by Dr. Jose Rizal's well-known saying "Kabataan ang Pag-asa ng Bayan," the research explores how legal education can serve as an intervention tool for rehabilitation and reintegration. The study seeks to understand the role of legal literacy in empowering CICLs, promoting their rights, and aiding in their social development. Quantitative research design was employed to examine the effectiveness of the Free Legal Literacy Program. Data was gathered through surveys and interviews conducted with purposively selected respondents, including ten (10) social workers from Molave Youth Home, twenty (20) barangay workers, and twenty (20) community members of Payatas B, Quezon City totaling fifty (50) participants. The instruments used were carefully constructed, validated, and administered, with statistical analysis applied to assess the data. The purposive sampling technique ensured that respondents possessed relevant knowledge and experience to contribute meaningful insights to the study. The findings revealed that the Free Legal Literacy Program positively influenced CICLs by increasing their awareness of legal rights, reducing misconceptions about legal processes, and improving their capacity to make informed decisions. Respondents acknowledged the program's role in enhancing communication between CICLs and legal authorities, as well as promoting a greater sense of responsibility and accountability. However, challenges such as limited resources, inconsistent program delivery, and a need for expanded community participation were identified as areas requiring attention. The results suggest that legal literacy programs are valuable in rehabilitating and empowering CICLs. While the program has shown effectiveness in bridging gaps in knowledge and supporting reintegration efforts, its success depends on sustained collaboration among social workers, barangay officials, and community members. Strengthening outreach, ensuring consistent implementation, and addressing resource limitations are key to improving the program's overall impact. Future research may explore long-term behavioral outcomes and assess similar programs across different communities to broaden the scope of assessment.

Keywords: legal literacy, children in conflict with the law, cicl, community-based program, youth rehabilitation, criminology, payatas b, social reintegration, legal awareness, barangay intervention

**THE IMPACT OF GUN SAFETY MEASURES ON DOMESTIC VIOLENCE IN
BARANGAY MALIGAYA, CALOOCAN CITY**

Christine Joy Centillas, I-ann Cabaya, Mary Winslet Dela Cruz,
Princess Zyra Que, Christine Pino, Irene Gaviola

Abstract

This study investigates the influence of firearm regulations on incidents of domestic violence in Barangay Maligaya, Caloocan City. Domestic violence remains a critical concern, and the presence of firearms has been shown to escalate the severity of such cases. Implementing gun safety measures is essential for promoting community safety; however, issues in enforcement and public awareness continue to hinder their effectiveness. This study aims to assess the impact of gun safety practices on the reduction of domestic violence, focusing on residents' perceptions of safety, awareness of firearm laws, and overall satisfaction with current policies. It also explores implementation challenges and proposes potential interventions to improve gun safety and victim protection. A descriptive research design was employed to examine community perceptions and challenges associated with firearm regulations. The study involved 50 purposively selected respondents, including 40 residents and 10 police officers from Barangay Maligaya, all of whom had relevant knowledge or experience regarding gun safety and domestic violence. Data was collected using structured survey questionnaires, which addressed topics such as perceived safety, policy awareness, and satisfaction with current gun control measures. The gathered data were analyzed using statistical tools to determine weighted means and identify key trends. The results indicated strong agreement among respondents on the effectiveness of gun safety measures in enhancing community safety, with an overall weighted mean of 3.332. The highest-rated response showed that residents, particularly women, felt less intimidated by the presence of firearms, resulting in a heightened sense of security. Awareness of gun control laws was also positively rated, with a mean score of 3.54, suggesting improved understanding of legal frameworks and their role in preventing domestic violence. In terms of community satisfaction, a weighted mean of 3.52 reflected general approval of the implemented gun control policies. Despite the positive perception of gun safety measures, several challenges were identified. These included insufficient coordination among local agencies (reported by 52% of respondents) and inadequate monitoring of domestic violence cases (48%). To address these issues, the study recommends the establishment of a confidential reporting system with community incentives, the formation of a multi-agency task force for coordinated interventions, and enhanced public education campaigns on gun safety and domestic violence prevention. The findings emphasize the importance of comprehensive gun safety enforcement, inter-agency collaboration, and community engagement in reducing domestic violence and fostering a safer living environment.

Keywords: gun safety, domestic violence, firearm regulation, community safety, criminology, policy enforcement, public awareness, victim protection, barangay maligaya, caloocan city

**THE IMPACT OF IDENTITY THEFT ON INDIVIDUALS AND
SOCIETY AT CALOOCAN CITY**

Mark Jason Laurente, Karl Dexter De Guzman, Gabrielle Garcia,
Donald Tanaleon, Rosendo Aquino, Edgar A. Reyes

Abstract

Identity theft is a growing global threat that has affected millions of people in recent years. Advances in digital technology, social media, and online transactions have opened new avenues for cybercriminals to steal personal information fraudulently (Meda, 2024). According to DeLiema et al. (2021), identity theft causes not only financial losses but also emotional harm and psychological effects that last for a considerable period. Reports from the United States, United Kingdom, and other countries indicate that cybercriminals commonly use phishing, data breaches, and dark web information trading to commit identity theft. These findings highlight the urgent need to strengthen cybersecurity systems and enforce stricter laws and regulations to combat identity theft. This study uses a descriptive research design to gather detailed data from Caloocan City residents, businesses, and law enforcement regarding identity theft. It focuses on emotional, psychological, financial, technological, and legal impacts. The study employs purposive sampling, a non-probability method, to select participants with relevant experience and knowledge. The sample consists of 30 residents and 20 law enforcement officials, for a total of 50 respondents. The study included 50 respondents, consisting of 30 residents (60%) and 20 police officers (40%). Most respondents were aged 18 to 25 (34%) and 26 to 35 (32%), representing 66% of the total. Males accounted for 62% (31 respondents), while females made up 38% (19 respondents). In terms of civil status, 46% were single, 52% married, and 2% widowed. Regarding educational attainment, 44% were high school graduates, 44% college graduates, 6% elementary graduates, 4% vocational graduates, and 2% postgraduates. The research is limited to the situation in Caloocan City, particularly concerning recent advancements in digital technology and the changing landscape of online interactions. Furthermore, it analyzes related laws and policies in the Philippines that address the prevention of identity theft, focusing on their implementation and effectiveness at the local level.

Keywords: identity theft, cybercrime in caloocan, digital security measures, data security, law enforcement, cybersecurity policies, emotional impact, financial impact, descriptive research, online fraud, privacy protection, phishing, data breach

**THE IMPACT OF ILLEGAL GAMBLING IN BARANGAY SAN MANUEL CITY OF S
AN JOSE DEL MONTE BULACAN**

Manuelito Mijares, Manuelito Mijares, Joennie Lopez, Jesus Repomanta,
Gerard Ruetas, Joshua King Philip Villette, Monrey Salva, Irene Gaviola

Abstract

Illegal gambling has become a major problem worldwide, with underground dealings, unregistered sports betting, and unsanctioned lottery schemes increasing in prevalence. Although illegal gambling is prohibited in most jurisdictions, its secretive nature makes it difficult to prosecute compared to legal gambling establishments, which are known for adhering to strict regulatory standards. The researchers used a descriptive-normative method, which describes population, situation, or phenomenon being studied. The respondents of the study included ten (10) barangay officials, thirty (30) community members, and ten (10) police officers. The researchers used the purposive sampling technique, a non-probability method in which participants are deliberately selected based on specific criteria or characteristics relevant to the research objectives. Most of the respondents were 18 to 25 years old. The majority were male, with a length of residency or service in Barangay San Manuel, City of San Jose Del Monte, Bulacan, of eleven years or more. The assessment of the impact of illegal gambling in Barangay San Manuel, City of San Jose Del Monte, Bulacan, was interpreted as having a “moderate impact” in terms of social, economic, and psychological effects. The most frequently reported problem was that “the presence of illegal gambling can harm the reputation of the barangay, making it less attractive to potential investors, new residents, or tourists.” To address this issue, respondents suggested increasing police visibility and patrols so that residents become aware that gambling is strictly prohibited in their barangay, as well as developing youth education and awareness programs to inform them about the negative effects of gambling and how to avoid it. Illegal gambling in Barangay San Manuel, City of San Jose Del Monte, Bulacan, remains a significant concern, with activities such as “jueteng” and illegal cockfighting negatively affecting the community. To address this issue, local authorities should strengthen enforcement efforts, conduct regular raids, and impose stricter penalties on offenders. Furthermore, public awareness campaigns, alternative recreational programs, and community participation in anti-gambling initiatives should be encouraged.

Keywords: impact of illegal gambling

**THE IMPACT OF ILLEGAL PARKING ALONG BARANGAY
BATASAN HILLS QUEZON CITY:AN ASSESSMENT**

Christian Dorion, Jaines Ceruma, Moscosa Avelino, Gerico Pabustan,
Marco Stotomas, Irene Gaviola

Abstract

This study aims to assess the impact of illegal parking along major roads and side streets in Barangay Batasan Hills, Quezon City. It seeks to understand how illegal parking affects daily life, transportation efficiency, public safety, and the local economy. By gathering perspectives from residents, commuters, and local authorities, the research intends to generate data-driven insights that may guide policy development and improve traffic management strategies to address the issue effectively. A descriptive quantitative research design was employed to assess the effects of illegal parking in the community. The study involved 100 purposively selected respondents: 40 traffic enforcers, 20 drivers, and 40 commuters from Barangay Batasan Hills. Data were collected through structured survey questionnaires, and responses were analyzed using statistical tools to identify trends related to the causes, consequences, and possible solutions to illegal parking. The study focused on the social, safety, and traffic-related dimensions of the issue. The majority of respondents were aged 18–25, with most being male. Many traffic enforcers reported having completed high school and had 9–10 years of service experience. The findings highlighted that illegal parking leads to significant congestion, increasing the risk of accidents and injuries, particularly for vulnerable road users such as pedestrians and cyclists. Respondents agreed that the lack of parking infrastructure, weak enforcement of traffic laws, and low public awareness were the primary contributors to the problem. Illegal parking in Barangay Batasan Hills presents a persistent challenge due to limited traffic regulations, insufficient parking spaces, and inadequate public understanding of parking laws. The study concludes that illegal parking has a detrimental impact on road safety, traffic flow, and overall quality of life in the area. To address these concerns, the study recommends stricter enforcement measures, more frequent traffic inspections, and the imposition of penalties for violators. Additionally, the development of designated parking facilities and the promotion of alternative transportation options, such as public transit and bike lanes, are suggested to ease parking demand and improve traffic conditions.

Keywords: illegal parking, traffic congestion, road safety, urban mobility, barangay batasan hills, parking infrastructure, law enforcement, traffic management, criminology, quezon city

**THE IMPACT OF INNOVATIVE FIRE PREVENTION TRAINING PROGRAMS IN
REDUCING FIRE INCIDENTS IN BARANGAY 176 BAGONG SILANG CALOOCAN CITY**

Jhunel John Lajom, Robert Arizala, Noe Emmanuel Corcolon,
John Rey Quimiguing, Jayson Ranario, Jinky Anacta

Abstract

Barangay 176, Bagong Silang, Caloocan City, is among the most densely populated communities in the Philippines. Due to rapid urbanization, inadequate infrastructure, and congested residential areas, the barangay remains highly vulnerable to fire incidents. Common causes include faulty electrical wiring, unsafe handling of flammable materials, and a general lack of fire safety awareness. These incidents have led to significant property loss, displacement of residents, and occasional fatalities. This study aims to assess the impact of innovative fire prevention training programs in reducing fire-related incidents and improving community preparedness. The study utilizes a descriptive research design to gather and analyze non-numerical data related to community experiences and perceptions of fire safety. Data collection methods include surveys and direct observations conducted among residents of Barangay 176. The goal is to gain in-depth insights into the effectiveness of fire prevention programs, including evacuation drills, equipment usage, and emergency preparedness initiatives. The results indicate that 94% of respondents acknowledged the effectiveness of emergency evacuation procedures during fire drills, reflecting improved cooperation between residents and fire safety personnel. The majority strongly agreed on the importance of ongoing fire safety measures, including regular drills, investment in safety equipment, and proactive emergency planning. These findings highlight the significant influence of training programs in fostering a culture of preparedness and reducing the occurrence and impact of fire incidents within the community. The findings emphasize the need for continuous and inclusive fire prevention education. Training programs should ensure equal participation among all sectors of the community. To reinforce these efforts, it is recommended that institutions such as Bestlink College of the Philippines integrate fire safety into their curriculum, conduct regular drills, and collaborate with local fire authorities for practical training. Additionally, the implementation of community-wide awareness campaigns, workshops, and seminars is crucial to strengthening knowledge and adherence to fire prevention protocols.

Keywords: fire prevention, fire safety training, emergency preparedness, community resilience, urban risk management, fire drills, disaster risk reduction, caloocan city, public safety, descriptive research

**THE IMPACT OF JAIL CONGESTION TO PERSON DEPRIVED OF
LIBERTY AT MANILA CITY JAIL**

Britney Durangparang, Sheila Alaurin, Camille Amoguis,
Kimberly Mae Dacut, Joanna Melgarejo, Nilmar Plata

Abstract

Congested jails are a major global problem, with many countries struggling to provide adequate space and resources for their prison populations. Overcrowding occurs when the number of inmates exceeds a facility's capacity to the point where they can no longer be housed in a humane, healthy, and psychologically supportive environment. This study explored overcrowding in Manila City Jail to understand the impact of jail congestion on the health and well-being of people in custody. This study involved 30 respondents, composed of persons deprived of liberty (PDLs) and ten (10) jail officers from Manila City Jail. The researchers employed purposive sampling to determine the number of respondents required for the study. A descriptive research design was utilized to assess the impact of jail congestion on persons deprived of liberty at Manila City Jail. For the administration and retrieval of the instrument, the researchers personally approached respondents, obtained informed consent, and distributed the surveys. Once completed, the questionnaires were collected and stored securely to ensure confidentiality. Most of the respondents were male persons deprived of liberty (PDLs) aged 26–33. Their assessment of the impact of jail congestion at Manila City Jail was interpreted as “Agree” in relation to infectious diseases, living conditions, malnutrition, stress, depression, post-traumatic stress disorder (PTSD), and anxiety. The most frequently encountered problem associated with jail congestion was “insufficient living space.” To address this issue, the proposed measure is to construct additional cellblocks or dormitories to increase available living space. It is recommended that persons deprived of liberty (PDLs) be provided with programs that promote positive attitudes and behaviors while addressing the underlying causes of their offenses. Regular medical exams and access to essential healthcare services are essential for PDLs' physical health. Access to mental health professionals within correctional facilities and in the community is crucial for providing timely and appropriate care. Recidivism can be decreased and PDLs' lives can be improved by addressing and enforcing regulations that meet their needs.

Keywords: congested jails, overcrowding in prisons, person deprived of liberty, jail programs, access to healthcare

**THE IMPACT OF LAW ENFORCEMENT AGENCIES STRATEGIES IN CRIME
PREVENTION: AN ASSESSMENT**

Lalaine Vinco, Alex James Nesus, Cris Leoligao, Jessa Sabeniano,
Jamaica Torregrosa, Dr. Myrna Cuntapay

Abstract

This study aims to assess the impact of law enforcement agencies' strategies on crime prevention and to understand how these tactics influence crime rates and their significance within the criminal justice system. Law enforcement organizations employ a variety of strategies and methods to prevent, investigate, and address illegal activities within communities. This study used the descriptive research method, which aims to accurately describe the population, situations, or phenomena under investigation. A total of sixty (60) respondents participated in the study, selected through purposive sampling. This sampling method is commonly used in research because it helps ensure a quality sample is obtained without bias, thereby increasing the reliability and trustworthiness of the findings. The researchers sought permission to conduct the survey within Barangay Paang Bundok, La Loma, Quezon City. They personally approached the respondents in the community and, upon obtaining the necessary permission, invited them to participate by answering the survey questionnaire. Findings regarding the respondents' assessment of the impact of law enforcement agencies' strategies in crime prevention in terms of innovative policing, traditional policing, and interagency collaboration indicate a rating of "Strongly Agree." Based on these results, recommendations from law enforcement and barangay officials were formulated to further enhance crime prevention efforts. Based on the findings, law enforcement and barangay officials should pursue further education or, at the very least, participate more actively in training programs and seminars related to effective and efficient governance. To improve their tactics, these agencies should allocate additional funds for training and professional development. Consistent training, awareness campaigns, and advocacy initiatives are also essential to enhancing overall performance in crime prevention.

Keywords: crime prevention, innovative policing, traditional policing, interagency collaboration

**THE IMPACT OF MOTORCYCLE MODIFICATION ON CARNAPPING INCIDENTS
INVESTIGATION IN CAMARIN CALOOCAN CITY**

Marcus Cymeon Del Mundo, Vincent Bingbong Advincula, Ryan Madelo, John Ericsson Nerona,
John Kenneth Pedroso, Irene Gaviola

Abstract

Motorcycle modification in relation to carnapping incidents poses one of the greatest challenges for police officers in solving such cases. Many carnapping cases remain unsolved or progress slowly due to the difficulty of identifying modified motorcycles. In Caloocan City, police officers frequently encounter incidents involving carnapping and unidentified motorcycles. This study aimed to assess motorcycle modification trends and their impact on carnapping investigations conducted by police officers in Caloocan City. The researchers employed a descriptive research method to examine the population, situation, or phenomenon under study. This approach allowed for the analysis of factual data and facilitated an in-depth understanding of the research problem. A survey method was used to collect data from a large sample efficiently and cost-effectively. The study utilized purposive sampling, with specific criteria set for selecting respondents. In purposive sampling, researchers choose participants based on their knowledge of the study and the target population; in this case, respondents were selected according to the study's objectives. The researchers personally approached police officers and residents of Caloocan City, distributed the questionnaires, and waited for them to be completed. Once finished, the surveys were collected directly by the researchers. Most of the respondents were male, aged 26–33 years old, and had been residents of the area for 7–10 years. All variables: Efficiency of Investigation, Detection and Recovery, and the Role of Modification in Crime, were rated as having a “High Impact.” The top-ranked problem encountered was the “lack of CCTV cameras in certain areas to monitor carnapping incidents,” cited by forty-two (42) respondents, equivalent to eighty-four percent (84%). Carnapping and motorcycle modification remain significant challenges in Caloocan City. Proposed preventive measures to reduce these incidents include enforcing stricter regulations, increasing police presence, conducting public awareness campaigns, installing CCTV cameras in key areas, and fostering collaboration with motorcycle dealers and owners.

Keywords: motorcycle modification, motorcycle carnapping, carnapping

**THE IMPACT OF PARENTAL INVOLVEMENT ON JUVENILE DELINQUENCY AT
BARANGAY NAGKAISANG NAYON NOVALICHES QUEZON CITY**

Erwin Cambre, Jan Mark Gonzales, Mark John Adiqui, Jhon Eric Cañas,
Emmanuel Edward Echevarria, Irene Gaviola

Abstract

Juvenile delinquency remains a pressing concern in urban communities, with parental involvement widely recognized as a key factor in its prevention. In Barangay Nagkaisang Nayon, Novaliches, Quezon City, the rise in juvenile delinquency cases underscores the need to examine how parental engagement influences youth behavior. This study seeks to explore the relationship between parental involvement and delinquent activities, addressing a gap in local research by focusing on the role of parents in curbing such behaviors within this specific community. The research is both timely and relevant, given the growing concern over crime rates and questions surrounding the effectiveness of existing rehabilitation programs. A mixed-methods research design was utilized, integrating both quantitative and qualitative approaches. Quantitative data were gathered through surveys administered to 35 parents of juveniles involved in delinquent activities, while qualitative insights were obtained from in-depth interviews with 10 members of the Barangay Council for the Protection of Children and 5 police officers from the Women and Children's Protection Desk. The study assessed the extent of parental involvement in their children's education, discipline, and communication, and examined the frequency and types of juvenile offenses reported within the barangay. The study revealed that higher levels of parental involvement were significantly associated with lower incidences of juvenile delinquency. Parents who actively monitored academic performance, maintained open communication, and enforced consistent discipline reported fewer behavioral issues among their children. The presence of community support programs and collaboration with local authorities further contributed to positive outcomes for at-risk youth. However, several technical and logistical barriers such as limited access to school activities, conflicting work schedules, and lack of awareness of available resources were identified as obstacles to sustained parental engagement. The results indicate that parental involvement plays a critical role in preventing juvenile delinquency in Barangay Nagkaisang Nayon. Active parenting characterized by close monitoring of academic performance, open communication, and consistent discipline emerges as a key protective factor against youth involvement in delinquent activities. The findings underscore the importance of community-based initiatives that empower and equip parents, alongside accessible support services provided by local authorities. Strengthening collaboration among parents, community leaders, and educational institutions can foster a proactive and unified approach to juvenile crime prevention. Future research should investigate strategies for overcoming barriers to parental engagement and assess the long-term effectiveness of community-driven rehabilitation programs.

Keywords: juvenile delinquency, parental involvement, community-based intervention, parental supervision, socio-economic factors

**THE IMPACT OF PHILIPPINE NATIONAL POLICE OPLAN
ESTABLISHMENT VISITATION IN BAGONG SILANG**

John Lloyd Bonite, Steve Ryan Gabriel Martinez, John Carl Bustillo,
Adrian Moises, Gerald Nerviol, Jinky Anacta

Abstract

This study examines the role of police operations in crime prevention, with a particular focus on balancing law enforcement authority with community accountability. In light of rising crime rates, the research underscores the growing need for proactive strategies to ensure public safety. One such approach, establishment visitation, involves regular police visits to locations such as shops, schools, and community centers. These visits aim to deter criminal activity, enhance public trust, and safeguard vulnerable groups, particularly children, by fostering a safer and more connected community environment. The study employed a quantitative-descriptive research design to assess the role of police establishment visitations in crime prevention. Data was gathered through a researcher-made survey questionnaire, administered to 30 purposively selected respondents, comprising 15 Non-Commissioned Officers and 15 representatives from commercial establishments in Bagong Silang. The instrument covered respondents' demographic profiles, perceptions of visitation impact on crime prevention, and the challenges encountered during these initiatives. The questionnaire underwent expert validation, including review by a licensed criminologist, to ensure reliability and content accuracy. Collected data were analyzed using frequency counts, percentages, weighted means, and a four-point Likert scale. The study revealed that the majority of respondents were male, aged 34–41, and college graduates. Overall, participants strongly agreed that the PNP's establishment visitation campaign in Bagong Silang is effective in enhancing crime prevention, reducing criminal incidents, and improving public safety. High ratings were given to police presence and visibility as key factors contributing to these outcomes. However, a significant challenge identified was the lack of cooperation from some business owners and employees. To address this issue, respondents recommended strengthening collaboration with barangay tanods to enhance surveillance and facilitate the reporting of suspicious activities. The study revealed that most respondents were male, aged 34–41, single, and college graduates. They strongly agreed that the PNP's establishment visitation program plays a significant role in crime prevention. However, the lack of cooperation from some business owners emerged as a major challenge. To address this, the key recommendation was to strengthen collaboration with barangay tanods to improve surveillance and reporting. The findings further suggest that law enforcement agencies should regularly evaluate crime prevention strategies, foster stronger police–community relationships, and encourage business owners to adopt proactive safety measures.

Keywords: police operations, law enforcement, crime prevention, community policing, routine visits, anti-criminality efforts, crime control tactics, criminal behavior, public safety, institutional visitation

**THE IMPACT OF POLICE VISIBILITY IN ENHANCING
PUBLIC SAFETY IN BATASAN HILLS QUEZON CITY**

Shaymae Camilo, Jollan Joy Ibañez, Mikaela Ladao, Mary Joy Morilla,
Angelyn Pangilinan, Denise Anne Osorio

Abstract

The visibility of police officers plays a crucial role in enhancing public safety by fostering a sense of security and deterring criminal activity. Increased police presence in high-crime areas can reduce residents' fear of crime by providing reassurance and promoting a safer environment. Moreover, police visibility is associated with greater trust in law enforcement, which helps strengthen collective efficacy among community members. This enhanced community cohesion can contribute to a reduction in crime rates. This study aims to determine the consistency of the impact of police visibility on public safety in Batasan Hills, Quezon City. This study employs a quantitative descriptive research design to explain phenomena through the collection and analysis of numerical data using statistical methods. The respondents consist of three groups: 8 Barangay Officials, 20 Patrollers, and 22 residents from Batasan Hills, Quezon City. Purposive sampling, a non-probability sampling technique, was utilized to select participants based on specific characteristics relevant to the study. Respondents were categorized into five age groups, with the highest percentages (24%) in both the 18–25 and 26–33 age brackets. The gender distribution was fairly balanced, with 52% male and 48% female participants. Regarding marital status, 40% of respondents were single, while 60% were married. The majority (60%) had been residents of Batasan Hills for six years or more. Respondents strongly agreed that police visibility plays a key role in deterring crime, increasing residents' sense of safety, and fostering trust within the community. Increasing police presence in high-crime areas was perceived as an effective strategy for crime reduction and discouraging potential offenders. Additionally, faster police response times were highly valued, with respondents agreeing that this contributes to greater public satisfaction with police performance. However, poor infrastructure and inadequate lighting were identified as significant challenges, with 80% of respondents highlighting these issues. To address this, programs promoting trust and open communication between law enforcement and the community were ranked as the top recommended solutions. Installing additional streetlights in poorly lit areas improved the visibility of barangay tanods, while closer coordination with local police helped enhance overall security. Additionally, organizing seminars on crime prevention fostered greater community awareness and involvement.

Keywords: police visibility, public safety, deterring crime, crime reduction

**THE IMPACT OF POPULATION INFLUX IN RELATION TO THE CRIMES
COMMITTED IN BARANGAY. MUZON EAST, CITY OF SAN JOSE DEL MONTE,
BULACAN**

Jhon Lloyd Esperas, Renamie Arandid, Hazel Joy Manubag, June Dimiao,
Tamika Corinthian Balantucas, Rina Paulo Barroga, Dr. Antonio Dawagan Sr.

Abstract

The city of San Jose del Monte, Bulacan, Philippines, has undergone significant demographic changes marked by a rapid influx of population. As urbanization continues to reshape the social and economic landscape, it becomes crucial to examine the implications of these changes, particularly in relation to crime dynamics. This study aims to evaluate the rising population and its association with crime incidents in Barangay Muzon East, San Jose del Monte. Furthermore, it seeks to assess the effectiveness of the barangay's measures in maintaining peace and order and reducing the impact of population growth on community crime rates. This study will utilize quantitative research design. The researchers selected fifty (50) respondents, both male and female, who are residents of Barangay Muzon East, City of San Jose del Monte, Bulacan. Purposive sampling was employed to identify and select the respondents who best represent the community for the purposes of this study. The results of this study show that the majority of respondents have witnessed and encountered problems related to population influx and its connection to crimes committed in Barangay Muzon East, City of San Jose del Monte, Bulacan. To address these concerns, the study recommends increasing the visibility of Barangay Public Safety Officers (BPSO) and providing additional manpower to strengthen the barangay's presence and ensure a safer community. This study recommends that the Barangay Officials of Brgy. Muzon East, City of San Jose del Monte, Bulacan conduct seminars for family representatives to raise awareness about the extent of the community's crime problems. These seminars should also provide emergency contact numbers for quick response. Additionally, members of the Barangay Public Safety Officers (BPSO) should be trained in basic self-defense and well-oriented in apprehension procedures to effectively maintain peace and order.

Keywords: peace and order, crime prevention, increased law enforcement

**THE IMPACT OF POVERTY IN CONTRIBUTING FURTHER IN THE INCURRING
CRIMINOLOGY IN QUEZON CITY**

Gabriell Cantar, John Arthur Bacurin, Jemuel Buenaagua, Nick Tormes,
Karlos Miguel Castillo, Frankie Valledor, Edgar Reyes

Abstract

Poverty is widely recognized as a fundamental driver of criminal behavior, affecting both individual decisions and broader social structures. In Quezon City, one of Metro Manila's most populous and economically diverse areas, the link between poverty and crime has become an increasing concern. While the city includes affluent neighborhoods, it also encompasses many low-income communities where residents struggle with significant economic challenges. These disparities, combined with limited access to quality education, healthcare, and employment, create conditions where crime may be perceived as a viable means of survival. Viewed through a criminological lens, this study explores the intricate relationship between poverty and crime in Quezon City, aiming to raise public awareness and support policies that advance social justice, equality, and sustainable poverty reduction, ultimately fostering safer and more equitable communities. This study employed descriptive research design. As explained by Nassaji (2015), descriptive research aims to describe a phenomenon and its characteristics, commonly utilizing observation and surveys as data collection tools. In quantitative research using this design, data analysis often involves frequencies, percentages, averages, and other statistical methods to examine the phenomenon. In this study, the descriptive design was applied to collect data from community residents and police officers in Quezon City. The results section presents tables, analysis, and interpretation of the data gathered by the researchers. It includes the demographic profile of the respondents, responses to survey questions, and the statistical treatments applied in the study. Most respondents were aged 26–30, female, college graduates, and employed. Their assessment of the impact of poverty on contributing to crime in Quezon City was interpreted as “Strongly Agree” in terms of awareness, community participation, and community satisfaction. The most commonly encountered problem related to poverty's impact on crime was that “community members were not fully involved in the campaign activities.” To address this issue, respondents proposed measures such as using social media, local radio, and house-to-house information drives to reach a wider audience and encourage greater community participation.

Keywords: poverty, criminal behavior, economic hardships

**THE IMPACT OF POVERTY IN SHAPING VICTIMIZATION OF PROSTITUTES AT
BARANGAY NOVA PROPER, NOVALICHES QUEZON CITY**

Abdulazis Banto, Rex Banaag, John Montey Cara, Hosea Dela Cruz,
Jerden Marj Tan, Jinky Anacta

Abstract

Prostitution is a complex and controversial issue that has existed throughout history. It involves the exchange of sexual services for money or goods, raising important questions related to legality, morality, and human rights. Understanding prostitution from a social perspective requires exploring its impact on individuals and communities, as well as how societal attitudes and structures influence it. According to Ogbomo, Jardstedt, and Gran (2020), under current criminal law, prostitution or sex work refers to the provision of sexual services in exchange for money or other forms of compensation. The majority of individuals engaged in this field are women. This study utilized a survey questionnaire as the primary data collection instrument. The respondents were focused specifically on prostitutes residing in Barangay Nova Proper, Novaliches, Quezon City. A total of 30 respondents, all prostitutes living in the said barangay, were selected for the study. Researchers distributed the questionnaires directly to the respondents, explaining the purpose of the survey to encourage cooperation. Completed questionnaires were collected immediately on-site to minimize the risk of respondent collusion. The results revealed that economic necessity is a significant factor, with respondents agreeing that "Lack of money due to economic conditions leads to entering prostitution," which received a peak weighted mean of 3.17. Regarding education, "Lack of education increases vulnerability to exploitation in the sex industry," with the highest weighted mean of 3.27. In terms of homelessness, the statement "Lack of supportive social networks, such as family or community, influences a homeless person's decision to engage in prostitution" was strongly supported, evidenced by a weighted mean of 3.23. The demographic profile of the respondents shows that 56.67% are aged 18-25, while only 3.33% are aged 42-50 or older. Females comprise the vast majority at 96.67%, with 86.67% being single and no married respondents. In terms of education, 30% have either no formal education or only completed high school. The primary causes of prostitution identified are economic necessity, lack of education, and homelessness. In Barangay Nova Proper, physical violence was reported as a significant issue by 28 respondents, alongside limited legal support and mental health concerns. Proposed solutions include increased access to education and job training programs, though anonymous reporting mechanisms received less support. The study highlights the importance of collaboration between law enforcement and the community in addressing these challenges effectively.

Keywords: prostitution, economic necessity, lack of education, homelessness

**THE IMPACT OF POVERTY ON YOUTH CAUSING THEM COMMIT DELINQUENT
ACTS IN BARANGAY OBRERO, QUEZON CITY**

Stanlee Jun Abellon, Elimar Colina, Steve Cernito, Jhon Ray Torreon,
Marco Viduya, Denise Anne Osorio

Abstract

Youth is a crucial period in our lives when we learn to make decisions and start building a better future. But what happens when young people grow up in poverty? Unfortunately, limited financial resources can push some to commit crimes just to meet their basic needs. Children raised in disadvantaged environments may find themselves part of an "underclass," where lack of opportunities and resources increases the likelihood of engaging in criminal behavior. The study employed a quantitative descriptive research method, which is particularly suitable for exploring and describing the relationship between poverty and youth delinquency. The research was conducted in Barangay Obrero, using a survey questionnaire as the primary data collection tool. The questionnaire included questions designed to gather insights into the respondents' socioeconomic backgrounds, experiences with poverty, and perceptions of delinquency. Purposive sampling was utilized to deliberately select participants who possess relevant knowledge and experience to contribute to the study's objectives. The majority of respondents were aged 12 to 18, comprising 35 individuals or 70% of the sample. The group was predominantly male, with 29 respondents (58%), while females accounted for the lowest frequency at 21 respondents (42%). Regarding parental unemployment, respondents strongly agreed on its significance, with an average weighted mean of 3.50. Educational requirements as a proposed measure also received a "Strongly Agree" rating, with an average weighted mean of 3.48. Self-esteem-related materials similarly received a "Strongly Agree" interpretation, with a composite mean of 3.50. "Gang war" was identified as the most pressing problem experienced by the youth, with 90% of respondents agreeing. To address this, the preferred solution was to strengthen community programs such as sports and skills training, which garnered support from 48 respondents or 96% of the total population. This study recommends that community organizations collaborate to create a supportive environment for youth. Initiatives could include recreational programs, sports clubs, and support groups that engage young people in positive activities and foster a strong sense of belonging.

Keywords: barangay obrero, impact of poverty on youth, delinquent acts

**THE IMPACT OF QUEZON CITY POLICE DISTRICT CAMPAIGN
AGAINST ILLEGAL DRUGS: AN EVALUATION**

Ronmar Mondero, Lanbert Alejo, Marwin Gernale, Jene Cedric Ramas, Roi Caezar Viaje

Abstract

This section of the study provides valuable insights. The primary purpose of conducting the drug campaign is to halt the illegal drug trade and reduce crime rates associated with drug-related activities in Quezon City. While issues surrounding drug campaigns are not new, this research aims to evaluate the effectiveness of the Quezon City Police Department's (QCPD) efforts. Specifically, it examines the campaign's impact on reducing drug-related crimes, the community's perception of police initiatives, and the overall success in meeting its intended objectives. This study utilized a quantitative descriptive research design to evaluate the impact of the Quezon City Police District's campaign against illegal drugs. The researchers employed purposive sampling, a technique that selects participants based on specific criteria rather than giving all individuals an equal chance. The respondents consisted of fifty (50) individuals from Barangay Holy Spirit, Quezon City, including twenty (20) law enforcement officers and thirty (30) barangay staff members. This chapter presents the results of the survey conducted among fifty (50) participants, comprising barangay staff and police officers in Barangay Holy Spirit, Quezon City. The demographic profile shows that most respondents are aged 31–35, predominantly male, and largely college graduates. The majority have served between 2 to 4 years. The primary challenges faced during the campaign were budget limitations, followed by a lack of manpower. Among the proposed solutions, the provision of counseling programs was highly recommended, while the least favored solution was the quick settlement of issues. This chapter presents a comprehensive analysis of the data gathered regarding the Quezon City Police District's (QCPD) campaign against illegal drugs. It evaluates the perceived impact of the campaign, identifies key challenges, and proposes strategic interventions. The majority of respondents were male, aged 31–35 years, and predominantly college graduates, with most having 2–4 years of service. The most significant problem encountered by the QCPD campaign was a limited budget. To address these challenges, respondents recommended implementing counseling programs and conducting awareness seminars as the most effective measures. These findings highlight the urgent need for sustained resource support and capacity-building initiatives to enhance the campaign's effectiveness.

Keywords: quezon city police district, anti-drug campaign, reduce crime rates

**THE IMPACT OF THE INCREASING OF MOTORCYCLE ACCIDENTS IN
BARANGAY KALIGAYAHAN NOVALICHES, QUEZON CITY**

Jinky Maglasang, Shyrra Barizo, Maria Avegael Arsaga,
Baby Mae Caubat, Justine Fulminar, Nilmar Plata

Abstract

This study investigates the rising incidence of motorcycle accidents in Barangay Kaligayahan, Novaliches, Quezon City. Motorcycle accidents are a serious concern, often resulting in severe injuries, financial burdens, and emotional trauma. Understanding their impact is essential for helping victims navigate the aftermath and for informing effective preventive measures. The research aims to identify the causes and consequences of motorcycle accidents in the area, as well as to evaluate the effectiveness of existing traffic safety measures. The researchers used a quantitative, descriptive research design to gather detailed data. A survey was conducted with 30 respondents, including motorcycle riders, traffic law enforcers, and residents. Additionally, in-depth interviews were administered to a separate group of 30 respondents, consisting of 10 motorists, 10 traffic enforcers, and 10 residents. The results indicate that the rising number of motorcycle accidents in Barangay Kaligayahan is primarily attributed to reckless driving, poor road conditions, inadequate traffic enforcement, and a lack of safety awareness among motorcycle riders. These accidents often result in physical injuries, emotional trauma, and significant economic burdens for victims and their families. The study recommends enforcing stricter traffic laws and regulations, improving road infrastructure, and conducting safety awareness programs for motorcycle riders. The findings contribute to the development of evidence-based policies and interventions aimed at reducing motorcycle accidents and promoting road safety in Barangay Kaligayahan and other similar urban communities.

Keywords: motorcycle accidents, traffic safety measures, improvement of roads, stricter traffic laws and regulations

**THE IMPACT OF TRAFFIC CONGESTION IN BARANGAY
BAGUMBONG CALOOCAN CITY**

Merianne Daet, Jolina Amihan, Maria Sylvia Laureano,
Rea Mae Solo, Paula Joy Torres, Nilmar Plata

Abstract

The effects of traffic congestion in Barangay Bagumbong are multifaceted, encompassing economic, environmental, and social dimensions. Economically, congestion results in significant productivity losses as residents and commuters experience prolonged travel times. This study aims to assess the impact of traffic congestion in Barangay Bagumbong, Caloocan City, with the goal of identifying its key causes and consequences. The study involved 30 respondents, consisting of 12 residents, 3 traffic enforcers, and 15 commuters from Barangay Bagumbong, Caloocan City. A purposive sampling technique was employed to determine the appropriate number and type of respondents for the study. A quantitative descriptive research design was used to assess the impact of traffic congestion in the area. For the administration and retrieval of the research instrument, the researcher personally approached the respondents, obtained informed consent, and distributed the surveys. Completed questionnaires were then collected and securely stored to maintain confidentiality. The findings revealed that, based on the assessment, the Social Impact had an overall weighted mean rating of 3.45, interpreted as Strongly Agree. The Health Impact recorded an overall weighted mean of 3.26 (Strongly Agree), while the Environmental Impact had an overall weighted mean of 3.28 (Strongly Agree). The Economic Impact yielded an overall weighted mean of 3.34 (Strongly Agree), and the Transportation Impact received the highest rating, with an overall weighted mean of 3.58 (Strongly Agree). It is recommended that traffic management strategies and urban planning initiatives be implemented to address congestion in Barangay Bagumbong. Policymakers should focus on improving infrastructure, optimizing traffic flow, and enhancing public transportation to promote sustainable development. The study also highlights the direct impact of congestion on residents' daily lives, underscoring the need for policies aimed at reducing emissions and improving air quality.

Keywords: traffic congestion, urban planning, assessment, impact of traffic congestion, traffic management strategies

**THE IMPACT OF TRAFFIC CONGESTION IN BARANGAY TALIPAPA
NOVALICHES QUEZON CITY: BASIS FOR AN ACTION PLAN**

Patrick Terence Dizon, Lourenze John Mandia, Johnmier Blanco,
Bonifacio Ramos, Jehen Yabao, Edgar Reyes

Abstract

Traffic congestion is a significant problem that poses serious risks to road safety. In Barangay Talipapa, Novaliches, Quezon City, the growing volume of traffic has heightened dangers for both drivers and pedestrians. This study examines the impact of traffic congestion in the area, with particular focus on road safety concerns stemming from increased traffic volume. It aims to assess the effects of congestion on health, the environment, society, and the economy, while also exploring the specific problems it causes and identifying potential solutions. Participants include members of the Department of Public Order and Safety, the Traffic and Transportation Management Division, business owners, barangay officials, residents, commuters, drivers, and pedestrians. The study employed a quantitative descriptive research design and utilized purposive sampling techniques. The researchers first submitted a request to conduct the study in Talipapa, Novaliches, Quezon City. Upon approval, they approached the selected respondents in Barangay Talipapa and personally distributed the questionnaires. The researchers waited while the respondents completed the surveys, after which the completed forms were collected for analysis and interpretation of the data. Of the 140 respondents, 36% (50) were aged 18–25, while 8% (11) were aged 51 or older. Traffic congestion was rated as having a high impact on physical health (3.16), mental health (3.27), noise (3.28), and air pollution (3.39). It also had a significant effect on public safety (3.35). Moderate impacts were observed for stress (3.19), delays (3.13), and reduced business competition (3.18). Overall, the findings indicate that congestion in Barangay Talipapa significantly affects health, the environment, and safety, while exerting moderate effects on stress levels and the local economy. Commuters are encouraged to adjust their travel times or select alternate routes to help reduce congestion. Residents should be informed about the health and environmental impacts of traffic congestion and actively participate in improving traffic management. Drivers are advised to comply with traffic laws and adopt efficient driving practices, while pedestrians should follow established safety guidelines. Traffic enforcers need to be aware of the impacts of congestion to effectively enforce regulations. The local government unit (LGU) should utilize the study's findings to develop targeted action plans, and further research should be conducted to explore improved traffic management solutions.

Keywords: traffic congestion, effects of congestion, travel times, choose alternate routes

**THE IMPACT OF TRAFFIC ROAD SIGNS REFRESHER COURSE AMONG
DRIVERS OF PUBLIC UTILITY VEHICLES: A PROPOSAL**

Richard James Ollete, Crisgerald Andrada, Jonas Vinuya,
Brethart Obanan, Jhay Diolata, Nilmar Plata

Abstract

This study examines the impact of public utility vehicle (PUV) drivers' knowledge of traffic road signs in North Fairview, Quezon City. It aims to assess drivers' level of awareness and understanding of road signs and how this knowledge influences their driving behavior, compliance with traffic regulations, and overall road safety. Data was gathered through surveys and interviews with PUV drivers to evaluate their knowledge and analyze its correlation with traffic violations and accidents. The findings revealed that a higher level of awareness of road signs contributes to improved road discipline, a reduction in traffic violations, and enhanced safety for both drivers and passengers. The study underscores the importance of continuous training and awareness campaigns to strengthen drivers' understanding of road signs, thereby promoting safer and more efficient road usage. The study covered the research design, study respondents, sampling technique, instrument construction, instrument validation, administration and retrieval procedures, and statistical data treatment. A total of 120 respondents participated, including jeepney drivers, motorcycle drivers, tricycle drivers, and a traffic enforcer from North Fairview, Quezon City. The results show that the majority of respondents were male and between 34 and 41 years old. The assessment revealed that public utility drivers "Strongly Agree" on the importance of knowing traffic road signs in terms of safety impact, economic impact, and educational impact. The study found that the main problems affecting the impact of road sign knowledge among public utility drivers were inadequate awareness leading to distracted driving, followed by poor driving habits and insufficient knowledge of traffic rules. To address these issues, the researchers propose implementing a driver's license points system to penalize reckless driving and encourage safer driving practices. Overall, the study recommends conducting mandatory driving seminar programs for all residents, with a focus on the proper use and handling of public utility vehicles (PUVs).

Keywords: traffic road signs, public utility vehicles (puvs), traffic compliance

**THE IMPACT OF UNEMPLOYMENT ON THE INCREASE OF
CRIME IN BARANGAY PAYATAS B. QUEZON CITY**

Mark Florendo, Venheur Artates, Mark Joshua Raffles, Patrick Acopio,
John Tabangay, Denise Anne Osorio

Abstract

Unemployment remains a critical social issue that affects both individuals and communities, often contributing to higher crime rates. In urban areas such as Barangay Payatas B, Quezon City where poverty, limited job opportunities, and inadequate access to education prevail as many residents struggle to meet their basic needs. This study examines the relationship between unemployment and rising criminal activity in the area, applying Social Disorganization Theory to understand how economic instability and social breakdown create conditions conducive to crime. By analyzing these factors, the research seeks to provide insights and recommendations aimed at reducing crime through enhanced employment opportunities and strengthened community support systems. This study employed a descriptive-quantitative research design to examine the impact of unemployment on rising crime rates in Barangay Payatas B, Quezon City. This approach was selected to collect measurable data and analyze the perspectives of both community members and law enforcement officers regarding the relationship between joblessness and criminal activity. This section presents and analyzes survey data from 50 respondents in Barangay Payatas B, Quezon City, exploring the relationship between unemployment and crime. The majority of respondents were female, aged 26–33, single, and college-educated. Findings indicate that unemployment significantly contributes to crime by fostering socioeconomic deprivation, financial hardship, and joblessness. Participants agreed that poverty and limited job opportunities increase the incidence of crimes such as theft and drug-related offenses. Both residents and police officers identified economic hardship, social inequality, and lack of income as major drivers of criminal activity. Overall, the results support the view that reducing unemployment can substantially lower crime rates and enhance community stability. The study, grounded in Social Disorganization Theory, found a strong correlation between unemployment and rising crime in Barangay Payatas B, Quezon City. Most respondents were single, college-educated women aged 26–33. Poverty and joblessness emerged as primary drivers of crimes such as theft and drug-related offenses. Findings suggest that economic hardship often pushes individuals toward illegal activities, while prolonged unemployment fosters frustration and social exclusion. Both residents and law enforcement officers agreed that increasing job opportunities and implementing community support programs could help reduce crime. However, key barriers remain, including low public awareness, limited access to employment, inadequate government support, and minimal engagement with authorities.

Keywords: unemployment rate, crime rates, economic instability, social breakdown

**THE IMPACT OF UNREGULATED COCKFIGHT DERBY ON SELECTED
BARANGAYS IN QUEZON CITY: AN ASSESSMENT**

Alma John Michael, Jhun Kerl Alvero, Mark Dave Consulta,
Teodulo Gausin, John Redmon Villanueva, Irene Gaviola

Abstract

Illegal cockfighting is a prevalent form of gambling in the Philippines and in many parts of the world, often perceived as a cultural tradition or a form of entertainment. However, unregulated cockfight derbies pose significant social, legal, and public health risks. In areas such as Anonas and Barangay U.P. Campus in Quezon City, these activities have been linked to increasing crime rates and growing safety concerns. This study seeks to examine the impact of unregulated cockfighting and propose evidence-based solutions to mitigate its adverse effects. The study employed a quantitative research method, focusing on numerical data and statistical analysis. It involved 50 respondents: 10 police officers from Anonas Police Station, 10 barangay officials or volunteers, and 30 residents of Barangay U.P. Campus. Participants were selected through purposive sampling based on their relevance to the study. Data was collected using a survey questionnaire designed to assess the social, legal, and health impacts of unregulated cockfighting. The researchers ensured that the study's objectives were clearly explained to participants and that data collection procedures upheld accuracy and reliability. Findings indicated that animal cruelty and social disturbances were the most prevalent issues associated with unregulated cockfight derbies. Both concerns were rated highly, with 96% of respondents identifying them as major problems. In terms of potential solutions, 98% of respondents favored the enforcement of anti-gambling laws, the conduct of sting operations, and the prosecution of gambling syndicates as the most effective measures. Respondents were primarily aged 26–33 and 51 and above, with most being high school graduates. The study found that unregulated cockfighting has a significant impact in fostering illegal activities, causing spectator injuries, promoting animal cruelty, and contributing to gambling addiction. Issues such as reinforcing harmful cultural norms and contributing to mental health problems were perceived as having a moderate impact. In conclusion, the findings underscore the urgent need for stricter law enforcement and community-based interventions to address illegal cockfighting. By tackling these concerns, communities can reduce crime, enhance public safety, and promote animal welfare in affected areas.

Keywords: illegal cockfighting, gambling in the philippines, unregulated cockfight derbies

**THE IMPACT OF YOUTH PROGRAMS ON CRIME REDUCTION IN
BARANGAY NOVALICHES, QUEZON CITY: AN ASSESSMENT**

James Laddaran, John Christian Capeña, Jamalodin Disoma,
Christian Flores, Joshua Tadeo, Eduardo Villaruel

Abstract

Crime reduction refers to the systematic efforts and strategies implemented to decrease the incidence of criminal activities within a community or society. Reducing crime among youth is a multifaceted endeavor that requires a combination of community engagement, empowerment programs, policy interventions, and supportive environments. By fostering collaboration among various stakeholders and addressing the developmental needs of youth, communities can create sustainable strategies that not only reduce crime but also promote positive youth development. This research employed a descriptive quantitative design, chosen because it effectively captures the socio-economic status, personality, and identity of the respondents, ensuring valid and reliable results. The study involved fifty (50) youth community residents, selected through a simple random sampling technique. Data was gathered using a survey questionnaire, which provided insights for analysis. Prior to data collection, the researcher submitted a letter of permission to the management. Upon approval, the researcher approached the respondents to guide them in completing the survey while maintaining confidentiality. Finally, recommendations were made to address the respondents' concerns regarding awareness of fire safety implementation in commercial establishments. The respondents' assessment of the impact of youth programs on crime reduction in Barangay Novaliches, Quezon City, indicates strong agreement across several areas. The overall weighted mean rating for sports and recreation is 3.476, interpreted as strongly agree. For the livelihood program, the overall weighted mean rating is 3.54, also interpreted as strongly agree. Similarly, the psychological development program received an overall weighted mean rating of 3.528, which is likewise interpreted as strongly agree. The study revealed that the respondents "strongly agree" with the assessment of the impact of youth programs on crime reduction in Barangay Novaliches, Quezon City. Sports and recreation activities play a significant role in keeping young individuals engaged in productive pursuits, thereby reducing their likelihood of engaging in criminal behavior. Similarly, livelihood programs are regarded as highly beneficial for providing youth with opportunities for skill development and employment, which helps deter involvement in crime. Additionally, psychological development programs are perceived as effective in promoting emotional well-being and personal growth.

Keywords: youth organizations, crime reductions

**THE IMPELEMENTATION OF INNOVATIVE POLICE RECORD MANAGEMENT IN
POLICE STATION 5 FAIRVIEW QUEZON CITY: AN ASSESSMENT**

Cris John Celispara, Clifford Ed Buscay, Cyril Oderio,
Janiel Berbaña, Virgilito Brignas, Jinky Anacta

Abstract

Police records are official documents maintained by law enforcement that include arrest details, charges, convictions, and other relevant legal actions. These records are crucial for crime prevention, investigation, and evidence collection. At Police Station 5 in Fairview, the implementation of an innovative Police Record Management System aims to enhance efficiency, data security, and public service. This system supports officers and fosters community trust by promoting transparency and accountability. The digital transformation also strengthens collaboration across departments and aligns goals for improved policing through data-driven decision-making, ultimately contributing to a safer and more reliable police force in Quezon City. The study employed a quantitative, descriptive research approach to evaluate the Police Record Management System at Police Station 5 in Fairview, Quezon City. Data was collected through surveys and a phenomenological method to capture participants' experiences, ideas, and opinions. The researchers aimed to systematically describe the convenience and effectiveness of the system without manipulating any variables, focusing on detailed observations gathered through well-designed questionnaires. The study involved 50 police officers from Station 5 in Fairview, Quezon City, most of whom were male, aged 34–41, non-commissioned officers, and holders of bachelor's degrees. Results indicated that the Police Record Management System significantly enhanced public safety, accuracy, efficiency, and transparency, receiving a high overall rating of 3.86. The transition to digital records reduced errors and improved data reliability, supported by features such as automated data input and real-time synchronization, which earned a composite mean score of 3.74. Most respondents from Police Station 5 in Fairview were male, aged 34–41, and held a bachelor's degree, reflecting a relatively young and educated police workforce. The study found that the police record management system significantly improved accuracy, accessibility, and efficiency. However, challenges such as manual data entry errors and system downtimes were identified, leading to recommendations aimed at further enhancing overall system performance.

Keywords: police record, digital storage, management of record

THE IMPLEMENTATION OF "OPLAN LIGTAS PAMAYANAN" BY BUREAU OF FIRE PROTECTION IN BARANGAY TANDANG SORA, QUEZON CITY

Ralph Bermudez, Elmer Marasigan, Nilo Olitan, Charlon Jay Petalio,
Jarene Soronel, Dr. Antonio Dawagan Sr.

Abstract

This study investigates the impact of the Bureau of Fire Protection's "Oplan Ligtas Pamayanan" program on the residents of Barangay Tandang Sora, Quezon City. Its purpose is to evaluate the program's effectiveness in reducing fire incidents, enhancing community preparedness, and increasing awareness of fire safety. Specifically, the study aims to assess the implementation of "Oplan Ligtas Pamayanan" in Barangay Tandang Sora. The primary goal of descriptive research is to better understand concepts, opinions, or experiences through the collection and analysis of non-numerical data. The respondents consisted of three groups totaling fifty (50) individuals: 10 Barangay officials, 35 residents, and 5 Bureau of Fire Protection (BFP) officers. The study was conducted in Barangay Tandang Sora, Quezon City. The researchers utilized a stratified sampling technique to determine the appropriate number of respondents for the study. Data collection involved personally approaching residents of Barangay Tandang Sora. The researchers formulated the following conclusions based on the summary of findings: Most respondents are aged 18–25 years old, male, single, at the college level, and have served for 1 to 3 years. The respondents' assessment of the Bureau of Fire Protection's "Oplan Ligtas Pamayanan" implementation in Barangay Tandang Sora, Quezon City, is interpreted as "Highly Effective" in terms of fire prevention and fire safety awareness. The most frequently encountered problem in fire prevention and awareness is "congested roads and inaccessible fire-prone areas." To address these challenges, the study proposes implementing continuous training and development programs for BFP personnel, installing additional fire hydrants, and advocating for increased budget allocation for fire safety initiatives. Additionally, improved coordination with local water authorities and seeking external financial support are necessary to strengthen fire prevention efforts. Proposed Enhancements for the Implementation of Oplan Ligtas Pamayanan by the Bureau of Fire Protection in Barangay Tandang Sora, Quezon City

Keywords: fire prevention, community readiness, fire safety awareness

**THE IMPLEMENTATION OF CALOOCAN CITY ORDINACE NO. 0647 ALSO
KNOWN AS ANTI-SMOKING ORDINANCE AND ITS IMPACT ON THE
COMMUNITY OF BARANGAY 178 CAMARIN, CALOOCAN CITY**

Liza Joy Tumamao, Nichole Gabua, Lowie John Nuevo, Dimple Sheen Recto,
Mary Grace Vergara, Denise Anne Osorio

Abstract

Implementing anti-smoking ordinances has become a crucial public health strategy in cities worldwide, aimed at reducing smoking rates and minimizing the harmful effects of tobacco use. The ordinance in Barangay 178 Camarin is part of a broader campaign to establish smoke-free areas and promote healthier lifestyles among its residents. This study examines the implementation of the anti-smoking ordinance in Barangay 178 Camarin and its impact on the local community. The researchers chose a descriptive research design, which aims to provide a comprehensive overview of a particular phenomenon or population without manipulating any variables. By using this design, researchers can effectively observe and examine the collected data, offering valuable insights to guide further investigation. Simple random sampling was employed, wherein each member of the population has an equal chance of being selected. This method is the most straightforward among probability sampling techniques, involving only a single random selection and requiring minimal prior knowledge about the population. Due to its use of randomization, research conducted with this sampling method generally has high internal and external validity and is less prone to biases such as sampling and selection bias. The conclusions drawn from the collected data provide meaningful insights. Regarding the demographic profile based on sex, 26 respondents (52%) were male, while 24 respondents (48%) were female, making a total of 50 respondents (100%). The overall composite mean for awareness was 3.13, interpreted as “Agree.” For enforcement, the composite mean was 3.16, also interpreted as “Agree.” Community support had a composite mean of 3.04, with the same verbal interpretation of “Agree.” Enforcement problems related to the ordinance ranked first, with a frequency of 48 (96%). Additionally, 48 respondents (96%) agreed that the penalties for violating the anti-smoking ordinance are sufficient. Limited resources and manpower can hinder the consistent enforcement of the ordinance, making it difficult to monitor and penalize offenders effectively. Improving enforcement of the Anti-Smoking Ordinance requires a combination of stricter enforcement measures, increased public awareness, and supportive community programs.

Keywords: anti-smoking ordinance, improvements for the ordinance, critical public health approach in cities, tobacco use

**THE IMPORTANCE OF SEXUAL ABUSE AWARENESS PROGRAM IN
BARANGAY 171 BAGUMBONG CALOOCAN CITY: A PROPOSAL**

Chrishel Ramirez, Hize! Goyala, Carmina Burburan, Mack Jayson De Guzman,
Vladymyre Perez, Edgar Reyes

Abstract

The Sexual Abuse Awareness Initiative in Barangay 171 Bagumbong, Caloocan City, seeks to raise community awareness about sexual abuse prevention through education. This study will use surveys and community activities to assess the effectiveness of the campaign. The research will provide important insights into community awareness levels and the effectiveness of awareness efforts. The project's findings will aid improve education and advocacy initiatives, resulting in a better knowledge of sexual abuse concerns and supporting future preventive efforts. The ultimate purpose is to increase awareness and understanding of these vital topics. This chapter presents the protocols and techniques used by the researchers to obtain the information required for this study. The researcher will use purposive sampling through the intentional selection of participants based on particular traits or standards pertinent to the study goals; as study participants, the researcher will employ six (6) Barangay Officials, nine (9) PNP Officers, and fifteen (15) who reside in Barangay 171 Bagumbong, Caloocan City. 30 Survey Questionnaires will be given to the respondents above. The ultimate purpose is to raise awareness and understanding about these essential topics. The majority of responders ranged in age from 19 to 28. Most participants identified as female. In terms of civil status, the majority were single, with the majority having graduated from college. A major concern highlighted was a lack of strong community participation in planning and implementing preventative programs. To remedy this, we advise holding frequent training sessions focusing on sexual assault awareness. These seminars attempt to improve understanding, encourage proactive involvement, and empower members of the community to participate in prevention activities. The proposed action plan for enhancing sexual abuse awareness in Barangay 171, Bagumbong, Caloocan City, includes raising Awareness through educational campaigns, training key community stakeholders, and creating support systems for survivors. It focuses on assessing community needs and strengthening local partnerships. The plan also aims for continuous monitoring and evaluation to ensure long-term sustainability and effectiveness in preventing sexual abuse and supporting survival.

Keywords: sexual abuse awareness, program, training capacity

**THE IMPORTANCE OF TRAFFIC DISCIPLINE IN MITIGATING ROAD RAGE
INCIDENT IN BARANGAY 176 BAGONG SILANG CALOOCAN CITY**

Cris Arquillano, Jade Acero, Moises Arrojo, Rodel Palomo,
Ullysis Yongco, Jinky Anacta

Abstract

In Barangay 176, Bagong Silang, Caloocan City, rapid urbanization and a growing number of vehicles have contributed to an increase in traffic-related issues, including road rage. Road rage, characterized by aggressive driving behaviors such as tailgating, erratic lane changes, verbal confrontations, and even physical altercations, poses significant risks to both drivers and pedestrians. The area's narrow, congested streets, combined with inadequate traffic management, further exacerbate these problems, creating a high-stress environment for commuters. This study aimed to determine the significance of traffic discipline in mitigating road rage incidents in Barangay 176, Bagong Silang, Caloocan City. The study employed a quantitative approach using a descriptive research design to examine variables related to demographics, such as age, gender, and socioeconomic status. This method involves the identification of clearly defined variables and hypotheses prior to data collection. A purposive sampling technique was utilized to select participants who had been directly involved in or affected by road rage incidents. The respondents included fifteen commuters, fifteen residents, ten drivers, and ten traffic enforcers from Barangay 176, Bagong Silang, Caloocan City. The study found that the majority of respondents were aged 46 and above, male, married, and employed, suggesting that these groups may be more engaged with the issue due to greater experience, stability, or personal concern. In contrast, younger individuals, females, the unemployed, and those who were separated or widowed showed lower participation rates. Respondents strongly agreed that traffic discipline has a positive impact on road rage incidents in Barangay 176, Bagong Silang, Caloocan City, citing improvements in order, safety, driver behavior, and law enforcement. Poor infrastructure was identified as the primary challenge in promoting compliance with traffic rules, with 82% of participants recognizing it as a major concern. The study recommends stricter law enforcement, infrastructure development, and public awareness initiatives to enhance traffic discipline and reduce road rage incidents. In response to the rising number of road rage incidents and traffic-related accidents in Barangay 176, a reoriented program was launched to strengthen road safety education, promote community discipline, and enhance collaboration between law enforcement and the public.

Keywords: road rage, law enforcement, road discipline, road safety

**THE IMPORTANT OF PARENTAL INVOLVEMENT IN YOUTH DEVELOPMENT IN
BARANGAY 152 BAGONG BARIO CALOOCAN CITY**

Rudy Boy Carag, Johnson Bautista, Jerome Brin, Vic Dagdagan,
Chester Allan Ibasco, Dr. Myrna Cuntapay

Abstract

Parental commitment is a crucial aspect of raising children. It serves as the foundation for a child's development, significantly contributing to their physical, emotional, social, intellectual, and spiritual growth. Being a parent goes beyond mere physical presence, it involves actively engaging in a child's life, offering consistent support, and nurturing their overall well-being. Providing encouragement and emotional support helps children feel comfortable communicating without fear of judgment or mistreatment. It is also important to offer guidance in a way that children can understand and accept. A quantitative research design was utilized for this study by employing a survey questionnaire to gather data. The researchers selected parents from Barangay. 152 Bagong Barrio, Caloocan City, aiming for a total of fifty (50) respondents to strengthen the research process. To ensure a fair representation of the population, the study will implement a simple random sampling technique, allowing each individual an equal chance of being selected. This approach enhances the representativeness of the sample and contributes to the validity of the results, as outlined in "Mathematical Statistics" by Lawrence M. Leemis (2020). The results of the analysis and interpretation of the respondents' profiles are as follows: In terms of age, the study included fifty respondents, with twenty individuals (40%) aged 51 or above, making this the largest age group. In contrast, only one respondent (2%) was below 20 years of age. Regarding sex, twenty-six respondents were female and twenty-four were male, indicating a slight majority of female participants. In terms of civil status, the majority were married, with twenty-nine respondents (58%) falling into this category, compared to fourteen (28%) who were single. Finally, with respect to length of residency, eighteen out of the fifty respondents reported residing in Barangay 152, Bagong Barrio, Caloocan City. Under R.A. 6972, the main objective is to provide early childhood care and development services aimed at ensuring the protection and holistic development of children aged six years and below. A key component of this program is the strengthening of the Child Protection System at the barangay level, as this is a crucial step toward fostering the full potential of every child. Barangays serve as the first point of contact for children, making them essential in implementing and sustaining child protection efforts.

Keywords: parental commitment, early childhood care, development services, integrated development of children

**THE INFLUENCE OF DRUG ABUSE IN CRIMINAL BEHAVIOR IN BARANGAY 176,
BAGONG SILANG, CALOOCAN CITY**

Rowan April Bargamento, Shania Blue Galas, Erika Jane Zapata,
Sylvia Nazarine Barrera, Jonna Marie Magtibay, Jinky Anacta

Abstract

The objective of this research is to examine the influence of drug abuse on criminal behavior within Barangay 176, Bagong Silang, Caloocan City. As drug abuse increasingly affects various communities, understanding its impact on criminal activities is essential for developing effective intervention strategies. This study investigates the relationship between substance abuse and criminal behavior by analyzing local cases and law enforcement data and evaluating existing strategies to inform policy development and intervention efforts. The researcher used a survey questionnaire to gather information from fifty (50) participants in Barangay 176, Bagong Silang, Caloocan city, including ten (10) barangay officials, ten (10) Philippine Drug Enforcement Agency (PDEA) officers, ten (10) Philippine National Police (PNP) officers, and twenty (20) Person Deprived of Liberty (PDL), to understand drug dependence's impact on decision-making. The researcher used a survey questionnaire to gather information from fifty (50) participants in Barangay 176, Bagong Silang, Caloocan city, including ten (10) barangay officials, ten (10) Philippine Drug Enforcement Agency (PDEA) officers, ten (10) Philippine National Police (PNP) officers, and twenty (20) Person Deprived of Liberty (PDL), to understand drug dependence's impact on decision-making. This research focuses on the influence of drug abuse on criminal behavior in Barangay 176, Bagong Silang, Caloocan City. The study found that 70% of respondents were male, 28% were aged 41 and above, 52% were single, and 40% were college graduates. Respondents agreed that collaboration between law enforcement and health services, increased access to rehabilitation, public awareness campaigns, job creation, and healthy stress-coping methods are crucial in addressing the issue. The researcher recommends that Barangay officials implement community-driven prevention programs, particularly targeting the youth, to educate residents about the dangers of drug abuse. Youth should be encouraged to seek reliable information from trusted sources, establish clear rules, and enforce consequences for violations. Law enforcement personnel should build trust with communities through outreach programs and partnerships. Future research should evaluate harm reduction programs and policy interventions to guide evidence-based policymaking.

Keywords: rehabilitation, drug abuse, criminal behavior

**THE INFLUENCE OF NEIGHBORHOOD IN CHILD IN CONFLICT WITH THE
LAW IN BARANGAY 177, CAMARIN CALOOCAN CITY**

Ronnie Nakar Jr, Grevin Labaclado, Alexander Longares,
Edward Joseph Medil, Emjay Salamanque

Abstract

A Child in Conflict with the Law (CICL) is defined as a person below 18 years old who is alleged, accused, or adjudged to have committed an offense. In the study of the influence of neighborhood factors on children in conflict with the law, researchers consistently emphasize the significant impact of environmental elements. Neighborhoods characterized by economic deprivation, high crime rates, and social disorder often create conditions that contribute to juvenile delinquency. These areas frequently lack the social cohesion and collective efficacy necessary for effective crime prevention and intervention. This study employed a qualitative descriptive research design. Data were collected through surveys to gather information on the respondents' demographic profiles and factors influencing children involved in criminal activities, including family relationships, peer influence, and social environmental factors. The results highlight several strategies to address the issue of Children in Conflict with the Law (CICLs) in Barangay 177 Camarin, Caloocan City. One key problem identified is the presence of gangs in the neighborhood, which increases the risk of children becoming involved in criminal activities. Another significant challenge is the financial difficulties faced by parents due to unemployment. Among the suggested solutions is the development of reliable school-based programs that implement anti-bullying, life skills training, and orientation sessions for parents. These initiatives should be carried out in collaboration with the Department of Social Welfare and Development (DSWD), the barangay, and through public awareness campaigns aimed at educating the community. The goal is to reduce stigma and encourage acceptance of rehabilitated youth rather than judging them based on their past actions. This study evaluates the factors influencing children in conflict with the law (CICL) involved in illegal activities in Barangay 177, Camarin, Caloocan City. Findings indicate that social, familial, and community-related issues contribute to the engagement of youth in unlawful behavior. To address these concerns, several interventions are recommended. Schools should implement reliable programs focused on anti-bullying, life skills development, and parent orientation sessions in collaboration with the Department of Social Welfare and Development (DSWD) and the barangay. Public awareness campaigns must also be strengthened to educate the community, reduce stigma, and encourage the acceptance of rehabilitated youth instead of judging them for past offenses. In addition, youth should be provided with opportunities to participate in positive activities such as recreational programs, sports, and teaching initiatives to redirect their energy toward productive pursuits. To further strengthen crime prevention, the community must be made aware of existing city ordinances through regular monthly meetings and the distribution of educational materials. These efforts aim to enhance children's knowledge of crime prevention, reduce risk factors, and foster a supportive environment that encourages rehabilitation and reintegration.

Keywords: a child in conflict with the law, juvenile delinquents, anti-bullying programs

**THE INFLUENCE OF PEER GROUPS ON CRIMINAL BEHAVIOR
AMONG YOUNG ADULTS IN NOVALICHES BAYAN**

Junwealth Carranza, Ronnel Contado, Johnlee Engalan, Javer Ramber,
Unda Sangkadali Jr, Dr. Myrna Cuntapay

Abstract

This study, titled “The Influence of Peer Groups on Criminal Behavior Among Young Adults in Novaliches Bayan,” aims to explore the significant role peer groups play in shaping the behavior and decision-making of young adults, particularly in relation to criminal conduct. Grounded in the frameworks of Social Control Theory by Travis Hirschi and Social Learning Theory by Albert Bandura, the research investigates how social bonds, peer pressure, modeling, and reinforcement within peer groups contribute to criminal tendencies. These theories suggest that when social attachments to conventional institutions such as family, school, and community, weaken, individuals, especially youth, become more susceptible to deviant behaviors promoted by their peers. The study utilized a descriptive research design and purposive sampling to gather data from 50 respondents, including 30 young adults aged 18–30, 10 barangay officials, and 10 Philippine National Police (PNP) personnel assigned to Novaliches Bayan. Findings revealed that peer groups exert a significant influence on the behavior of young adults. Most respondents reported awareness of criminal behavior among their peers and expressed confidence in recognizing and resisting peer pressure. However, personal experiences indicated that both direct and subtle peer influences continue to shape attitudes toward risk-taking and delinquency. Factors such as weak family ties, lack of emotional coping skills, absence of positive role models, and limited access to structured extracurricular activities further increase vulnerability to negative peer influence. Moreover, the study identified several challenges in preventing youth criminality, including a lack of community-based programs, insufficient educational interventions, and minimal involvement of families in youth development. Based on these insights, the researchers proposed a series of intervention programs, such as peer mentoring, community volunteerism, skill development workshops, peer counseling services, and recreational initiatives. Ultimately, this research contributes to a deeper understanding of the social factors that foster criminal behavior among young adults in urban communities like Novaliches Bayan. It emphasizes the need for collaborative efforts among local government units, law enforcement agencies, schools, and families to implement sustainable and preventive strategies that mitigate the adverse influence of peer groups.

Keywords: role peer groups, social bonds, peer pressure, youth criminality prevention

**THE INFLUENCING RELATIONSHIP OF POLICE PRESENCE SIGNIFICANT
IMPACTS WITH COMMUNITY'S TRUST: AN ASSESSMENT**

John Bryan Ermino, Artemio Esposa Jr, Kian Klehr Guillemer,
Ruel Salazar, Gleen Paul Cruz, Irene Gaviola

Abstract

This chapter contains the background of the study, related literature and studies, relevance of reviewed related literature and studies to the present study, theoretical framework, conceptual framework, statement of the problems, assumption, scope and delimitation of the study, significance of the study, and definition of terms. A community's impression of safety, justice, and accountability is greatly influenced by the presence of police enforcement. This chapter provides a detailed description of the research methodology, covering the research design, respondent selection, sampling techniques, data collection instruments, instrument validation procedures, methods for administering and retrieving instruments, and statistical techniques used for data analysis. A diverse sample of community members, representing various socio-economic backgrounds, was surveyed to assess their perceptions of police presence, safety, and trust. The survey included questions about their experiences with law enforcement, frequency of police encounters, and overall sense of security. Both closed- and open-ended questions were utilized to gather quantitative data as well as personal narratives. This chapter presents the data collected by the researchers through tables, analysis, and interpretation. It includes the demographic profile of the respondents, providing essential context for understanding their perspectives and experiences. Participants who reported positive interactions with police officers characterized by professionalism, respect, and effective de-escalation tactics demonstrated higher levels of trust. These individuals were more likely to believe that the police were genuinely committed to the community's well-being. This chapter presents the summary and conclusions derived from the study, which aimed to identify the problems affecting the relationship between police presence and community trust in Barangay Varsa. The results clearly show that one of the most important factors influencing trust is the behavior of police officers during interactions with residents. Higher levels of trust are strongly correlated with positive encounters characterized by professionalism, respect, and the use of de-escalation strategies. These findings support the idea that daily actions prioritizing dignity and respect beyond formal policies are crucial in building and maintaining community trust.

Keywords: problem-oriented policing, positive police interactions, ethnic and racial disparities

**THE INTEGRATION OF TRAFFIC CONGESTION MANAGEMENT PROCESS IN
BARANGAY SAUYO: A TRAFFIC MANAGEMENT STRATEGY PROPOSAL**

Henry Leo Benavidez, Reymart Batalan, Joshua Cinco, John Nelly Mangaong,
Sherwin Tutor, Dr. Myrna Cuntapay

Abstract

This chapter outlines the proposed plans and strategies to assist Barangay Sauyo in managing and controlling traffic congestion in the region of Metro Manila. It includes the background of the study, related literature and studies, the theoretical and conceptual frameworks, statement of the problem, assumptions, scope and delimitation, and the significance of the study. Traffic congestion has become a pressing urban issue, negatively impacting the country's economic productivity, environmental sustainability, and the quality of life in urban areas. This study is feasibility research that proposes a theory and possible plans to control traffic congestion and traffic management. This study conducts a quantitative method that compromised the collected data from the respondents. This chapter shows presentation of tables, analysis and interpretation of the data gathered by the researchers. It includes the profile of the respondents, the survey questions as well as the statistical treatment used in study. The purpose of this chapter is to summarize the key findings that emerged from the study, highlighting what the research revealed, suggested, or indicated. This summary reflects the overall outcomes rather than the conclusions or recommendations derived from them. Based on the preceding analysis and interpretation, the following findings are presented.

Keywords: traffic management, traffic congestion

**THE MODERNIZATION ISSUES AND CONCERN PROGRAMS OF QUEZON CITY JAIL:
BASIS FOR POLICY ENHANCEMENT**

Eric Sodela, Mark Anthony Espinosa, Rance Venecio Narido,
Andy Boy Nobleza, Christian Pallega, Jinky Anacta

Abstract

The Quezon City Jail has reached its maximum capacity, resulting in overcrowded conditions that severely affect inmate welfare. Inmates face significant health issues due to the lack of adequate medical assistance and preventive care. The large prison population, combined with cramped living conditions where multiple inmates are confined in a single room, increases the risk of disease transmission. Furthermore, the overcrowding places additional strain on jail infrastructure, such as fences and room integrity, raising concerns about safety and facility deterioration. This study aims to investigate the modernization issues and concerns within the Quezon City Jail and to propose a comprehensive framework for the improvement and enhancement of its facilities and services. This study employed a descriptive survey method to assess the modernization issues and concerns of the Quezon City Jail, which will serve as the basis for proposed enhancements. Descriptive research was chosen to systematically collect and analyze data regarding current conditions and challenges within the facility. The researchers used a purposive sampling technique to identify and select appropriate respondents who possess relevant knowledge and experience. A total of 30 respondents participated in the study, consisting of 15 Jail Commission Officers and 15 Persons Deprived of Liberty (PDLs) from the Quezon City Jail. The study revealed that among the 30 respondents, the age groups 18–25, 26–30, and 41–50 were equally represented, each comprising 33.3% of the population. Gender distribution was also balanced, with 50% male and 50% female respondents. In terms of civil status, 40% were single, 33.3% married, 16.7% separated, and 10% widowed. Educational attainment varied, although the majority had attained at least a high school education. Respondents strongly agreed that programs focused on custody, welfare, and decongestion have a positive impact on Persons Deprived of Liberty (PDLs). They also agreed on the effectiveness of rehabilitation and governance initiatives. Overcrowding emerged as the most significant challenge, identified by 90% of participants. The most frequently recommended enhancement for modernization was the improvement of health and sanitation facilities within the jail. Improvement in a modernization program refers to the advancement and upgrading of systems, processes, infrastructure, or equipment to ensure they are more current, efficient, and effective in meeting present-day needs and standards.

Keywords: quezon city jail, modernization, overcrowding, health and sanitation, persons deprived of liberty (pdl), jail programs, rehabilitation, custody and welfare, descriptive survey, purposive sampling

**THE NEEDS OF MODERNIZED EQUIPMENTS IN BUREAU OF FIRE PROTECTION
IN BRGY COMMONWEALTH FIRE SUB STATION IN QUEZON CITY**

Mark Kevin Isidro, Justine Bittong, Zigfred Casinillo,
Khien Zue Javate, Vicente Nuevo, Dr. Antonio Dawagan Sr.

Abstract

Modernizing equipment at the Barangay Commonwealth Fire Substation is crucial for enhancing emergency response capabilities in Quezon City's densely populated and rapidly urbanizing area. Upgraded firefighting tools and technology, including advanced fire trucks and modern protective gear, ensure quicker and more effective fire suppression. This not only minimizes property damage but also enhances firefighter safety by reducing the risk of injury in hazardous situations. Descriptive quantitative research design aims to systematically gather information to describe a phenomenon, situation, or population. It primarily answers the what, when, where, and how questions related to the research problem, rather than the why. For this study, the researchers utilized a purposive sampling technique. According to Nikolopoulou (2023), purposive sampling is a non-probability sampling method where units are selected intentionally based on specific characteristics needed in the sample. In other words, participants are chosen "on purpose" to best represent the study's focus. The respondents consisted of three groups: ten (10) residents, twenty (20) firefighter officers, and twenty (20) volunteer firefighters, totaling fifty (50) respondents, all living in Barangay Commonwealth, Quezon City. Demographic: A significant portion of the respondents (38%) were between the ages of 34 and 41, totaling 19 individuals. The smallest age group was 18 to 25 years old, with only 5 respondents (10%). The respondents were predominantly male, comprising 90% (45 individuals), while females accounted for only 10% (5 individuals). College graduates formed the largest educational group, with 22 respondents (44%) indicating they had completed tertiary education. The majority of the respondents were married, accounting for 78% (39 individuals), while 22% (11 individuals) identified as single. The highest number of respondents had served for 7–10 years and 14–16 years, with 10 individuals (20%) in each category. The lowest frequency was among those who had served for 17–20 years, with only 5 respondents (10%). For Residents, the Bureau of Fire Protection (BFP) should implement regular fire safety seminars, evacuation drills, and community awareness campaigns. These activities will educate residents on fire prevention measures and proper responses during fire emergencies, thereby enhancing overall safety and preparedness within the community. For Volunteer Firefighters, it is recommended that volunteer firefighters participate in frequent simulation exercises and hands-on training. These sessions will improve their operational readiness and ensure they are capable of effectively using modern firefighting tools and equipment during actual emergencies. For Bureau Firefighters, professional firefighters under the Bureau of Fire Protection should undergo continuous and updated training programs. These should focus on familiarization with modern firefighting technologies, advanced fire suppression techniques, and updated safety protocols to improve performance and reduce risks during fire response operations.

Keywords: fire safety seminars, evacuation drills, awareness campaigns, volunteer firefighter training, simulation exercises, modern firefighting equipment, firefighter upskilling, fire prevention, emergency response, bureau of fire protection (bfp)

**THE PHILIPPINE NATIONAL POLICE MAXIMUM TOLERANCE RESPONSE
TO TRANSPORT STRIKE IN BARANGAY 76, MONUMENTO
CIRCLE ROTUNDA, SOUTH CALOOCAN CITY.**

John Rey Manangan, Jayson James David, Joharie Enca, Kenneth Omelgo,
Mohammad Rayan Salem, Nilmar Plata

Abstract

Transport strikes have long been a recurring form of protest in the Philippines, typically led by various transport groups in response to government policies or regulatory measures perceived to threaten the livelihoods of drivers, operators, and commuters. While these strikes aim to highlight the concerns and demands of transportation workers, they often lead to significant disruptions in daily activities, hamper mobility, and contribute to economic losses. This study explores the relationship between maximum tolerance and law enforcement behaviors, focusing on how Philippine National Police (PNP) personnel handle situations based on their individual tolerance levels. It examines the influence of demographic factors such as sex, age, and length of service on the exercise of maximum tolerance and compares variations in anger management and tolerance levels among respondents based on these characteristics. Stratified sampling was employed to determine the composition of the 50 respondents, which included 15 PNP personnel, 20 residents, and 15 public utility vehicle (PUV) drivers. All participants were selected from Barangay 76, Monumento Circle Rotunda, in South Caloocan City. Most of the respondents comprising drivers, commuters, and local authorities are residents of Barangay 76, Monumento Circle Rotunda, South Caloocan City, and have firsthand experience with the effects of transport strikes. The majority fall within the 26–33 age range, are male, married, college graduates, and have served for 10 years or more in their respective roles. Respondents rated the Philippine National Police's (PNP) implementation of maximum tolerance during transport strikes as exhibiting "Moderate Effectiveness," particularly in terms of police visibility, response time, and crowd control. Key challenges identified in the PNP's response include negative public perception, insufficient support for stranded commuters, and inadequate protection for police personnel. Among the proposed solutions, the most recommended measure is to increase police visibility and deploy additional personnel to strategic areas, highlighting the need for a stronger and more proactive law enforcement presence during such events. To improve the management of transport strikes, the Philippine National Police (PNP) should enhance police visibility, reduce response times, and provide officers with adequate training and protective equipment. Local government units (LGUs) must work closely with the PNP, transport groups, and community leaders to address the root causes of strikes and offer timely assistance to stranded commuters. Transport unions are encouraged to pursue open dialogue and peaceful conflict resolution. The media also plays a vital role by ensuring transparency and delivering real-time updates to the public. Future research should focus on evaluating the effectiveness of current PNP policies and exploring innovative approaches to crowd control and public safety during large-scale disruptions.

Keywords: pnp response, transport strikes, police visibility, response time, officer training, lgu collaboration, transport unions, conflict resolution, media transparency, future research, crowd control

**THE POLICEWOMAN LEADERSHIP IN POLICE COMMUNITY
RELATION AN ASSESSMENT**

Billy Jane Rebadomia, Angelica Durian, Angelica Sadicon,
Cresilda Tapayan, Camille Tuazon, Jinky Anacta

Abstract

The role of women in policing has gained increasing attention, particularly regarding their leadership within police departments. Effective police-community relations are essential to law enforcement, as positive interactions between officers and community members foster public safety, trust, and mutual respect. This study aims to assess the leadership role of policewomen in strengthening police-community relations. This study employs a qualitative descriptive research design, utilizing a survey questionnaire to systematically observe and describe a specific subject, population, or phenomenon. The primary aim is to provide an accurate portrayal of characteristics or behaviors without manipulating any variables. The researchers focused on investigating policewomen's leadership, dedicating significant time to the development of well-structured interview questions. This approach allows for a deeper exploration of the phenomena under study, capturing insights into leadership roles and experiences within the context of police-community relations. The results of the analysis and interpretation revealed the following: Respondents' demographic profiles were categorized based on age, sex, and educational attainment. The effectiveness of policewoman leadership was assessed across several key dimensions, including trust and relationship-building, community engagement and outreach, mediation and capabilities, effective policing and implementation, and leadership style. A major issue identified was that female police officers often face unwanted behaviors, such as sexist comments, stereotyping, unequal treatment, and a general lack of respect and credibility, with 48 out of 50 respondents (98%) confirming these experiences. To address this concern, all respondents (100%) recommended the implementation of policies aimed at actively combating gender discrimination, harassment, and bias within police departments. The most recommended solution proposed by the respondents was the implementation of policies that actively combat gender discrimination, harassment, and bias within police departments, with a frequency of 50 or 100%. Additionally, the respondents emphasized the importance of ensuring access to quality communication within the force. Female officers can serve as role models and mentors, particularly for young women and girls in the community, by demonstrating the value and impact of careers in law enforcement. It is also recommended to expand community policing initiatives, where officers engage with the public in non-enforcement roles, allowing them to build stronger, more meaningful relationships with residents. Lastly, the researchers encourage future scholars to further explore and expand upon this topic, contributing to the growing body of knowledge on policewoman leadership and gender equity in law enforcement.

Keywords: policewoman leadership, gender discrimination, harassment, mentorship, community policing, law enforcement, role models, communication, bias prevention, future research

**THE PUBLIC'S PERCEPTION ON POLICE LEGITIMACY IN
TALIPAPA, QUEZON CITY**

Mark Angelo Biasong, Jo Pet Benito, Mark Dannel Constantino,
John Lester Ferrer, Denmark Trigo, Eduardo Villaruel

Abstract

This study examines public perceptions of police legitimacy, focusing on key factors such as organizational justice, ethical policing, officer behavior, and fair decision-making. It underscores the importance of understanding these perceptions in order to enhance police-community relations and improve the effectiveness of law enforcement. Police legitimacy refers to the extent to which the public views the police as a rightful and trustworthy authority, deserving of compliance and cooperation. The respondents of this study included community residents of Barangay Talipapa, Quezon City, as well as barangay personnel and police officers from Station 3. The researchers employed purposive sampling to determine the appropriate number and type of respondents for the study. A survey questionnaire served as the primary data collection instrument, designed to assess public perception of police legitimacy in Barangay Talipapa. To ensure clarity and eliminate any vague or confusing items, the questionnaire underwent validation by the research adviser. Respondents were provided with an answer sheet containing the survey questions, which were collected after completion. Most of the respondents were male, aged 30 to 35, with a length of residency or service ranging from 11 to 20 years. The respondents' assessment of police legitimacy in Barangay Talipapa, Quezon City, specifically in terms of organizational justice, ethical policing, behavior, and fair decision-making, was interpreted as "Strongly Agree." The most commonly encountered issue regarding police legitimacy was the lack of manpower to patrol various areas within the community. To address this concern, it is recommended to increase police presence by deploying more personnel to patrol different areas. This measure aims to enhance public safety, deter criminal activity, and ensure faster emergency response. It is recommended that the community actively engage in open dialogue with police officers to foster mutual trust and understanding. Organizing community forums and town hall meetings can provide a platform to discuss policing practices, address public concerns, and promote transparency. To earn the trust and cooperation of the community, law enforcement must focus on building genuine and consistent relationships with community members.

Keywords: police legitimacy, barangay talipapa, organizational justice, ethical policing, public perception, patrol manpower shortage, community engagement, police-community relations, transparency, fair decision-making, town hall meetings, trust-building

**THE ROLE OF BARANGAY CHILD PROTECTION COUNCIL IN ADDRESSING
CHILDHOOD TRAUMA IN PAYATAS, QUEZON CITY: AN ASSESSMENT**

Reymond Bognot, Mj Bolo, Nikko Oguing, Daniel Parman,
John Mark Rubis, Edgar Reyes

Abstract

This study explores the role of the Barangay Child Protection Council (BCPC) in addressing childhood trauma within the community of Payatas, Quezon City. The use of participatory approaches empowers residents by involving them in the decision-making process and equipping them with the knowledge and tools to effectively confront issues related to childhood trauma. Key focus areas include the prevention of childhood trauma, access to counseling services, legal assistance, and community-based education programs. By actively engaging community members, a sense of shared responsibility and accountability is fostered, ultimately strengthening the council's capacity to respond to and mitigate trauma among children. This study includes the following components: research design, study respondents, sampling techniques, research instrument, validation procedures, administration and retrieval of the instrument, as well as the statistical tools and methods used for data analysis and interpretation. The study involved a total of 70 respondents, including childhood trauma victims, residents of Barangay Payatas, representatives from PNP Station 13, Barangay officials, and personnel from the City Social Welfare and Development Office. The majority of the respondents were female, aged between 18 and 25 years old. Results indicated that most respondents strongly agreed with the effectiveness of the Barangay Child Protection Council's (BCPC) programs and interventions in the areas of childhood trauma prevention, counseling, legal assistance, and community education. However, the study also revealed key challenges encountered by BCPC members in implementing these programs. The most commonly identified issues were "inadequate support from local government units, which limits the scope of initiatives," and "insufficient funding for programs and services. To assess the role of the Barangay Child Protection Council in addressing childhood trauma in Payatas, Quezon City, the researchers will employ a quantitative descriptive-correlational research design. The study will involve a total of 70 respondents, including 40 childhood trauma victims, 10 officers from PNP Station 13, 10 Barangay Payatas officials, and 10 representatives from the City Social Welfare and Development (CSWD) office. A survey questionnaire will serve as the primary instrument for data collection, designed to gather insights into the effectiveness of BCPC programs and the challenges faced in their implementation.

Keywords: barangay child protection council (bcpc), childhood trauma, payatas quezon city, community intervention, prevention programs, counseling, legal assistance, community education, quantitative research, descriptive-correlational design, survey question

**THE ROLE OF BARANGAY FIRE BRIGADE IN ENHANCING FIRE SAFETY
IN BARANGAY MASAMBONG, QUEZON CITY**

Rod Nathaniel Catalan, Don Jerry Cabalquinto, Carlos Miguel Francisco,
Cassius Jhon Fulgosino, Gerwin Patrick Gonzaga, Irene Gaviola

Abstract

This study was conducted to examine the roles and responsibilities of the Barangay Fire Brigade Team and to assess how their efforts contribute to the prevention and mitigation of fire-related incidents in Barangay Masambong, Quezon City. The Barangay Fire Brigade serves as a key component in ensuring community fire safety through initiatives that promote preparedness, raise public awareness, and deliver timely emergency responses. Their active involvement is essential in fostering a safer environment by minimizing fire hazards and enhancing the community's capacity to respond effectively during fire emergencies. The primary objective of this research was to assess the role of the Barangay Fire Brigade in enhancing fire safety in Barangay Masambong. A descriptive research method was utilized to collect relevant data concerning the brigade's functions and effectiveness. Through random sampling, the study engaged ten (10) members of the Barangay Fire Brigade and forty (40) residents. A survey questionnaire served as the primary data-gathering instrument, with responses analyzed using percentage distribution and weighted mean. The researchers personally approached the selected residents to invite them to participate and obtained their informed consent before distributing the questionnaires. Ample time was provided for respondents to complete the forms, which were subsequently collected and analyzed to conclude. The study revealed that the primary challenge faced by the Barangay Fire Brigade is the lack of proper training and adequate equipment, as indicated by 68% of the respondents. This highlights the urgent need for regular capacity-building programs and access to modern firefighting tools to enhance their effectiveness. As presented in Table 10, the most recommended solution for improving fire safety in the barangay is to explore alternative funding sources, a strategy supported by 92% of participants. Securing additional financial resources would enable the implementation of comprehensive fire safety programs and facilitate the procurement of essential equipment and supplies. The researchers recommend several measures to strengthen the effectiveness of the Barangay Fire Brigade. These include clearly defining the roles and responsibilities of each member, conducting regular training sessions to ensure operational preparedness, and recruiting qualified personnel with relevant skills. Additionally, the brigade should organize frequent fire drills, hold debriefing sessions to evaluate and improve response protocols, and maintain comprehensive records of all activities and incidents. Lastly, establishing strong partnerships with local and national agencies is essential to access additional support, funding, and resources for sustained improvement in fire safety.

Keywords: barangay fire brigade, fire safety, training, equipment, preparedness, community safety, emergency response, funding sources, partnerships, fire drills, debriefing sessions, recruitment

**THE ROLE OF BARANGAY OFFICIALS IN THE IMPLEMENTATION OF SIDEWALK
CLEARING OPERATIONS FOR PEDESTRIANS' SAFETY IN BARANGAY 171
BAGUMBONG, CALOOCAN CITY**

Maria Cevrina San Miguel, Alvaney Baslan, Mae Kylle Garde,
John Yriel Palomino, Angelica Patajo, Edgar Reyes

Abstract

Sidewalks are vital components of urban infrastructure, particularly in Barangay 171 Bagumbong, Caloocan City, where they provide safe and convenient pathways for pedestrians. Barangay officials play a crucial role in implementing sidewalk clearing operations by enforcing local ordinances and maintaining public safety and order. Their responsibilities include addressing issues such as illegal vending, improperly parked vehicles, littering, and other obstructions that not only contribute to traffic congestion but also pose safety risks to pedestrians. This criminological research, titled "The Role of Barangay Officials in the Implementation of Sidewalk Clearing Operations for Pedestrian Safety in Barangay 171 Bagumbong, Caloocan City," aims to examine how barangay officials effectively carry out these operations to reduce hazards and promote safer pedestrian movement. This research employed a quantitative descriptive design to examine the role of barangay officials in the implementation of sidewalk clearing operations for pedestrian safety in Barangay 171, Bagumbong, Caloocan City. The researchers used purposive sampling to select participants, focusing on individuals who are directly relevant to the study, rather than giving all individuals an equal chance of selection. Permission was requested and granted by the dean's office to conduct the study and distribute survey questionnaires. The respondents included twenty (20) barangay officials actively involved in community governance and fifty (50) pedestrians from the area. The data gathered revealed that the majority of respondents were between the ages of twenty-four to twenty-nine (24–29) years old. The average rating for the "Implementation" variable was 3.51, indicating a moderate level of effectiveness. Data analysis on the problems encountered by barangay officials and pedestrians during the implementation of sidewalk clearing operations showed that the most frequently cited issue had a frequency of sixty-six (66), accounting for 11.17%, while the least reported issue had a frequency of fifty-two (52) or 8.80%. Regarding proposed measures to address these challenges, the highest recorded frequency was sixty-eight (68), representing 10.90%, while the lowest was fifty-four (54) or 8.65%. The study emphasizes the significant role of barangay officials in implementing sidewalk clearing operations to ensure pedestrian safety.

Keywords: barangay officials, sidewalk clearing operations, pedestrian safety, urban infrastructure, implementation, community safety, enforcement, purposive sampling, caloocan city

**THE ROLE OF BARANGAY PEACE AND ORDER COMMITTEE IN
MITIGATING FRATERNITY RELATED-VIOLENCE IN
BAGONG SILANG PHASE 9 CALOOCAN CITY**

Jelyn Alonzo, G-cel Livelo, Margarette Abejar, Elaine Moico,
Sheriilyn Pagayon, Irene Gaviola

Abstract

The primary function of the Barangay Peace and Order Committee is to mitigate crimes within its jurisdiction by carrying out activities that safeguard the rights and properties of all residents. This study aims to support Area Monitoring Officers and Taskforces in enhancing their understanding of the current crime-related circumstances in the community. One major concern addressed in this research is the threat posed by fraternity groups, which often engage in violent activities such as hazing, gang warfare, rioting, and other crimes associated with organized fraternities. The researchers conducted a descriptive study to examine the role of the Barangay Peace and Order Committee (BPOC) in mitigating fraternity-related violence in Bagong Silang Phase 9, Caloocan City. The purpose of the study was to gather data that would help assess the respondents' awareness of how the BPOC contributes to addressing fraternity-related incidents. A total of fifty (50) respondents participated in the study, divided into three groups: ten (10) Task Force members, ten (10) Area Monitoring Officers, and thirty (30) community residents. Most of the respondents were aged 42–50 years old, female, married, and high school graduates, with 4 to 6 years of service or residency in the community. The respondents' assessment of the role of the Barangay Peace and Order Committee (BPOC) in mitigating fraternity-related violence in Bagong Silang Phase 9, Caloocan City, was interpreted as “Strongly Agree,” particularly in the areas of conflict resolution, coordination with law enforcement, and promoting community awareness. The most commonly encountered problem by the BPOC was the weak prosecution of fraternity-related crimes. To address this issue, the study proposes the establishment of a dedicated task force composed of law enforcement personnel, community leaders, and representatives to foster open communication and build trust within the community. This chapter presents the conclusion and possible recommendations derived from the study, which aimed to determine the role of the Barangay Peace and Order Committee (BPOC) in mitigating fraternity-related violence. The findings revealed that 39 out of 50 respondents, representing an average of 78%, identified the weak prosecution of fraternity-related crimes as the most pressing issue. In response to this, a key recommendation is to strengthen peacekeeping efforts through increased community involvement, in collaboration with the BPOC and the Department of Social Welfare and Development (DSWD), to enhance preventive measures and promote a more coordinated response to fraternity-related violence.

Keywords: barangay peace and order committee (bpoc), fraternity-related violence, conflict resolution, community involvement, law enforcement coordination, weak prosecution, bagong silang phase 9, caloocan city, dswd, peacekeeping efforts

**THE ROLE OF BARANGAY PERSONNEL IN ADDRESSING VIOLENCE AGAINST
WOMEN AND THEIR CHILDREN IN BARANGAY MAPULANG LUPA VALENZUELA
CITY**

Ma Cassandra Abayon, Ruby-an Dela Cruz, Kimberly Maceda,
Carolane Nojida, Mary Ann Villanueva, Jinky Anacta

Abstract

Violence Against Women and Their Children Act, or Republic Act 9262 of 2004, refers to a series of acts committed by any person against a woman who is a wife, former wife, or a woman with whom the person has or had a sexual or dating relationship, or with whom he has a common child, or against his or her child, whether legitimate or illegitimate. The barangay personnel role in handling Violence Against Women and Their Children (VAWC) cases is outlined in Section 47 of the Implementing Rules and Regulations (IRR) of RA 9262. The instrument used in this study was a survey questionnaire. The respondents of the study included 20 barangay personnel, equivalent to 28.57 percent, and 50 residents, equivalent to 71.43 percent. Therefore, the total number of respondents was 70. This study used quantitative methods, particularly descriptive research design. The purposive sampling technique was applied in this study, a method also known as judgment sampling or selected sampling. The total composite mean for mediation and conflict was 3.22, indicating “Strongly Agree” as the verbal interpretation. “Maintain impartiality and neutrality throughout the case of Violence Against Women and Their Children” got the highest weighted mean of 3.37 with a verbal interpretation of “Agree.” “Victims of VAWC feel safe and supported when seeking help from the barangay” got the highest weighted mean of 3.49 with a verbal interpretation of “Strongly Agree.” “The barangay can provide enough protection to victims of Violence Against Women and Their Children during the intervention process” ranked first with a weighted mean of 3.39, indicating “Strongly Agree.” “Barangay personnel monitor the VAWC cases to ensure that victims receive the necessary help and support” got the highest weighted mean of 3.42 with a verbal interpretation of “Strongly Agree.” For victims of Violence Against Women and Their Children, it is recommended that they seek assistance or guidance from barangay personnel and other available support agencies to ensure their safety. For barangay personnel, it is important to maintain impartiality and sensitivity in the processing of VAWC cases to encourage victims to report cases without fear of discrimination or bias.

Keywords: violence against women and their children (vawc), barangay personnel, residents

**THE ROLE OF CRIME INFORMATION, REPORTING AND ANALYSIS SYSTEM (CIRAS)
IN POLICE STATION 6 (BATASAN): A BASIS FOR ENHANCEMENT**

John Paul Andoy, Carl Jade Baclea-an, Jessie Bermillo, Bien Rovic Jalandoni,
Harry Anaïs Orbista, Denise Anne Osorio

Abstract

The Crime Information Reporting and Analysis System (CIRAS) is a specialized component of the Philippine National Police (PNP) E-Policing initiative, developed in 2015 as an in-house web-based system. It features data visualization tools such as graphs, crime maps, and a crime clock to facilitate more effective analysis of recorded crime incidents. This study aims to examine the functional roles of CIRAS as a basis for potential system enhancements, as well as to identify the challenges encountered in its implementation. CIRAS is designed to optimize information utilization within the organization, ensuring accurate and comprehensive crime analysis for informed decision-making. The researchers employed a quantitative research approach, utilizing a descriptive research design to observe and describe the characteristics of the respondents. This method was selected to provide a detailed understanding of the subject matter through measurable data. To gather relevant information, the researchers used a stratified sampling technique, targeting a total of 50 respondents from the Batasan Hills Police Station, comprising 10 police commissioned officers and 40 police non-commissioned officers. The findings of the study, the majority of respondents were between 26 to 33 years old, with a frequency of 19. Additionally, the majority were male, totaling 38 respondents, and most were college graduates. The results also revealed that most respondents strongly agreed with the statement that training on the use of CIRAS can help law enforcers achieve accurate crime reporting. Furthermore, concerning comprehensive crime analysis, respondents strongly agreed that CIRAS provides an advantage in generating statistical crime data used to enhance crime maps, charts, and graphs. Lastly, in terms of information utilization, the respondents strongly agreed that all data recorded in CIRAS can contribute to the development of strategic and proactive crime prevention measures. It is concluded that the respondents generally expressed a positive assessment of CIRAS in terms of accurate crime reporting, comprehensive crime analysis, and effective information utilization. The most commonly encountered issue was technical problems, such as system crashes or malfunctions. In response to this, it is recommended that Batasan Hills Police Station 6 implement regular system maintenance and software updates to address bugs and security vulnerabilities, thereby enhancing the overall functionality and reliability of CIRAS.

Keywords: ciras, crime reporting, crime analysis, information utilization, technical problems, system maintenance, software updates, pnp e-policing, batasan hills police station, system reliability

**THE ROLE OF CRIMINOLOGY INTERNS IN ENHANCING CAMPUS SECURITY IN
BESTLINK COLLEGE OF THE PHILIPPINES NOVALICHES, QUEZON CITY**

Roselo Babila, Rafael Jhan Baylon, Junel Acuña, John Rie Evina,
Christian Superable, Irene Gaviola

Abstract

Campus security has become an increasingly significant concern for educational institutions, particularly in maintaining a safe and conducive environment for both students and staff. In response, many schools and colleges have sought to strengthen their security measures through various strategies. This study aims to assess the role of criminology interns in enhancing campus security at Bestlink College of the Philippines, specifically within its Millionaires Village campus in Novaliches, Quezon City. The research seeks to determine how the involvement of criminology interns contributes to overall safety and supports the institution's security objectives. The study involved respondents from various sectors of the school community, including students, employees, and administrators. To ensure the representativeness of the sample, the researchers utilized a probability sampling technique through simple random sampling. Data collection was conducted using unstructured interviews to obtain in-depth qualitative insights, alongside a structured questionnaire aimed at capturing respondents' demographic profiles and their specific concerns regarding campus security. The findings revealed positive assessments of the role of criminology interns in various aspects of campus security. These include regular evaluation and feedback (mean score: 3.248), inter-agency collaboration (3.14), implementation of policies, rules, and regulations (3.241), patrol and surveillance (3.158), incident reporting (3.181), and security protocol assessment and review (3.098). Despite these favorable results, the study identified a key issue, the lack of clear guidelines defining the roles and responsibilities of criminology interns, which may limit their effectiveness and contribution to campus safety efforts. The findings, researchers proposed an action plan aimed at enhancing the role of criminology interns in campus security. This includes conducting comprehensive training programs covering critical areas such as campus layout orientation, emergency response protocols, operation of security technologies (e.g., CCTV and access control systems), and applicable laws and regulations. The following recommendations are made: The institution should establish and distribute clear role descriptions for criminology interns to define their duties and responsibilities effectively. Students and staff should be routinely updated on campus security measures to ensure collective awareness and participation. School administrators should commit to regularly reviewing and updating security policies, ensuring alignment with evolving threats and technological advancements. Criminology interns are encouraged to proactively seek guidance on their responsibilities to perform their roles with greater clarity and confidence. Future studies should aim to assess the long-term impact of criminology interns on crime prevention and campus safety, while continuously evaluating the effectiveness of their involvement.

Keywords: criminology interns, campus security, bestlink college, training program, emergency response, cctv systems, role clarification, security policies, school safety, campus crime prevention, action plan, security awareness, future research

**THE ROLE OF LAW ENFORCEMENT IN ADDRESSING SOCIAL MEDIA RELATED
CRIMES AT BARANGAY GREATER LAGRO, QUEZON CITY**

Mary Jullianne Legaspi, Judylyn Bulfa, Jaielle Anne Sunico,
Ronald Sabban, Angelica Sanchez, Jinky Anacta

Abstract

The advent of the digital age has revolutionized nearly every aspect of human life, including communication, commerce, entertainment, and education. This technological transformation has also extended to the realm of criminal activity, giving rise to a new wave of offenses that exploit the unique vulnerabilities and vast opportunities provided by the internet and social media platforms. This study will utilize a qualitative descriptive research design to examine the effectiveness of law enforcement efforts in addressing social media-related crimes in Barangay Greater Lagro, Quezon City. The demographic profile of the respondents reveals that the highest frequency among the three groups was within the age range of 26–33 years, with 22 respondents, accounting for 27.50% of the total. In terms of sex, female respondents constituted the majority, with 45 individuals representing 56.25%. Regarding civil status, most respondents were single, comprising 45 individuals or 56.25% of the sample. Regarding educational attainment, the majority were high school graduates, comprising 36 respondents, or 45%. In terms of the effectiveness of law enforcement strategies in addressing social media-related crimes, the results show the following: Monitoring and Investigation received an overall weighted mean of 3.42, interpreted as Strongly Agree. Identifying and Tracking yielded an overall weighted mean of 3.27, also interpreted as Strongly Agree. Conducting Digital Forensics had an overall weighted mean of 3.25, interpreted as Agree. Executing Search Warrants garnered an overall weighted mean of 3.34, interpreted as Strongly Agree. Arresting Offenders obtained an overall weighted mean of 3.27, likewise interpreted as Strongly Agree. A notable challenge identified in the study is the difficulty in tracking and identifying anonymous accounts involved in social media crimes. Most of the respondents were female, comprising 45 individuals or 56.25% of the total, and the majority belonged to the age group of 26 to 33 years. In terms of civil status, the highest number of respondents were single, also totaling 45 or 56.25%. The respondents strongly agreed with the effectiveness of law enforcement efforts across the variables: Monitoring and Investigation, Identifying and Tracking, Executing Search Warrants, Conducting Digital Forensics, and Arresting Offenders. The most commonly encountered issue was the difficulty in tracking and identifying anonymous accounts involved in social media crimes. As a response, the most highly recommended solution by the respondents was to strengthen the capacity of local law enforcement in tracking and identifying anonymous social media accounts involved in criminal activities.

Keywords: social media-related crimes, law enforcement effectiveness, anonymous accounts, digital forensics, monitoring and investigation, identifying and tracking, search warrant execution, arrest procedures, barangay greater lagro, quezon city.

**THE ROLE OF MODERN TECHNOLOGY IN CRIMINAL INVESTIGATION
BY PHILIPPINE NATIONAL POLICE: AN ASSESSMENT**

R-jay Dacutanan, Jessmark Dacutanan, Dennis Ballesteros,
Ronald Caingal, Rafael Agustin Lambino, Nilmar Plata

Abstract

In today's digital era, crime has extended beyond physical boundaries into cyberspace, leading to a rise in cybercrimes such as hacking, online fraud, identity theft, and data breaches. These offenses have become increasingly common and impactful, posing significant challenges to law enforcement agencies. This study aims to assess the role of modern technology in criminal investigations conducted by the Philippine National Police (PNP) Cyber Forensic Division. The study surveyed a total of 50 respondents, comprising 20 personnel from the Cyber Forensic Division and 30 community members. It was conducted at Camp Karingal, the headquarters of the Quezon City Police District. Utilizing a descriptive research design, the study employed purposive sampling to select participants with relevant experience and knowledge in the field of cybercrime and digital investigations. The demographic profile of the respondents revealed that 30% were aged 18–25, while only 4% were above 51. Males comprised 60% of the total respondents, with females accounting for the remaining 40%. In terms of marital status, 50% were married, and only 2% were separated. Regarding educational attainment, 60% of the respondents were college graduates, while just 2% had attained postgraduate degrees. In terms of length of service, 48% had been in service for 1–3 years, 16% for 4–6 years, 20% for 7–10 years, and another 16% had over 11 years of experience. Respondents strongly agreed on the vital role of modern technology in criminal investigations. Among the technological tools assessed, digital forensic services received the highest weighted mean score of 3.61, followed by mobile forensics at 3.54, and security information management at 3.53. Digital forensic services were viewed as essential in presenting complex digital evidence in a comprehensible manner. Mobile forensics was recognized for its capacity to extract critical evidence from mobile devices, while security information management was acknowledged for safeguarding sensitive data through encryption and access control systems. Despite the positive impact of modern technology on criminal investigations, challenges remain, chief among them being weak cybersecurity measures, which pose a significant threat to the protection of sensitive information. This issue was identified as the most pressing concern by 68% of respondents. To address this, 78% of respondents recommended the implementation of robust cybersecurity protocols, including encryption, firewalls, and access controls. These findings offer valuable insights for law enforcement agencies, which can use them to enhance their investigative and security response strategies. Furthermore, regular training sessions are essential to equip forensic investigators with the skills needed to respond to evolving cyber threats. Criminology students and future researchers can also benefit from this study, ensuring they are well-informed and prepared with up-to-date knowledge in the field of cyber forensics.

Keywords: cybercrime, cybersecurity measures, digital forensics, mobile forensics, security information management, philippine national police (pnp), cyber investigations, encryption, law enforcement, cyber threats

**THE ROLE OF PHILIPPINE NATIONAL POLICE E-PROJECT IN ENHANCING THE
ACCURACY AND EFFICIENCY IN POLICE RECORDS MANAGEMENT**

John Dandred Hernandez, Eugene Berja, Emmanuel Angelo Flores,
Warren Guimban, Ferry Melitado, Dr. Antonio Dawagan Sr.

Abstract

The Philippine National Police (PNP) faces persistent challenges in managing large volumes of criminal reports due to reliance on traditional, paper-based methods. These outdated approaches lead to delays in report preparation, inconsistent data recording, limited access to and analysis of information, and poor information-sharing among police units. Addressing these inefficiencies is essential for improving operational effectiveness and timely criminal investigations. This study employed a correlational research design involving two groups: ten (10) Police Commissioned Officers (PCO) and forty (40) Police Non-Commissioned Officers (PNCO), totaling fifty (50) respondents from Police Station 5. Using a probability sampling technique, the researchers gathered necessary data through survey questionnaires. The study aimed to explore relationships between reporting system practices and the efficiency of handling criminal cases within the Philippine National Police. The study found that the most highly supported measures to improve the Philippine National Police (PNP) E-Projects were: (1) training police officers to deliberately operate the Crime Incident Data Management System (CIDMS) and (2) conducting simulated cyberattacks to enhance system security, both receiving a 74% approval rate (frequency of 37). These strategies aim to address recurring problems in managing police records by ensuring officers are equipped to navigate the technical complexities of the system and by reinforcing system defenses against potential failures or breaches. Selecting and properly training officers to maintain the E-Projects is essential for safeguarding sensitive data and ensuring the continuous functionality and accuracy of the CIDMS. The study highlights that the Philippine National Police (PNP) E-Projects including the E-blotter, E-warrant, and E-rouge gallery, are effective tools in enhancing the accuracy and efficiency of police records management. These systems support overall operational functionality. However, challenges persist in the selection and assignment of qualified police officers to maintain and operate these systems. To address this gap, the study recommends deliberate training for officers on the Crime Incident Data Management System (CIDMS) and implementing simulated attacks to improve system security and resilience.

Keywords: philippine national police (pnp), e-projects, cidms, police records, operational efficiency, officer training, system maintenance, cybersecurity, digital transformation, pnp e-blotter, e-warrant, e-rouge gallery

**THE ROLE OF POLICE STATION 6 BARANGAY BATASAN HILLS QUEZON CITY IN
CONDUCTING INITIAL CONTACT OF CHILDREN IN CONFLICT WITH THE LAW**

Aljon Medina, Ar Jay Dela Cruz, Angelo Managbanag, Francis Sevilano,
Reansiller Cahulugan, Denise Anne Osorio

Abstract

Children are the hope of our society; they are the ones who will take our place in the future. Therefore, it is the responsibility of parents and adults to protect and guide them. Unfortunately, not all children receive the same level of parental supervision and care. As a result, some make mistakes without fully understanding the serious consequences of their actions. These children are often placed under the care of the Department of Social Welfare and Development (DSWD) and are labeled as “Children in Conflict with the Law” (CICL). Since they are minors, they are not referred to as “criminals” or given the same legal labels as adults. The researchers employed a descriptive research design utilizing quantitative methods. A total of 50 respondents participated in the study, including 20 Criminologists, 15 Children in Conflict with the Law (CICL), and 15 Social Workers. Data was gathered using validated survey questionnaires to ensure clarity and accuracy. Snowball sampling was used to reach the target respondents. The collected data were analyzed using frequency, percentage, weighted mean, and a four-point Likert scale. The researchers found that, from the perspective of awareness, the majority of respondents strongly agreed with the statement: “Respect and dignity are shown during the actual initial contact.” Regarding manpower, the most selected response by both CICL and Social Workers was: “The personnel document and report the incident properly.” Additionally, both Social Workers and Criminologists emphasized: “Professionalism is maintained during initial contact.” As for policy and procedure, CICL respondents strongly agreed with: “The organization’s policies and procedures are consistently implemented.” Meanwhile, Social Workers preferred the statement: “No harmful weapons are present during initial contact,” and Criminologists most frequently selected: “Proper introduction is given during initial contact.” The study concludes that criminologists and social workers exhibit strong awareness of ethical standards and proper procedures when handling Children in Conflict with the Law (CICL). Most respondents agreed that organizational policies are consistently followed and that personnel are adequately trained. However, the findings also highlight the need for improved communication and preventive measures to reduce the likelihood of negative incidents. Overall, criminologists demonstrate confidence and preparedness in managing CICL cases effectively.

Keywords: children in conflict with the law (cicl), criminologists, social workers, ethical standards, initial contact, professionalism, policy implementation, communication, incident prevention, case management, personnel training

**THE ROLE OF QUEZON CITY ANTI DRUG ABUSE
ADVISORY COUNCIL DRUG PROGRAM**

Adrian Belmonte, Adrian Belmonte, Ronalyn Almodiel, Lara Cabales,
Daniela Calado, Sensi Aljim, Edgar Reyes

Abstract

This narrative paints a vivid, suspenseful picture of North Fairview, a seemingly peaceful neighborhood in Quezon City. While it maintains an image of safety and community, the setting suggests a hidden world of covert activities taking place under the cover of night, hinting at an underground network quietly operating within its shadows. The study will gather data from 50 respondents in North Fairview, Quezon City, including community residents (20), law enforcement officers (10), and barangay personnel (20). The researchers will distribute the survey questionnaires randomly to willing participants. The survey results from 50 respondents in North Fairview, Quezon City, revealed the following demographic profile: The most common age ranges were 36–41 and 42+, each representing 26% (13 respondents). Gender distribution was even, with males making up 50% (25 respondents). In terms of length of residency, the majority (62% or 31 respondents) lived in the area for over 15 years. Regarding educational attainment, 46% (23 respondents) were college graduates. Local residents emphasized that the non-enforcement of criminal penalties for drug use and personal possession contributes to ongoing issues in the community. The study suggests that instead of criminalization, focusing on decriminalizing possession and investing in voluntary, community-based treatment and harm reduction services can reduce drug-related harm. This approach is believed to enhance both public health and safety, while also addressing the limitations of punitive drug policies.

Keywords: drug decriminalization, harm reduction, community-based treatment, public safety, public health, illegal drug use, drug possession, rehabilitation, policy reform, local community perception

**THE ROLE OF QUEZON CITY POLICE STATION 5 IN ADDRESSING PROLIFICATION
OF ILLEGAL DRUGS AT BARANGAY NORTH FAIRVIEW**

Carl Nielsen Cabulang, Kayle Ingada, Alinor Maruhom, Jerry Boy Ordonio,
Raymond Respicia, Freddie Valdez, Dr. Antonio Dawagan Sr.

Abstract

This study investigates the effectiveness of Quezon City Police Station 5's strategies in combating the spread of illegal drugs in Barangay North Fairview. It focuses on law enforcement actions, preventive education, and community engagement, analyzing how these approaches influence the occurrence of drug-related incidents. The research aims to assess whether the station's initiatives contribute to improved public safety and reduced drug proliferation. The study employed a descriptive research design with a quantitative approach to assess the role of Quezon City Police Station 5 in addressing the proliferation of illegal drugs. It analyzed respondent profiles based on age, sex, civil status, and length of service, and evaluated drug-related interventions across four dimensions: prevention, preparation, performance, and post-assessment. The research focused on the perspectives of 30 police officers, 10 community members, and 10 barangay officials from Barangay North Fairview. The study identified key problems faced by respondents regarding the role of Quezon City Police Station 5 in combating illegal drug proliferation in Barangay North Fairview. The most significant issue reported by 48 out of 50 respondents was the insufficiency of personnel and equipment, which negatively affects the efficiency of anti-drug operations. Another major concern is the lack of funding and resources, which limits the effectiveness of rehabilitation programs for drug dependents. Recommended actions include requesting additional funding and personnel from local authorities and the PNP and collaborating with NGOs and government agencies to enhance rehabilitation efforts. The results indicate that the primary problem identified by respondents is the insufficient personnel and equipment, which significantly hinders the effectiveness of anti-drug operations conducted by Quezon City Police Station 5 in Barangay North Fairview. To address this issue, collaborative efforts between police and local government units are essential, particularly in allocating additional manpower and funding to enhance operational capacity.

Keywords: quezon city police station 5, barangay north fairview, illegal drugs, anti-drug operations, insufficient personnel, lack of equipment, community safety, police resources, rehabilitation programs, local government support.

**THE ROLE OF THE JUVENILE JUSTICE AND WELFARE COUNCIL IN ENSURING
THE FAIR TREATMENT AMONG CHILDREN IN CONFLICT WITH THE LAW**

Jemuel Bismonte, Charlie Daño, Jerick Dajalos, Jerick Edward Stambough,
Loriel Trinidad, Dr. Antonio Dawagan Sr.

Abstract

In contemporary criminology, juvenile offending has garnered significant attention due to its impact on public safety and the developmental trajectories of young individuals. Republic Act 9344 emphasizes diversion and intervention programs, focusing on addressing the underlying causes of a child's behavior while avoiding formal court proceedings whenever possible. This study employed a Quantitative Descriptive Research Design and involved fifty (50) respondents. The participants included members of the Multi-Disciplinary Team, Barangay personnel, and Police officials, as they are directly affected by the factors under investigation. Respondents were selected using a probability sampling technique. Data and information were collected through survey questionnaires. In terms of age, the majority of respondents fall within the 34-41 and 42-50 year-old age ranges. Regarding sex, most respondents are male. For civil status, 27 respondents are married. Concerning educational attainment, 27 respondents are college graduates. In Part 2 of the questionnaire, the key indicators identified were: The PNP manual for handling CAR and CICL case. In the integrated care management protocol for duty bearers. In the barangay protocol for handling children-at-risk and CICL. Guidelines for monitoring detention facilities. The majority of respondents reflected the treatment experienced by CICL in Bahay Pag-asa. Moreover, the researcher recommends enhancing individualized intervention programs, strengthening the application of restorative justice principles, and increasing family involvement for Children in Conflict with the Law (CICL). Additionally, the development of more educational services and activities is encouraged to support their rehabilitation.

Keywords: juvenile offending, children in conflict with the law (cicl), ra 9344, diversion programs, intervention, restorative justice, individualized interventions, family involvement, educational services, bahay pag-asa, multidisciplinary team, barangay protective services

**THE ROLE OF THE PHILIPPINE NATIONAL POLICE
DURING CALAMITIES IN VALENZUELA CITY**

Meljun Yase, Christian Oro, Jaster Abanid, Aristotle Borja, Peter John Lutao, Eduardo Villaruel

Abstract

The Philippine National Police (PNP) play a vital role during calamities, particularly in Valenzuela City, which is highly vulnerable to floods and other types of disasters. The researchers utilized a convenience sampling technique and a descriptive research method, involving ten (10) police personnel and forty (40) residents from Valenzuela City. Prior to data collection, permission was obtained from the respondents to participate in the survey. The researchers distributed the questionnaires and waited for the respondents to complete them, after which the completed questionnaires were collected. A copy of the questionnaire was also provided to the researchers' advisor to ensure clarity and understanding. Additionally, permission was secured from the Station Commander before distributing the questionnaires, and upon approval, the surveys were personally handed to the respondents. The results are presented in the order of the problems raised in Chapter 1 and include tables, data analysis, and textual interpretation to further explain the findings. Among the fifty (50) respondents, thirteen (13) are aged 18-25 years and 26-30 years, each group representing 26% of the sample, while six (6) respondents are aged 51 and above, accounting for 12%. The average weighted means for the different operations are as follows: Rescue Operations scored 3.672, Assessment and Monitoring scored 3.532, Police Patrol Operations scored 3.572, and Retrieval Operations scored 3.560, all interpreted as "Strongly Agree. "Regarding the problems encountered by the PNP during calamities, the top-ranked issues are inadequate planning and preparation, which hinder effective response, and poor communication and coordination with other agencies, local government units, and the community, resulting in delayed or ineffective responses. To address the highest-ranked problem, the proposed intervention program includes enhancing training, developing detailed contingency plans, improving resource management, and fostering inter-agency collaboration. Through this study, the researchers gained a better understanding of the challenges faced by the PNP during calamities in Valenzuela City and were able to propose solutions and recommendations to improve their response efforts.

Keywords: philippine national police, pnp, calamities, disaster response, valenzuela city, rescue operations, assessment and monitoring, police patrol, retrieval operations, inter-agency coordination, contingency planning, resource management

**THE ROLE OF THE PHILIPPINE NATIONAL POLICE PERSONNEL TO ENSURE
THE PUBLIC SAFETY AND SECURITY DURING CIVIL DISTURBANCE
MANAGEMENT IN PAYATAS A QUEZON CITY**

Mary Grace Gahira, Nicole Balungaya, Danice Catienza, Mike Joshua Sumaoang,
Hazel Louise Ann Umas-as, Eduardo Villaruel

Abstract

Civil disturbance management arises from acts of civil disobedience. Such disturbances often occur when participants in mass civil disobedience become antagonistic toward authorities, prompting officials to regain control from unruly crowds. Civil disturbances can stem from various causes, including political grievances, urban economic conflicts, community unrest, terrorist acts, or foreign influences. These disturbances may be organized by disaffected groups aiming to embarrass the government. Their goal is to provoke an overreaction by authorities, believing that such a response will generate public sympathy for their cause. Often, their actions are overt and deliberate. The researchers used a survey questionnaire as the primary data-gathering instrument, which was completed by three groups of respondents: ten (10) PNP personnel, twenty (20) residents, and twenty (20) barangay personnel, all from Barangay Payatas A, Quezon City. This study employed a descriptive research design, combining surveys, interviews, and document analysis to assess the relationship between responders' awareness and the public safety and security of the community during civil disturbances in Barangay Payatas A, Quezon City. The results of the study reveal that most respondents are between 26 and 33 years old, with the majority being female. Regarding preparedness in Barangay Payatas A, Quezon City, during the pre-disaster stage, the highest-rated items were: receiving formal training or education on civil disturbance management; demonstrating mental resilience and the ability to handle stressful situations by adapting decision-making under pressure; consistently serving the public and protecting life and property; police officers showing tolerance and calmness in difficult situations; and investing in civil disturbance equipment, regularly assessing its condition, and ensuring timely upgrades to enhance operational efficiency and safety. The respondents identified the greatest weakness in civil disturbance management as the ability to show tolerance and remain calm in difficult situations. To address this, they proposed investing in civil disturbance equipment, regularly assessing its condition, and ensuring timely upgrades to enhance operational efficiency and safety.

Keywords: civil disturbance management, civil disobedience, public safety, preparedness, barangay payatas a, quezon city, pnp personnel, community security, training, equipment upgrade, tolerance, mental resilience

**THE ROLE OF TRAINING PROGRAM IN ENHANCING BARANGAY LUPON'S
CONFLICT RESOLUTION SKILLS IN BARANGAY 168 DEPARO CALOOCAN CITY**

Dian Irene De Castro, Britney Anne Acebo, Angelyn Nogales,
Jaypee Rafols, Melvid Caguioa, Irene Gaviola

Abstract

The Barangay Lupon Tagapamayapa, or Barangay Justice System, plays a vital role in resolving conflicts at the community level in the Philippines. It facilitates the local settlement of disputes to maintain peace and reduce the burden on formal courts. In Barangay 168, Lupon members are essential in managing conflicts, although they frequently encounter challenges stemming from limited training and resources. This study aimed to assess the role of a training program in enhancing conflict resolution skills among members of Barangay Lupon in Barangay 168, Caloocan City. The respondents included 20 Lupon members who are directly involved in resolving conflicts and 30 community leaders from the locality, totaling fifty (50) participants. These respondents provided insights, experiences, and suggestions regarding the effectiveness of the training program and its impact on improving conflict resolution abilities. The researchers employed purposive and stratified sampling techniques to select participants, ensuring that every member of the target population had an equal chance of being chosen. Before data collection, the researchers prepared and submitted a formal request to the management of Barangay 168 for approval to conduct the study. After obtaining approval, the researchers approached the respondents and personally distributed the questionnaires. Before administering the survey, the purpose of the study was clearly explained to all participants. The findings revealed that the majority of respondents were females aged 40 to 50 years old, with over 11 years of residence or service in Barangay 168 Deparo. Training programs had a significant positive impact on knowledge and skill acquisition (mean score 3.56), application of training (3.44), and satisfaction with conflict resolution (3.42). However, 58% of respondents identified limited participation in training sessions as a major challenge. The study recommends the formal adoption and implementation of the proposed Enhanced Training Program for Barangay Lurons. This program should be specifically designed to address identified gaps in communication, mediation techniques, and cultural sensitivity to enhance the effectiveness of dispute resolution.

Keywords: barangay lurons, enhanced training program, dispute resolution, communication gaps, mediation techniques, cultural sensitivity, implementation, community justice, conflict resolution

**THE SIGNIFICANCE OF EMERGENCY RESPONSE TEAM IN PREVENTING
CRIMES AGAINST PROPERTY DURING NATURAL DISASTER**

Mary Jane Obias, Trisha Bueno, Braill Cedrick De Luna, Jelly Rose Rodriguez,
Marvin Paul Rosina, Dr. Myrna Cuntapay

Abstract

The purpose of this study is to determine the significance of the Emergency Response Team in preventing crimes against property during natural disasters. Specifically, it aims to assess their performance in terms of timely response, quality of emergency procedures, security measures, and community satisfaction. Additionally, the study seeks to identify the challenges faced by the Emergency Response Team and to propose appropriate measures to address these challenges. Utilizing a descriptive research design, the study involves a total of fifty (50) respondents, comprising ten (10) members of the Emergency Response Team and forty (40) community members. Respondents are selected through purposive sampling. Data and information are gathered using a structured survey questionnaire designed to assess perceptions and experiences related to emergency response and crime prevention during natural disasters. The results of the study show that the majority of respondents are between the ages of 26 to 35. In terms of gender, 29 respondents are male. Most respondents are single, and the majority have attained a high school level of education. In Part 2 of the survey, the respondents strongly agreed on the effectiveness of the Emergency Response Team in the areas of Timely Response, Quality of Emergency Procedures, Security Measures, and Community Satisfaction. The most commonly encountered challenge by the Emergency Response Team is the limited availability of emergency response equipment and disaster supplies. To enhance service quality, it is recommended that the Local Government Unit (LGU) allocate additional funding for advanced equipment, such as transport vehicles for community surveillance and rapid response, as well as communication devices like two-way radios to improve coordination. Additionally, the wider dissemination of emergency hotlines, especially through social media platforms, is suggested to ensure the public is well-informed and can easily access emergency assistance when needed. The study highlights that the Emergency Response Team plays a vital role in every community, particularly in preventing crimes against property during natural disasters. Findings indicate that the team consistently arrives promptly at disaster scenes, contributing significantly to timely intervention. Their clear and well-structured emergency procedures help mitigate property crimes in disaster-affected areas. Furthermore, their efforts in maintaining security both during and after disasters are evident. Feedback from community members reflects a high level of satisfaction with the team's overall performance and dedication.

Keywords: emergency response team, crime prevention, natural disaster, timely response, emergency procedures, property crime, community safety, disaster response, security measures, community satisfaction

**THE SIGNIFICANCE OF PEACE AND ORDER PROGRAMS FOR
PREVENTION OF CHILD IN CONFLICT WITH THE LAW IN
BARANGAY KALIGAYAHAN, QUEZON CITY**

Alexis Jim Ancheta, Erick Cabalo, Michael Johnson Escario,
God Rey Esturas, Julius Mamalias

Abstract

According to Republic Act No. 9344, also known as the “Juvenile Justice and Welfare Act of 2006”, Section 4(e) defines a "Child in Conflict with the Law (CICL)" as a child who is alleged, accused, or adjudged to have committed an offense under Philippine laws. This research employs a quantitative descriptive research design to systematically gather and analyze data relevant to the study. A purposive sampling technique was used to ensure the inclusion of participants who could provide diverse and relevant insights into the research topic. The respondents were categorized into three groups: 15 Barangay Officials, 15 members of the Barangay Peacekeeping Action Team (BPAT), and 20 youth residents of Barangay Kaligayahan, Novaliches, Quezon City. Among the fifty (50) respondents, 20 individuals (40%) are between the ages of 18 to 25, making this the largest age group. The least represented age group is 26 to 33 years old, with only 1 respondent (2%). In terms of sex, 29 respondents (58%) are male, while 21 respondents (42%) are female. Regarding educational attainment, the majority of respondents (42%) are high school graduates, while the least represented group comprises 2% of respondents with the lowest level of educational attainment recorded. For length of service, 17 respondents (34%) have served for 4 to 6 years, while only 5 respondents (10%) have served for 7 to 10 years. The Effectiveness of the Program received an overall weighted mean of 3.52, interpreted as Strongly Agree. Preparedness scored a mean of 3.36, interpreted as Strongly Agree. Support System scored a mean of 3.40, also interpreted as Strongly Agree. Financial Capability received a mean of 3.30, interpreted as Strongly Agree. Among the problems encountered, the highest-ranked issue was: “Budget limitations may affect the quality of the programs we offer to children in conflict with the law,” cited by 86% of respondents. For measures to enhance program effectiveness, the top recommendation was: “Provide more specialized training for barangay officials, staff, and volunteers,” supported by 84% of respondents. The primary output of this study is the recommendation to provide specialized training programs for barangay officials, staff, and volunteers focused on effective child rehabilitation practices and the prevention of juvenile delinquency. These training initiatives aim to strengthen the capacity of local stakeholders in addressing the needs of children in conflict with the law and promoting long-term community-based interventions.

Keywords: specialized training, barangay officials, juvenile delinquency, child rehabilitation, children in conflict with the law (cicl), community intervention, local government, prevention strategies, capacity-building, youth development

**THE SIGNIFICANCE OF STUDYING HUMAN RIGHTS VIOLATION
ON THE PHILIPPINE'S WAR ON DRUGS IN BARANGAY
PAYATAS A, B AND C IN QUEZON CITY**

Adrian Jayson Zuleta, Michael Angelo Cardiente, Earl Christian Donaire,
Mark Laurence Pasilan, King Angelu Paulo, Nilmar Plata

Abstract

This study examined human rights violations during the Philippine "War on Drugs" to inform residents in selected barangays in Quezon City and surrounding areas about their legal rights and the nature of the abuses that occurred. The primary objectives were to raise awareness, prevent future violations, and promote accountability, ensuring that the mistakes of the past are not repeated. A quantitative descriptive research design was adopted to assess the extent of human rights violations during the Philippine "War on Drugs." A systematic sampling technique was employed to ensure a diverse and representative sample. Prior to data collection, formal approval was secured from the Dean's Office, Barangay Payatas, and Police Station 13 in Payatas, Quezon City. The study involved a total of 50 respondents, categorized into three groups: Residents: 30 individuals from Barangays Payatas A, B, and C. Barangay Officials: 15 local government representatives. Police Officers: 5 officers from Police Station 13. Survey questionnaires were distributed with the informed consent of participants. Responses were promptly collected, and the researchers extended their appreciation to all participants for their cooperation and valuable contributions. Demographic analysis revealed that 26% of respondents were aged 18–25 years, 54% were female, and 36% held college degrees. Key findings include: Concerns Identified: Respondents expressed deep concern over incidents of extrajudicial killings, evidence planting, lack of police accountability, and the targeting of vulnerable groups during the War on Drugs. Primary Problem: A significant number of community members lacked awareness of their human rights, which limited their ability to recognize or respond to violations. Top Proposed Solution: The most strongly supported recommendation was to provide adequate support to the families of victims, emphasizing the need for both material assistance and emotional rehabilitation. The findings underscore the urgent need for comprehensive human rights education and the development of robust support systems. Empowering residents with knowledge of their rights is essential to preventing future abuses and fostering a culture of respect and accountability. Equally important is the establishment of support mechanisms for victims' families, including access to legal assistance, counseling services, and financial aid, which are crucial for both justice and healing. To address widespread perceptions of impunity, it is vital to conduct transparent investigations and enforce strict accountability for authorities involved in rights violations. In conclusion, this study highlights the profound and lasting impact of the "War on Drugs" on human rights in the Philippines. By implementing the proposed measures, communities and institutions can move toward a more just and humane society, one that upholds the dignity and rights of all individuals and ensures that the mistakes of the past are never repeated.

Keywords: human rights education, war on drugs, philippines, community empowerment, victims' support, legal aid, counseling, accountability, transparency, impunity, justice, healing, human dignity, abuse prevention

TRAFFIC ACCIDENT REDUCTION THROUGH INNOVATION: PROPOSAL

Chuchie Dealagdon, Pablo Cadorna Jr, Danica Clariño,
Maria Lyka Mantala, Angelene Matuza, Nilmar Plata

Abstract

Commonwealth Avenue in Quezon City, recognized as one of the busiest thoroughfares in Metro Manila, has long been associated with severe traffic congestion and a high incidence of road accidents. This study aims to evaluate the effectiveness of innovative strategies in reducing traffic accidents and to develop a comprehensive action plan for improving road safety along Commonwealth Avenue. This study utilized a descriptive survey design to assess the socio-demographic profile of selected respondents, including variables such as gender, age, and civil status. A quota sampling method was employed to select eighty (80) respondents, consisting of residents, vendors, commuters, passengers, drivers, pedestrians, traffic enforcers, cyclists, and motorists. Respondents were chosen based on their awareness of how traffic accident reduction through innovation and action planning affects them. Additionally, a random sampling technique was applied to ensure that every individual within the target population had an equal chance of being selected, thereby minimizing selection bias. This approach enabled the researchers to draw conclusions that reflect the broader impact of the study's findings on the population. The study involved eighty (80) respondents, including community residents, motorists, pedestrians, traffic enforcers, cyclists, and vendors. The results revealed that the majority of the respondents were male, aged 18 to 25 years old, and residing in Commonwealth Avenue, Quezon City. Regarding the element of traffic accident reduction through innovation and action planning, respondents strongly agreed on the effectiveness of three key aspects: education and awareness, technological advancements, and government initiatives. However, the study also identified technological limitations such as compatibility issues with older vehicles and outdated infrastructure as significant challenges in the implementation of traffic safety innovations. To address these challenges, the study proposes the promotion of public awareness campaigns focused on safe driving practices, which could help reduce traffic accidents along Commonwealth Avenue. This study will produce a comprehensive analysis of how respondents evaluate the effectiveness of the proposed innovative action plan in mitigating traffic accidents along Commonwealth Avenue.

Keywords: traffic accidents

**TRAFFIC ENFORCEMENT IN BARANGAY 178 KIKO
CAMARIN CALOOCAN CITY:AN ASSESSMENT**

Jeneah Jean Excia, Jill Josol, Rosel Mahinay, Trixia Joy Manalang,
Princess Veal Villedar, Denise Anne Osorio

Abstract

The purpose of this research is to investigate the effectiveness of traffic enforcement in Barangay 178, Kiko Camarin, Caloocan City. It aims to identify the most effective interventions to ensure compliance with traffic rules among road users. The procedures outlined in this study are intended to promote highway safety and reduce traffic congestion within the area. Specifically, the research focuses on recommended procedures for pulling over traffic violators as a key aspect of enforcement. The primary goal of traffic enforcement is to ensure the safety of both motorists and pedestrians, while also maintaining smooth traffic flow during delays, reroutes, special events such as parades and processions, and official visits by dignitaries. This study utilized the descriptive survey method, which is designed to describe and interpret data and characteristics related to the population or phenomenon being studied. The respondents consisted of five (5) traffic enforcers and forty-five (45) motorists from Barangay 178, Kiko Camarin, Caloocan City. Based on the analysis and interpretation of the data, the majority of respondents were 18–25 years old (36%), male (86%), single (62%), and high school graduates (60%). There were no respondents from the elementary education level or those categorized as widowed. The total composite means for all three traffic flow conditions, free flow (2.35), synchronized flow (2.23), and wide moving jam (2.44), received a verbal interpretation of "Disagree." Under free flow, the highest-rated indicator was: "Drivers can maintain safe gaps between vehicles, enhancing safety" with a mean of 2.46. For synchronized flow, the highest-rated statement was: "Moving continuously but at reduced speeds compared to free flow" with a mean of 2.42. In the case of wide moving jam, the most agreed-upon item was: "Vehicles on the highway move very slowly, propagating across multiple lanes, with large sections of road experiencing a slow, synchronized flow of vehicles", which received a mean score of 2.47. Despite being the highest-rated indicators in their respective categories, all still fell within the "Disagree" range, indicating a general lack of satisfaction or effectiveness perceived by the respondents. As a recommendation, the respondents strongly agreed that a key intervention is to "prioritize the implementation of stricter penalties that are sufficient to discourage traffic violations." This emphasizes the need for stronger law enforcement and deterrent measures to address traffic issues effectively. The output of this study can provide valuable insights for local government units (LGUs) and policymakers to enhance traffic enforcement and management within Barangay 178, Kiko Camarin, Caloocan City. The findings may contribute to the development of more effective traffic policies and enforcement strategies, ultimately leading to safer road conditions, reduced traffic congestion, and an improved quality of life for residents.

Keywords: traffic enforcement, road safety, barangay 178, caloocan city, motorist compliance, traffic management, law enforcement, public safety, congestion reduction, local government policy

**UNDERSTANDING THE EFFECT OF DRUG USER IN FAMILIES
IN BARANGAY BAGBAG NOVALICHES QUEZON CITY**

John Lloyd Alisna, Ryan Carl Austria, Zyhmon Estrella, John Christopher Diano,
Marco Lumontad, Denise Anne Osorio

Abstract

Drug addiction is not merely a personal struggle for the individual involved; it has profound and far-reaching consequences for their family, particularly in communities like Barangay Bag-bag, Novaliches, Quezon City. The stereotypical image of a drug addict often includes a family silently suffering in the background, grappling with emotional distress, financial hardship, and social stigma. Many families endure strained relationships, the fear of losing a loved one, and the burden of managing household needs when addiction drains resources and stability. This research aims to explore the lived experiences of these families, shedding light on the real and human stories behind the statistics. Specifically, it seeks to understand how drug use affects family life in terms of altered relationships, disrupted daily routines, and the mental and emotional toll on each family member. By capturing these narratives and examining the broader social and economic pressures at play, the study aspires to illustrate the full impact of drug addiction on families and to identify ways to provide more effective and compassionate support to those most affected. This study employed a descriptive research design and utilized a purposive sampling method. The respondents were categorized into three groups: families with a member who is a drug user, families without a drug user, and Barangay Tanods. A total of fifty participants were involved in the study. Data was collected through a structured survey questionnaire designed to gather insights into the impact of drug use on family life and community perspectives. The results of the research present the data collected and analyzed, offering valuable insights derived from participants' responses. These findings, combined with the researchers' interpretations, contribute to a deeper understanding of the study's objectives. The analysis aims to provide clear and meaningful conclusions regarding the impact of drug use on families and the broader community, fulfilling the goal of shedding light on the real-life implications of substance abuse in Barangay Bag-bag. The findings suggest that the community consists largely of married and stable households, with only a minimal number of cases involving separation or widowhood. In collaboration with families and local officials, the community offers substantial support to individuals affected by drug addiction through law enforcement, rehabilitation programs, and community-based initiatives. Addressing the ongoing challenges requires coordinated intervention programs, accessible support services, and economic opportunities that empower families to remain resilient. Recommended strategies include fostering open and honest family discussions about drug use, promoting healthy recreational activities, encouraging positive role modeling for stress management and problem-solving, and establishing clear family rules regarding substance use.

Keywords: stable families, drug prevention, barangay bag-bag, community support, rehabilitation programs, intervention strategies, law enforcement, family communication, stress management, substance abuse

**UNDERSTANDING THE FACTORS INFLUENCING PUBLIC PERCEPTION
ON THE LEGITIMACY OF POLICE OPERATION IN
BARANGAY COMMONWEALTH QUEZON CITY**

Ray Mark Espinola, Alexey Mikhael Embile, Mark Joseph Genese, Vincent Manlapit,
John Clarence Salino, Dr. Myrna Cuntapay

Abstract

Public trust in law enforcement remains a significant concern in the Philippines, particularly in urban areas where issues related to transparency, accountability, and procedural fairness persist. While national surveys in 2023 indicated improvements with an 80% trust rating and 79% approval for the Philippine National Police (PNP), challenges at the local level continue. Barangay Commonwealth in Quezon City exemplifies a complex environment shaped by its socio-economic conditions and law enforcement dynamics. This study examined the factors influencing public perception of police legitimacy, with a particular focus on transparency, accountability, and procedural fairness. It also sought to identify key challenges and recommend actionable solutions to enhance police-community relations. Utilizing purposive sampling, the study involved 50 respondents, comprising both community residents and police officers with direct law enforcement experience. A quantitative descriptive research design was employed, and surveys were personally distributed and collected to ensure complete participation. Findings reveal that respondents strongly agreed police officers demonstrate accountability and procedural fairness; however, transparency received slightly lower ratings, highlighting the need for more open communication. The top-rated indicators included: “There is transparency in how police officers handle issues of accountability,” “Police are held accountable for maintaining transparency and fairness,” and “Police follow established procedures during operations.” The primary challenge affecting police legitimacy was identified as the limited information about police activities, which leads to confusion among residents. The most recommended action to address this issue is the implementation of public awareness campaigns and the strengthening of police-community engagement efforts. To enhance public perception of police legitimacy, law enforcement agencies must adopt structured communication strategies, including regular briefings, social media updates, and the publication of activity reports. Policymakers should promote transparency by supporting independent oversight mechanisms, launching educational campaigns, and allocating funding for community engagement initiatives. Barangay officials are encouraged to organize interactive forums, install suggestion boxes, and conduct awareness drives to bridge information gaps and build public trust. Citizens, in turn, are urged to participate in feedback mechanisms and local safety initiatives. Criminology students are encouraged to engage in fieldwork focused on procedural justice and community policing practices, while researchers should further investigate the long-term impact of transparency initiatives on public trust and institutional legitimacy.

Keywords: police legitimacy, barangay commonwealth, transparency, accountability, procedural fairness, philippines, public perception of police in quezon city

**UTILIZING ARTIFICIAL INTELLIGENCE FOR ENHANCE LAW ENFORCEMENT AND
OTHER OPERATION IN POLICE OPERATION IN POLICE STATION 14 QUEZON CITY**

Mark Jason Lacuarin, Randolph Briones, James Dela Rosa, John Carlo Montes,
Tobie Patricio, Eddie Boy Villarmente, Jinky Anacta

Abstract

In today's world, technological advancements continue to capture our attention, and artificial intelligence (AI) is stealing the spotlight with its innovative and transformative capabilities. Nearly every facet of modern life is evolving because of AI including the field of law enforcement. From enhancing crime detection to improving operational efficiency, AI is being integrated into policing in various ways, reshaping how justice is served. This is a methodological approach designed to describe the topic or subject under study in detail. It serves as a foundational tool for researchers, enabling them to observe, record, and analyze the intricate aspects of a particular subject. By providing a rich and comprehensive account, this method helps in understanding, categorizing, and interpreting the subject matter more effectively. Respondent demographics from Police Station 14 reveal a predominantly young (26–33 years old), male, single, and college-educated workforce, with most officers having 4–6 years of service. This profile suggests a potentially adaptable force open to technological advancements, though the male-dominated demographic may warrant attention to potential biases. Overall, officers view Artificial Intelligence (AI) as a valuable tool for enhancing law enforcement, particularly for improving efficiency and responsiveness. However, they also recognize the need for further development in AI implementation. Identified challenges where AI could provide solutions include slow response times, inherent biases within AI systems, limited CCTV and body camera coverage, privacy concerns, and insufficient training in AI and cybersecurity. Human error in crime detection and cybercrime investigations was also noted as key areas for improvement. To address these issues, recommendations include expanding CCTV coverage, digitizing records, enhancing inter-unit communication, and minimizing physical contact during incident reporting. AI could further streamline emergency responses, improve background checks, and expedite report processing, all while ensuring human rights are upheld. The study explored the utilization of Artificial Intelligence (AI) in Police Station 14, Quezon City, highlighting its potential to improve efficiency, responsiveness, and accuracy in law enforcement. While the majority of officers expressed positive views on AI, challenges in data collection included limited officer availability, confidentiality restrictions, and hesitation to discuss sensitive issues. The findings indicate that successful AI integration will require expanded infrastructure, specialized training, and careful consideration of ethical and privacy concerns.

Keywords: ai in police enforcement, technological advancement, ai systems

**WOMEN'S AWARENESS ON AVAWC (R.A. 9262) AS BASIS FOR RIGHTS
INFORMATION DISSEMINATION AT BARANGAY HOLY SPIRIT, QUEZON CITY**

Ahaziah Myrrh Taguam, Mary Joy Antonio, Genema Avila,
Alice Batoy, Rose Anne Dalisay, Edgar Reyes

Abstract

Awareness is the ability to recognize and understand one's thoughts, emotions, and surroundings. It plays a crucial role in guiding individuals through daily life, helping them make informed decisions and interact effectively with others. In the context of societal issues such as discrimination, sexism, and abuse, both physical and emotional awareness becomes even more vital. Women and children who are subjected to violence often endure emotional trauma, anxiety, and various physical injuries. Promoting awareness of Violence Against Women and Children (VAWC) is essential in supporting victims and preventing further abuse. However, despite continued efforts to address VAWC, many women remain unaware of their rights, resulting in numerous cases going unreported. Digital platforms such as online legal resources and social media campaigns offer powerful tools for raising awareness and educating a broader audience about VAWC and the importance of seeking help. This chapter outlines the methodological framework of the study, detailing the research design, target respondents, sampling method, data-gathering instrument, procedures for validating the instrument, the process of distribution and collection, and the statistical techniques applied for data analysis. This chapter presents the data collected by the researchers, along with their corresponding analysis and interpretation through tabular presentations. It covers the respondents' demographic profile, the results derived from the survey questionnaire, and the statistical methods employed in analyzing the data. The majority of the respondents were aged 34 to 41, college graduates, and residents of Barangay Holy Spirit, Quezon City. Participants including residents, barangay officials, and police officers, strongly agreed on the importance of raising women's awareness of the Violence Against Women and Children (VAWC) Act (R.A. 9262) as a foundation for an effective information dissemination program on women's rights. High levels of agreement were observed in the areas of program planning, implementation, and operational procedures for handling VAWC cases. The most significant challenge identified was the fear of retaliation when discussing or reporting VAWC incidents. To address this issue, it is recommended that increased funding and government support be provided to strengthen VAWC awareness initiatives within the community.

Keywords: violence against women and children (vawc), r.a. 9262, women's rights, awareness, barangay holy spirit, information dissemination, fear of retaliation, community support, government funding, program implementation, program planning, operations

**ASSESSMENT ON THE FACILITIES OF RAINFOREST ADVENTURE
EXPERIENCE PARK TOWARDS CUSTOMER'S SATISFACTION**

Niño Sta Ana, Raizen Lancelot Baldano, Andrew Charles Carretas,
Paolo Jay Salvador, Joe Lyn Brogada, Alezhandrea Clio Barrios

Abstract

This study explores visitor satisfaction with the facilities at Rainforest Adventure Experience Park, focusing on factors such as age, gender, and frequency of visits. A descriptive correlational research approach was used, involving 50 tourists. The findings identify areas that need improvement, including cleanliness, maintenance, staff responsiveness, and safety, with the ultimate goal of enhancing the overall tourist experience. This study conducted surveys to evaluate customer satisfaction with the facilities at Rainforest Adventure Experience Park. It examined the relationship between age, gender, and visit frequency with satisfaction regarding cleanliness, maintenance, staff quality, and safety. The results were analyzed using verbal interpretations. Overall, respondents rated the facilities as "satisfied" in terms of cleanliness, maintenance, trash management, staff responsiveness, and safety measures. However, several issues were identified, including poor maintenance of facilities and equipment, a lack of personnel, inadequate cleaning procedures, resource shortages, unclear signage, noise disturbances, inconvenient operating hours, and limited accessibility for individuals with disabilities. To enhance visitor satisfaction, several recommendations were made, such as: Improving maintenance, increasing staff availability, establishing better cleaning protocols, providing clear signage, minimizing noise levels, adjusting operating hours, adding more facilities, improving accessibility, enhancing lighting and drainage in certain areas. The assessment revealed that respondents were "satisfied" with cleanliness, maintenance, trash management, staff responsiveness, and safety measures. However, they pointed out several issues, including poor maintenance of facilities, understaffing, inadequate cleaning procedures, resource shortages, misleading signage, noise pollution, inconvenient operating hours, and limited amenities for individuals with disabilities. The study recommended several improvements to enhance the overall tourist experience at the park. These recommendations include better maintenance, increased staffing, improved cleaning protocols, clearer signage, measures to reduce noise, adjusted operating hours, additional facilities, enhanced accessibility, and improved lighting and drainage.

Keywords: facility assessment, customer satisfaction, rainforest adventure experience park, tourism, service quality, visitor experience, park facilities, recreational amenities, adventure tourism, customer feedback, facility improvement, guest satisfaction

**EFFECTIVENESS OF WEARING PERSONAL PROTECTIVE EQUIPMENT IN KITCHEN
IN SELECTED RESTAURANTS AROUND SAN JOSE DEL MONTE, BULACAN**

Nieves Neyt Hipol, Neri Jane Furigay, Dahlia Barro, Mary Grace Gidacan,
Bartolome Jr Alcover, Andrey Evangelista, Romeoul Karl Flores

Abstract

Personal Protective Equipment (PPE) plays a vital role in minimizing workplace hazards such as burns, cuts, and contamination in restaurant kitchens. In the food service industry, proper PPE use not only protects workers but also supports food safety by preventing foodborne illnesses. Effective use of PPE requires appropriate selection based on kitchen risks, consistent training, and reinforcement of hygiene standards. This study investigates the effectiveness of wearing PPE among kitchen staff in selected restaurants around San Jose del Monte, Bulacan, focusing on its impact on workplace safety and food hygiene. A descriptive research design is utilized to evaluate PPE effectiveness in kitchen operations. Systematic sampling is applied to select five respondents per restaurant, targeting chefs and kitchen staff. Data is collected using a validated survey questionnaire reviewed by Dr. Antonio Bermudez, which includes items on demographics, PPE usage, and common kitchen safety concerns. To ensure accurate and reliable data, researchers personally administered the surveys and provided clarification as needed, facilitating full participation and honest responses. The study includes 15 respondents, mostly aged 23 to 27, who acknowledged the significant role of PPE in maintaining food safety and protecting worker health. Commonly used items included gloves, aprons, and hairnets. However, several challenges were identified, such as discomfort, inconsistent compliance, and equipment wear-and-tear. Additionally, workplace stress and fatigue were cited as factors that affected PPE adherence. The results suggest that while awareness of PPE importance is high, improvements in training and access to quality protective gear are necessary. The findings affirm that PPE use is effective in enhancing kitchen safety and preventing contamination, yet full effectiveness is limited by challenges in comfort, consistent usage, and maintenance. Regular training, monitoring, and timely replacement of worn-out gear are recommended to improve adherence. Emphasizing PPE protocols, along with addressing factors such as stress and proper hygiene enforcement, can further strengthen food safety practices in restaurant settings.

Keywords: personal protective equipment, kitchen safety, food hygiene, restaurant workers, san jose del monte, workplace hazards, food safety, compliance, training, development studies

**FACTORS INFLUENCING THE PROLIFERATION OF ILLEGAL VENDORS
IN BARANGAY 176, BAGONG SILANG CALOOCAN CITY**

Mhica Harlie Macanang, Jinelin Araza, Arlyne Castañeda,
Jonnalyn Delfin, Iriesh Mancao, Edgar Reyes

Abstract

Informal vendors are individuals who sell goods or food in public spaces such as streets, sidewalks, or other outdoor areas without formal business permits or permanent stalls. These vendors often rely on mobile setups such as pushcarts and baskets to move between locations. This study aims to examine the factors influencing the proliferation of illegal vendors in Barangay 176, Bagong Silang, Caloocan City. Specifically, it seeks to describe the demographic profile of respondents in terms of age, sex, civil status, and years of vending; evaluate the factors contributing to illegal vending in terms of governance and legal problems, socioeconomic issues, workplace-related challenges, and physical conditions; identify the common problems encountered by respondents; and propose strategies to reduce the spread of illegal vending. The study involves 50 respondents, divided into three groups: 30 illegal vendors, 10 police officers, and 10 members of the Barangay Clearing Operations. A stratified sampling technique is used to ensure balanced representation and accurate data analysis. The study adopts descriptive research design. Respondents are invited to participate by completing a survey questionnaire. The researchers distribute the questionnaires and remain on-site while the respondents answer them. Once completed, the questionnaires are collected for analysis. The responses are then organized and evaluated using statistical tools appropriate to the study's objectives. Among the 50 respondents, 42% belong to the age group of 26 to 33 years old, while only 14% are aged 51 and above. In terms of sex, 54% are male, and 50% are married. Regarding their experience as illegal vendors, 33.33% have been vending for 1 to 3 years. The respondents strongly agreed that several factors influence the proliferation of illegal vending, including poor governance and legal enforcement, socioeconomic hardships, lack of adequate workplace infrastructure, and exposure to physical hazards. The findings indicate that poverty is the primary factor driving individuals to engage in illegal vending as an alternative means of income. In response to these challenges, the respondents proposed strategies such as implementing social safety nets and job creation programs to alleviate poverty and reduce the reliance on informal vending. These insights may serve as a basis for policy interventions aimed at improving livelihood opportunities and addressing the root causes of informal economic activities in urban areas.

Keywords: illegal vending, informal economy, socioeconomic factors, governance issues, poverty, urban development, barangay 176, caloocan city

**ASSESSING THE FUTURE POTENTIAL PHOTOGRAPHY
INDUSTRY AT NOVALICHES, QUEZON CITY**

Danielle Roxas, Hanah Asupan, Christel Doneri, Archie Oliveros,
Jessa Ruiz, Christine Calvo

Abstract

This study assesses the future potential of the photography industry in Novaliches, Quezon City, by examining how shifting customer preferences, evolving business models, and rapid technological advancements shape market dynamics. Key factors include image quality, ease of use, creative control, and overall user experience. The goal is to understand how innovations such as mirrorless cameras, smartphone imaging, and artificial intelligence tools are redefining consumer expectations and professional practices. A quantitative survey design is employed, using purposive sampling to select twenty local photographers with active professional or enthusiast involvement. A structured questionnaire measures perceptions of emerging trends, industry challenges, and growth opportunities on a four-point Likert scale. Data are analyzed using weighted means to determine the level of agreement with statements on each dimension. Photographers strongly agreed that current trends such as mobile photography integration and online portfolio platforms, are driving technological innovation and expanding client bases (weighted mean = 3.72). The most significant challenge identified was unstable or seasonal demand affecting business sustainability (weighted mean = 3.61). In terms of opportunities, advanced editing software and automated workflow tools were considered to offer the greatest potential to enhance service quality and productivity (weighted mean = 3.80). The study indicated that embracing digital trends and investing in new technologies would be essential for photographers in Novaliches to remain competitive. As a result, it was recommended that industry practitioners adopt mobile-friendly services, diversify offerings during off-peak seasons, and leverage editing and AI tools to improve efficiency. Supporting workshops and collaborative networks were also advised to help photographers navigate market fluctuations and capitalize on emerging opportunities.

Keywords: photography industry, technological innovation, market trends, business sustainability, digital tools, novaliches

**PRESERVING INDIGENOUS CULTURE (AETA) IN TARLAC:
A COMPREHENSIVE STUDY ON SUSTAINABLE MANAGEMENT
AND CONSERVATION OF CULTURAL ASPECT**

Fortin Karlo Cleford, Princess Derilo, Glenly Lebios, Fremar Villaluz,
Ma Eleonor Yacapin, Alezhandrea Clio Barrios

Abstract

The Aeta, among the Philippines' earliest indigenous groups, possess a vibrant cultural heritage characterized by traditional skills in hunting, gathering, farming, and handicraft-making. These practices are integral to their identity and community life. However, the forces of modernization, land displacement, and continued marginalization pose serious threats to the survival of these cultural traditions. This research seeks to identify sustainable strategies for preserving and revitalizing Aeta heritage while also examining the barriers that hinder the intergenerational transmission of their traditional knowledge and practices. A mixed-methods research design was adopted to provide a well-rounded analysis of the issue, integrating both quantitative and qualitative data. The quantitative component involved structured surveys, while the qualitative aspect consisted of in-depth interviews to gather detailed insights. A total of 35 participants from the Aeta community in Sitio Gayaman, Tarlac City, were purposively selected for their direct experience and cultural knowledge relevant to the study's objectives. This study examines the traditional knowledge and cultural practices of the Aeta community in Tarlac, focusing on hunting, gathering, farming methods, and handicraft-making, as well as the challenges affecting their preservation. Demographic data indicate that most participants are between 36 and 45 years old (34%), with 75% identifying as female. Regarding educational attainment, 63% have completed at least some level of junior or senior high school. Findings show that traditional knowledge in hunting and gathering remains actively practiced, with high mean scores for plant collection techniques used for food and medicine (3.51), and hunting skills (3.34). Despite this, the Aeta community faces significant threats to cultural continuity, including urban migration, noted by 35 respondents, the loss of ancestral lands, and insufficient government policies supporting indigenous heritage. The findings of the study highlight the Aeta community's strong proficiency in traditional practices. Notably, their ability to determine the appropriate time and location for hunting received a weighted mean of 3.34, while their use of traditional methods for gathering plants used for food and medicine ranked highest with a weighted mean of 3.51. These results underscore the community's deep-rooted knowledge of sustainable resource use and commitment to preserving ancestral wisdom. However, lower-ranked responses reveal critical challenges, particularly the increasing migration to urban areas, which disrupts traditional lifestyles and hampers the intergenerational transmission of cultural knowledge.

Keywords: aeta community, indigenous knowledge, traditional hunting, plant gathering, sustainable practices, ancestral heritage, cultural preservation, urban migration, intergenerational transmission, weighted mean

**EVALUATING THE USE OF SOCIAL MEDIA MESSENGER FOR FASTER
INFORMATION SERVICE IN KOREAN GRILLS RESTAURANT IN QUEZON CITY**

Jingkie Senillo, Danilo Crus Jr, Jhonalyn Parina, Steffany Rodil,
Rodhellia Tecson, Oliver Fabon

Abstract

Responsive messaging systems are transforming customer service by providing quick, efficient, and cost-effective solutions through text or voice interactions with customers. These systems automate routine tasks, allowing staff to focus on more complex concerns, which leads to improved customer satisfaction and brand loyalty. In the food service industry, particularly in Korean grill restaurants, responsive messaging systems are becoming essential in streamlining operations and enhancing the dining experience. This study investigates the impact of such systems on the customer service quality of a Korean Grills Restaurant in Quezon City, with emphasis on table reservations, food ordering, response time, and customization to ensure operational efficiency and competitiveness. This chapter outlines the research design, respondents, sampling technique, instrument validation, questionnaire administration, and statistical treatment of data used in the study. This chapter presents the results of the study, which includes the procedures applied in analyzing the data. It describes the responses of the participants as processed through the chosen statistical treatment. The study's conclusions indicated that at Korean Grills Restaurant, female customers were more prevalent, and single individuals were more likely to dine there. Young adults frequently visited the restaurant. A responsive messaging system enhanced efficiency and customer experience, despite initial investment and integration challenges. The study emphasized the importance of maintaining the human element, suggesting that successful implementation requires balancing system capabilities with personal service. Future developments may involve cooperation between human staff and technology to further improve the dining experience.

Keywords: responsive messaging system, social media messenger, customer service, korean grills restaurant, quezon city, food service industry

FREIGHT MANAGEMENT SYSTEM: HUMAN RESOURCE 1: "EMPLOYEE MANAGEMENT, PERFORMANCE MANAGEMENT, EMPLOYEE SELF SERVICE PORTAL, EMPLOYEE OFFBOARDING MANAGEMENT, HR ANALYTICS REPORT, ATTENDANCE AND TIME TRACKING WITH AI DRIVEN EMPLOYEE RECORDS MANAGEMENT"

Ronwell Bordador, Gazelle Ledesma, John Jason Capiendo,
Czedrick Catalla, John Luis Lu, Gerald Dela Cruz

Abstract

The capstone project titled “Freight Management System: Human Resource 1 – Employee Management with AI-Driven Employee Records Management” focuses on enhancing human resource functions within freight management. The system integrates key modern HR modules such as Employee Management, Performance Management, Employee Self-Service Portal, Employee Offboarding, HR Analytics Reporting, and Attendance and Time Tracking. By leveraging Artificial Intelligence, it automates the management of employee records, ensuring accurate, efficient, and optimized handling of staff information to support data-driven decision-making. This innovative solution streamlines HR processes, fosters employee engagement, and improves operational efficiency in freight management operations. The development of Freight Management System: Human Resource 1 with AI-Driven Employee Records Management utilized the Agile Scrum methodology, organizing work into iterative sprints to enhance product quality through continuous client collaboration. The process included detailed planning, execution phases, daily stand-ups, and sprint reviews, ensuring effective progress monitoring and rapid issue resolution. The system architecture embraced microservices technology, allowing for independently deployable modules that manage employee data, track attendance, conduct performance evaluations, oversee offboarding, and generate comprehensive HR analytics reports. This modular design promotes scalability, maintainability, and seamless integration within freight management operations. The Freight Management System: Human Resource 1 successfully achieved its primary objective by integrating artificial intelligence to streamline and optimize HR operations, particularly in managing employee records. The system features a comprehensive suite of functionalities, including Employee Management, Performance Evaluation, Attendance and Time Tracking, Employee Self-Service, Offboarding Management, and HR Analytics Reporting, ensuring accurate data handling, improved employee engagement, and enhanced organizational efficiency. The integration of Artificial Intelligence (AI) in the freight and logistics industry has substantially elevated human resource operations. The AI-driven Employee Records Management system automates routine HR processes, ensures real-time data entry, and minimizes administrative errors. This advancement not only boosts operational efficiency and data accuracy but also enhances decision-making capabilities, allowing HR teams to focus on strategic initiatives rather than manual administrative tasks.

Keywords: artificial intelligence (ai), employee records management, hr automation, freight and logistics, real-time data entry, operational efficiency, administrative accuracy, decision-making, strategic hr, digital transformation

**FACTORS INFLUENCING THE SECONDARY LANGUAGE SPEAKING SKILLS OF
FRESHMEN ENGLISH MAJOR IN BESTLINK COLLEGE OF THE PHILIPPINES:
PROPOSED LOCALIZED DIGESTIBLE INFORMATIVE VIDEOS**

Michael Jonathan Almazan, Mishareth Velado, Gelyn Gopole, Mary Jane Mendoza,
Jade Ashlie De Luna, Dr. Romeo Fernandez

Abstract

According to a survey conducted by the Social Weather Stations from March 26 to 29, 2023, only 55% of Filipinos can speak English. Although the 2023 EF English Proficiency Index ranked the Philippines 20th globally in English proficiency, it also revealed a decline in proficiency among Filipinos aged 18 to 20 from a score of 582 in 2016 to 533 in 2023. This decline is especially concerning among freshmen English major students, who are expected to demonstrate advanced language skills as future educators. This study aims to identify the factors influencing the secondary language speaking skills of these students and to propose the use of localized Digestible Informative Videos (DIVs) as an instructional intervention. The study utilizes a quantitative posttest-only quasi-experimental research design. A total of 165 freshmen English major students serve as respondents. Data is gathered using structured survey questionnaires. The intervention involves localized Digestible Informative Videos, developed based on Dr. Stephen Krashen's "Optimal Input Hypothesis" in second language acquisition. These instructional materials incorporate culturally relevant content, activities, and popular media to enhance language learning. The study found that secondary language speaking skills are influenced by several variables, including proximal environment, affective filter, individual differences, and linguistic factors. Among these, the most significant sub-variables identified were teacher instruction, learner motivation, perfectionism, and pronunciation. Other contributing sub-variables included peer influence, parental involvement, classroom environment, self-confidence, anxiety, comprehension difficulties, competitiveness, grammar, and vocabulary. The respondents agreed that the use of localized DIVs improved their comprehension, class participation, and pronunciation. Furthermore, students reported a noticeable enhancement in their secondary language speaking skills after exposure to the materials. The findings reveal the key factors that influence oral proficiency in English among freshmen English major students and underscore the importance of integrating engaging and contextually relevant materials into instruction. The use of localized Digestible Informative Videos effectively addressed the learners' language challenges by capturing their attention and supporting skill development. These videos proved to be beneficial instructional tools in modern classrooms, aligning with outcome-based education by enhancing participation, comprehension, and speaking skills. As such, DIVs can serve as a valuable supplementary resource for educators aiming to improve students' language proficiency.

Keywords: second language acquisition, speaking skills, digestible informative videos, english proficiency, language instruction, affective filter, motivation, pronunciation, optimal input hypothesis, freshmen english majors

AN EVALUATION ON THE IMPLEMENTATION OF R.A. 8485 “ANIMAL WELFARE ACT OF 1998” IN NAGKAISANG NAYON NOVALICHES, QUEZON CITY

Christian Jake Linaza, Melchor Mirana, Wilson Padama, Troy Gerald,
Kevin Charles Tanaid, Edgar Reyes

Abstract

Animal cruelty penalties vary significantly across countries, ranging from fines and imprisonment to bans on animal ownership and, in severe cases, business closures or institutional legal actions. Although animal welfare laws exist in many regions, enforcement often falls short due to low public awareness, legal gaps, and insufficient resources. This results in numerous cases going unpunished and penalties that are often too mild to discourage repeat offenses. In response, some jurisdictions have implemented tougher sanctions, including felony charges for serious acts of cruelty, reflecting a growing understanding of animals' capacity for suffering and ethical obligations to protect them. While not all legislation formally recognizes animal sentience, it is clear that both vertebrates and invertebrates are capable of experiencing physical and mental distress. The incorporation of the Five Freedoms into legal frameworks highlights the fundamental commitment to uphold animal welfare. The study included 100 respondents, comprising 15 officials from the Department of Public Order and Safety (DPOS), 15 police officers, 15 members of the Barangay Peace and Order Council (BPAT), 30 community residents, and 25 pet owners. Challenges in Implementing R.A. 8485 in Nagkaisang Nayon, Novaliches, Quezon City, The table presents the top ten challenges encountered in the enforcement of Republic Act No. 8485 (The Animal Welfare Act) in Nagkaisang Nayon, Novaliches, Quezon City, ranked by frequency and percentage of responses. The most frequently reported challenge was identified by 75 respondents, accounting for 11.92% of the total. This was closely followed by a challenge reported by 73 respondents (11.61%), and another by 69 respondents (10.97%). Three challenges, ranked 4th, 5th, and 6th, were each cited by 66 respondents, representing 10.49% of responses, indicating that several issues are considered equally significant. The 7th-ranked issue received 63 responses (10.02%), followed by the 8th with 54 responses (8.53%), the 9th with 50 responses (7.95%), and the 10th with 47 responses (7.47%). These figures reflect a range of recurring problems, with relatively small differences in frequency, suggesting that various challenges are perceived as similarly critical by the community. The data underscores the need for comprehensive and collaborative efforts to strengthen enforcement, raise awareness, and address the most pressing obstacles to fully implementing the Animal Welfare Act in the locality. Key Problems Encountered in the Implementation of R.A. 8485 and Corresponding Actions in Nagkaisang Nayon, Novaliches, Quezon City. A key issue identified in the implementation of Republic Act No. 8485 in Nagkaisang Nayon is the poor management of animal waste, which poses serious threats to both public health and the environment. Improper disposal can lead to foul odors, the spread of diseases, and environmental contamination. To address this concern, local efforts have focused on promoting proper waste disposal practices. Community members are encouraged to dispose of animal waste in designated areas to minimize health risks and maintain a clean environment. Another significant problem is the lack of public awareness regarding animal welfare. Many residents remain unfamiliar with the provisions of the Animal Welfare Act and the importance of humane treatment of animals, often resulting in unintended neglect or cruelty. In response, authorities and local organizations have initiated various awareness programs, including seminars, workshops, and information campaigns. These initiatives aim to educate the public about the law and promote responsible pet ownership within the community.

Keywords: animal welfare act, r.a. 8485, animal waste management, public awareness, responsible pet ownership, environmental impact, public health, nagkaisang nayon, quezon city, community education, implementation challenges

**ACCEPTABILITY OF A PROPOSED POSITIVE REFLECTION OPTIMISM
ACTIVITY FOR THE COLLEGE STUDENTS IN BESTLINK COLLEGE
OF THE PHILIPPINES IN QUEZON CITY**

John Michael Carani, Nicka Angela Antonio, Alejiah Rosche Briones,
LJ Patricia Macoy, Rachel Olmido, Maria Regina Baluyut

Abstract

This study examines the acceptability of a proposed positive reflection optimism activity among professors teaching the “Understanding the Self” course at Bestlink College of the Philippines in Quezon City. Acceptability is assessed in terms of age, gender, teaching experience, alignment with learning objectives, relevance to course content, clarity of guidelines, evaluation criteria, and support for critical thinking. Understanding professors’ perceptions of the activity informs its potential to foster positive and hopeful mindsets in first-year college students. A causal-comparative design is employed to explore differences in acceptability perceptions without direct manipulation of variables. Seventeen professors of “Understanding the Self” are selected via purposive sampling based on their role in administering positive reflection activities. Participants complete a structured questionnaire evaluating each acceptability indicator on a four-point scale ranging from “Unlikely” to “Very Likely” acceptable. Professors rated the proposed positive reflection optimism activity at the “Likely” level of acceptability across all indicators. No statistically significant differences emerged among demographic or professional subgroups, indicating consistent support for the activity’s learning objectives, course relevance, guidelines, evaluation criteria, and promotion of critical thinking. As a result, a structured set of activity guidelines was formulated to optimize positive mindset cultivation and support student mental well-being. The findings demonstrated strong general support for integrating positive reflection and optimism exercises into the “Understanding the Self” curriculum. Embedding such activities in teaching strategies enhanced alignment with learning objectives and contributed to a more dynamic classroom environment. Consequently, this research expands the literature on student mental health interventions by highlighting the role of optimism-based reflections in promoting continuous development for both students and educators.

Keywords: positive reflection, optimism activity, acceptability, teaching strategies, mental well-being

**ANALYSING THE DIFFERENCE BETWEEN SLEEP DEPRIVATION
AND WELL-BEING AMONG PSYCHOLOGY STUDENTS**

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Erica Jane Santiago, Maria Regina Baluyut

Abstract

This study examines the correlation between sleep deprivation and psychological well-being among first-year psychology students, utilizing the WHO-5 Well-Being Index as a standardized measure of well-being. Sleep deprivation is a prevalent and pressing issue among university students, often resulting in adverse effects on mental health, emotional stability, and academic performance. First-year students are particularly vulnerable, as they navigate academic demands, social transitions, and personal stressors that can significantly disrupt sleep patterns. The growing prevalence of inadequate sleep in this population raises serious concerns about its impact on students' overall quality of life. By analyzing the relationship between sleep habits and well-being, this study aims to inform strategies that promote healthier lifestyles and improved mental health outcomes in academic settings. This study employs an Input-Process-Output (IPO) framework to explore the relationship between sleep deprivation and psychological well-being. The input consists of students' sleep behaviors and patterns, the process involves the analysis of their experiences and perceptions of sleep quality, and the output is measured using the WHO-5 Well-Being Index. Data was gathered through a structured survey questionnaire focusing on the participants' experiences with sleep deprivation and their self-assessed sleep quality. The study involved a sample of 50 first-year psychology students, aged 18 to 26, whose sleep habits and well-being were observed over the past two weeks. This age group is particularly vulnerable to lifestyle disruptions that negatively affect sleep, making it essential to examine emerging trends and correlations that may impact their mental health and academic success. The findings revealed that the majority of respondents were aged 18 to 20, with females accounting for 56% of the sample. While most students reported obtaining a moderate amount of sleep, a notable portion experienced significant sleep deprivation. Reflections on their sleep patterns indicated variability in sleep quality, suggesting that consistent, restorative sleep remains a challenge. These insights underscore the difficulties first-year students face in maintaining healthy sleep habits amid academic and personal transitions. The WHO-5 Well-Being Index results showed that most students experienced positive emotions more than half the time, though individual scores varied. Statistical analysis confirmed a significant difference in well-being between sleep-deprived and non-sleep-deprived students. Those with reduced sleep duration were more likely to report lower levels of well-being, demonstrating a clear correlation between sleep quality and psychological health. These findings emphasize the vital role of adequate sleep in supporting the emotional and mental well-being of students.

Keywords: sleep deprivation, well-being, who-5 index, psychological health, emotional well-being, university students, sleep duration, mental health, academic stress, first-year students.

**ANALYSIS ON ARTIFICIAL INTELLIGENCE AND MENTAL HEALTH OF 2ND YEAR
PSYCHOLOGY STUDENTS IN BESTLINK COLLEGE OF THE PHILIPPINES**

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Abstract

With the growing integration of artificial intelligence (AI) into everyday life, its impact on students' mental health and ethical awareness has become an important area of study. This research focuses on second-year psychology students and examines the relationship between their perceptions of AI and their mental well-being, using the Kessler-6 (K6) psychological distress scale. It also explores the ethical considerations students encounter when interacting with AI tools. The findings aim to support the development of an awareness program that promotes responsible, ethical, and mindful use of AI in academic environments. A quantitative research design was utilized to gather and analyze numerical data using two structured survey questionnaires that assessed perceptions of artificial intelligence (AI), mental health status, and ethical concerns. The respondents were purposively selected second-year psychology students from Bestlink College of the Philippines. A 4-point Likert scale was employed to gauge the level of agreement with various statements. The study followed a descriptive-correlational design to explore the relationship between students' perceptions of AI and their psychological well-being, as measured by the Kessler-6 (K6) psychological distress scale. The study revealed a growing reliance on artificial intelligence (AI) among students as a means of managing academic stress and supporting emotional well-being. Participants' perceptions of AI were found to significantly influence their usage patterns and attitudes toward these tools. A moderate positive correlation emerged between favorable AI perceptions and higher mental health scores, indicating that students with a more positive outlook on AI tend to experience better psychological well-being. This correlation was statistically significant, reinforcing the reliability of the association. However, it is important to note that the findings do not establish a causal relationship between AI perception and mental health but rather suggest a meaningful link worth further exploration. The study underscores both the advantages and challenges of AI use among second-year psychology students. While AI aids in reducing academic stress by improving task efficiency, it can also lead to overdependence and reduced critical thinking. In contrast, students who avoid AI often develop stronger cognitive skills through traditional study methods, though with greater effort. These findings suggest the need for balanced AI usage. Academic institutions should implement clear guidelines to help students utilize AI effectively while preserving mental well-being, ethical judgment, and independent learning.

Keywords: artificial intelligence (ai), psychological well-being, ai perception, mental health, ethical awareness, academic stress, critical thinking, student behavior, responsible ai use, college students

**ANALYZING CHILDHOOD TRAUMA USING ARTIFICIAL INTELLIGENCE IN
COGNITIVE DEVELOPMENT OF SENIOR HIGH SCHOOL STUDENTS
OF BESTLINK COLLEGE OF THE PHILIPPINES**

Jose Sandino Anajao, John Louie Espinas, Jean Lynette Garalde,
Jeanlyn Rota, Careselle Tome

Abstract

Artificial Intelligence (AI) is transforming the fields of education and psychology by providing advanced tools for behavioral analysis and decision-making support. A significant concern in these fields is the underassessment of childhood trauma, which can profoundly affect students' cognitive development and academic performance. Traditional assessment tools often fall short in terms of accuracy and real-time analysis. This study examines the effectiveness of AI-driven tools in detecting and analyzing signs of childhood trauma among senior high school students at Bestlink College of the Philippines. By addressing the limitations of current assessment methods, the research aims to support timely interventions and promote better cognitive and educational outcomes. A descriptive-correlational research design was employed to examine the relationship between childhood trauma and cognitive development with the integration of AI-based tools. Participants were selected through purposive sampling, targeting senior high school students at Bestlink College of the Philippines. Data were collected using a modified version of the Feifer Assessment of Childhood Trauma (FACT), which assessed trauma exposure, demographic characteristics, and cognitive functioning. To enhance the depth of analysis, AI-powered tools such as sentiment analysis and behavioral prediction models were utilized. The questionnaire was distributed both online and in print to ensure wider accessibility and participation. Statistical analyses, including frequency distribution, mean computation, and Chi-square tests, were conducted to interpret the data and identify significant relationships. A total of 67.14% of respondents reported experiencing trauma, with emotional abuse (20.12%), bullying (13.99%), and physical abuse (12.83%) emerging as the most common types. These experiences were strongly associated with challenges in emotional regulation, academic performance, and social interaction. AI tools demonstrated moderate to high effectiveness in enhancing behavioral responses (56%) and decision-making abilities (48%). However, their impact on emotional expression and language use was relatively limited. Most students assessed their attention, memory, and critical thinking skills as average to good, although emotional regulation and learning retention showed varying levels across individuals. The findings highlight the critical role of Artificial Intelligence in trauma-informed education, particularly in improving behavioral regulation and decision-making. Emotional and physical abuse were identified as significant factors affecting cognitive function. The study calls for enhanced AI tools capable of accurately interpreting emotional data and stresses the importance of collaboration among educators, mental health experts, and AI developers. It also recommends implementing targeted interventions based on demographic profiles to increase impact and effectiveness.

Keywords: artificial intelligence (ai), trauma-informed education, childhood trauma, emotional abuse, physical abuse, cognitive development, behavioral regulation, decision-making, emotional data analysis, targeted interventions, senior high school students

**ARTIFICIAL INTELLIGENCE DEPENDENCY: ASSESSMENT OF ARTIFICIAL
INTELLIGENCE INTEGRATION ON ACADEMIC LAZINESS
OF 2ND YEAR PSYCHOLOGY STUDENTS**

Mary Mae Malalay, Joelyn Barrogo, Nicole Tan, Reinalyn De Vera,
John Paul Tan, Maria Regina Baluyut

Abstract

While the integration of artificial intelligence (AI) in education enhances efficiency and provides valuable academic support, it also raises concerns about overreliance, which may hinder student initiative and critical thinking. This study explores the correlation between AI integration and academic laziness among second-year Psychology students at Bestlink College of the Philippines. It investigates the extent of AI use in academic tasks, assesses students' levels of academic disengagement, and identifies the challenges associated with excessive AI dependence. The findings aim to guide educators in promoting responsible and balanced AI usage while encouraging active learning and sustained student engagement. This study employed a descriptive-correlational research design and used random sampling to select 270 second-year Psychology students as participants. Data was collected through a structured survey that measured key aspects of AI integration, namely frequency, purpose, dependency, engagement with AI outputs, and self-perceived reliance as well as levels of academic laziness. Descriptive statistics, including frequency and percentage, were used to analyze the respondents' demographic profiles. A four-point Likert scale assessed student perceptions, and weighted means were calculated to determine the overall levels of AI use and academic laziness. Pearson correlation analysis was conducted to examine the relationship between AI integration and academic laziness. The study reveals that 76% of students frequently use artificial intelligence (AI), particularly ChatGPT, to manage academic tasks, improve time management, and cope with physical or mental fatigue and social distractions. Measures of AI engagement such as frequency, purpose, dependency, and self-reported reliance, indicated consistently high usage. In terms of academic performance, 35% of students achieved high grades, while 61% maintained stable results. A moderate positive correlation ($r = 0.595$) was found between AI integration and academic laziness; however, the relationship was not statistically significant ($p = 3.76 > 0.05$), suggesting that AI use does not directly contribute to academic laziness. The findings highlight the importance of using artificial intelligence (AI) as a learning aid rather than a substitute for independent thinking and effort. To prevent overreliance, educators should implement AI literacy programs and promote responsible usage. These efforts will help students retain strong academic skills and critical thinking abilities while maximizing the benefits of AI in education.

Keywords: artificial intelligence (ai), academic laziness, student motivation, critical thinking, educational technology, psychology students, responsible ai use, overreliance on technology, student engagement, bestlink college

**ASSESSING STRESS AND PSYCHOLOGICAL IMPACT OF MARITIME
PIRACY ON FILIPINO SEAFARERS AT SEA**

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Mark Daniel Balbuena, Prince Michael De Leon

Abstract

Maritime piracy remains a persistent threat to the global shipping industry, with profound effects on Filipino seafarers, who make up a significant portion of the maritime workforce. This study investigates the psychological impact of piracy on these seafarers, focusing on mental health, well-being, and job performance. It also highlights the prevalence of stress-related conditions such as anxiety, depression, and burnout resulting from exposure to piracy-related threats. The study adopted a descriptive research design and employed a researcher-made, validated questionnaire as the primary instrument for data collection. A purposive sample of 20 seafarers comprising individuals from both Marine Transportation and Marine Engineering, was selected to participate in the survey. The collected data were analyzed using statistical tools such as frequency, percentage, and weighted mean, taking into account the diverse years of experience among the respondents. The findings revealed that although most respondents disagreed with experiencing severe psychological impacts, symptoms affecting well-being, such as chronic fatigue, irritability, and decreased productivity, were reported. An increase in risk-taking behavior was noted, despite minimal perceived impact on job performance. Qualitative responses highlighted recurring issues such as fear for one's life, emotional exhaustion, and feelings of isolation. Challenges encountered during data collection included difficulty identifying respondents with piracy experience, language barriers, and age-related concerns such as poor eyesight and memory lapses. It concludes that while quantitative data did not strongly reflect direct psychological impacts, qualitative responses revealed significant underlying stress and emotional strain related to piracy. These results emphasize the need for improved communication tools, strategic respondent selection, and robust support systems to more effectively identify and mitigate psychological distress among seafarers. Future research should prioritize enhanced methodologies and targeted mental health interventions to support the overall well-being of maritime workers.

Keywords: maritime piracy, filipino seafarers, psychological impact, mental health, emotional strain, job performance, stress-related disorders, qualitative analysis, support systems, mental health interventions

**ASSESSING THE RELATIONSHIP BETWEEN SLEEP QUALITY AND SOCIAL
MEDIA USAGE AMONG THIRD-YEAR PSYCHOLOGY STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Hera Trexie Geocado, Judy Ann Avila, Marielette Cadotdot,
Andrea Nichole Cuajao, Angelo Malaga, Dr. Jolly Miguel

Abstract

The growing prevalence of social media raises concerns about its potential impact on sleep quality, particularly among students. This study assesses the relationship between sleep quality and social media usage among third-year Psychology students at Bestlink College of the Philippines. Understanding this relationship is essential for promoting healthier sleep habits and supporting students' overall well-being. This study employs a correlational research design with a survey questionnaire as the primary data collection instrument. A total of 230 third-year Psychology students complete the questionnaire, which gathers information on demographic profiles, social media usage patterns, and sleep quality. Pearson's correlation coefficient is used to examine the significance and strength of the relationship between sleep quality and social media usage. Data revealed widespread social media usage among respondents, with TikTok and Instagram emerging as the most preferred platforms. Many students reported excessive use at night, resulting in delayed sleep onset, frequent sleep disturbances, and irregular sleep schedules. Analysis indicated a moderate positive correlation ($r = 0.53$, $p < 0.05$) between social media usage and diminished sleep quality, demonstrating that higher levels of engagement corresponded with poorer sleep outcomes. Findings underscored the adverse effects of excessive social media engagement on students' sleep patterns. Prolonged use, especially before bedtime, contributed to sleep disruptions, shorter sleep duration, and reduced restfulness. Despite awareness of these negative consequences, students continued prioritizing digital interaction for entertainment, communication, and self-expression over obtaining sufficient sleep. These results highlight the need for interventions that encourage balanced social media habits and educate students on strategies to protect sleep health.

Keywords: sleep quality, social media usage, sleep disturbances, sleep onset, and social media platforms

**ASSESSMENT OF LEADERSHIP STYLES ON EMPLOYEES' WORK EFFECTIVENESS
OF MANAGING DIRECTOR IN SMBARRAMEDA ENTERPRISE**

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CJ Trisha Medillo, Crissamae Suruiz, Regina Baluyut

Abstract

This study assesses the leadership styles of the Managing Director and their impact on employees' work effectiveness at SMBarrameda Enterprise. Effective leadership shapes workplace productivity, adaptability, teamwork, and efficiency. The assessment examines five leadership styles: autocratic, democratic, laissez-faire, transformational, and transactional, to determine their influence on employee performance and organizational success. A quantitative research design is employed, utilizing a structured survey questionnaire to collect data from thirty employees of SMBarrameda Enterprise. Participants are selected through purposive sampling to ensure relevance to the study's objectives. Data is analyzed using frequency distributions and weighted means to profile leadership styles and employee effectiveness, while Pearson correlation is used to examine relationships between leadership approach and work outcomes. Transformational leadership emerged as the predominant style (weighted mean = 3.15), reflecting emphasis on vision, motivation, and change facilitation. Transactional leadership followed closely (weighted mean = 3.14), highlighting contingent rewards and clear performance expectations. Democratic leadership scored moderately (weighted mean = 3.05), indicating participative decision-making. Autocratic leadership received a lower rating (weighted mean = 2.75), reflecting directive control. Laissez-faire leadership scored lowest (weighted mean = 2.45), suggesting limited guidance and autonomy. In assessing work effectiveness, employees demonstrated high teamwork (weighted mean = 3.25) and operational efficiency (weighted mean = 3.31), while adaptability (weighted mean = 3.09) and problem-solving (weighted mean = 2.86) were comparatively weaker. The findings indicated that structured leadership approaches, particularly transformational and transactional, enhanced overall efficiency and teamwork but constrained employee independence and creative problem-solving. As a result, leadership development programs were recommended to foster greater inclusivity, participative decision-making, and innovation. Emphasizing a balance between guidance and autonomy was proposed to improve adaptability and problem-solving capacities among staff.

Keywords: transformational leadership, transactional leadership, work effectiveness, employee adaptability, teamwork

**ASSESSMENT ON TRUST AND JEALOUSY OF LONG-DISTANCE
MARRIED COUPLES IN CALOOCAN CITY**

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Abstract

Nadia Laviree's statement, "Jealousy kills a relationship; trust makes it strong," captures a fundamental truth experienced by many long-distance married couples in Caloocan City. Despite the physical distance between them, trust serves as the crucial foundation that strengthens their relationships. In the absence of regular in-person interaction, couples depend on loyalty, clear communication, and emotional intimacy to maintain their connection. Nevertheless, jealousy can still emerge from feelings of insecurity or uncertainty, potentially causing emotional strain. This study examines the interplay between trust and jealousy in long-distance marriages, seeking to better understand how trust is cultivated and the emotional effects jealousy has on couples. This study utilized quantitative research design and employed snowball sampling to recruit legally married couples who have been living apart for a minimum of two years. To investigate the relationship between trust and jealousy, correlation and regression analyses were performed. Data collection was conducted through in-person surveys to ensure candid and thoughtful responses. The gathered data were then analyzed using SPSS statistical software to derive meaningful insights. The findings indicate a weak negative relationship between trust and jealousy, suggesting that while increased trust generally corresponds with reduced jealousy, the association is neither strong nor straightforward. This implies that trust and jealousy are not simply inverse concepts; rather, they are influenced by various factors such as individual insecurities, past experiences, and the quality of communication within the relationship. Addressing jealousy effectively requires more than just fostering trust, it also demands open and honest communication, consistent emotional support, and clearly established boundaries. Although trust provides a foundation of stability, emotional intimacy and mutual understanding are crucial for the growth and resilience of the relationship. Couples are encouraged to engage in open and sincere dialogue, cultivate self-awareness, and address issues early before they escalate. Professional marriage counseling can offer valuable support through trust-enhancing activities, structured conversations, and therapeutic approaches like cognitive-behavioral therapy to effectively manage feelings of jealousy. Future research should investigate additional influences on trust and jealousy, such as communication dynamics, stress management, and cultural backgrounds. Utilizing qualitative methods or longitudinal studies could provide more comprehensive insights into how long-distance couples sustain their relationships. Moreover, increasing the sample size and incorporating a wider demographic would improve the relevance and applicability of future findings.

Keywords: trust, jealousy, long-distance marriage, communication, emotional support, cognitive-behavioral techniques, relationship stability, self-awareness, marital counseling, cultural factors, stress coping, qualitative research, longitudinal study, relationships

**ATTACHMENT STYLES AND PARENTAL INFIDELITY: AN
EXPLORATION ON THE LIVED EXPERIENCES IN PARENTAL
INFIDELITY OF FIRST YEAR COLLEGE STUDENTS**

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Rojhean Lumbo, Louiela Sudaria, Juanito Parayno

Abstract

Growing up in a household affected by parental infidelity can lead children to experience emotional confusion, resentment, and insecurity. These early experiences can significantly shape their attachment styles, the emotional patterns that influence how individuals form and maintain relationships throughout their lives. This study investigated the impact of parental infidelity on the attachment styles and emotional well-being of 50 first-year students at Bestlink College of the Philippines. A quantitative correlational research design was employed, using purposive sampling to select participants. Data was gathered through a researcher-developed questionnaire focused on experiences of parental infidelity and the standardized Adult Attachment Questionnaire (AAQ) by Simpson et al. (1998). Statistical analyses, including percentage, frequency, and weighted mean, were utilized to interpret the findings. The study revealed that 28% of the respondents came from separated families, while 40% had experienced paternal infidelity. In terms of lived experiences related to parental infidelity, the average weighted mean was 3.10, interpreted as "Agree," indicating a general acknowledgment of its emotional impact. Based on the Adult Attachment Questionnaire (AAQ), Avoidant Attachment emerged as the most prominent style, with a frequency rate of 35.2%. The weighted mean scores for various attachment styles ranged from 3.58 to 4.56, all falling within the "Neutral" interpretation, suggesting moderate tendencies without strong attachment extremes. The study revealed that the majority of participants demonstrated avoidant attachment styles, likely influenced by their experiences with parental infidelity. Others showed neutral responses, indicating underlying difficulties in forming emotional intimacy and establishing trust. To address these emotional and psychological challenges, an intervention program titled "Developing Secure Attachment Styles among Students Affected by Parental Infidelity" was proposed. This program aims to foster healthier emotional coping strategies, strengthen interpersonal relationships, and support the development of secure attachment in affected students.

Keywords: parental infidelity, attachment styles, avoidant attachment, emotional intimacy, trust issues, secure attachment, intervention program, first-year students, quantitative research, bestlink college of the philippines

**CHALLENGES FACED BY 4TH YEAR BSED STUDENTS IN
BALANCING WORK AND SOCIAL RELATIONSHIPS**

Christian Phillip Sol, Quinn Dennize Kim Chua, Allysa Joyce Fugueras,
Kathlene Santiago, Lieca Joy Uayan, Dr. Adora Angeline Babia

Abstract

This study investigates challenges encountered by fourth-year Bachelor of Secondary Education students in balancing part-time employment, academic responsibilities, and social relationships. It aims to identify adaptive strategies and support systems that enhance resilience and social well-being. By employing quantitative and thematic analyses, this study seeks to provide actionable insights into academic institutions to better support this student population. This study adopts a quantitative descriptive design and uses snowball sampling to recruit ten fourth-year BSED students who engage in part-time work while completing their academic requirements. Participants completed a structured questionnaire that measured hours worked, grade point average, time allocated to social activities, and perceived stress related to balancing competing demands. Data were analyzed using descriptive statistics to quantify trends and thematic grouping to identify common adaptive strategies. Analysis revealed three primary challenges. First, time constraints were significant, with 80 percent of participants reporting fewer than five hours per week for social activities due to overlapping work and academic deadlines. Second, financial necessity was a major stressor, as 90 percent cited employment as critical for covering tuition and family support, which exacerbated their overall stress levels. Third, social sacrifices emerged as a concern, with 70 percent acknowledging reduced peer interaction that led to feelings of isolation. Quantitatively, students working more than 20 hours per week had a 15 percent lower GPA on average compared to those with lighter work schedules. Despite these pressures, 60 percent of participants utilized structured scheduling and peer support groups to manage stress, demonstrating resilience through proactive planning. The study highlighted the unique struggles of fourth-year BSED students who work while completing their studies, emphasizing their capacity for resilience in the face of competing demands. It underscored the importance of targeted support mechanisms such as mentorship programs and time-management workshops, to foster both academic success and social well-being. These findings suggested that academic institutions could enhance the educational experience of working students by implementing structured support systems that address time constraints, financial pressures, and social isolation.

Keywords: challenges, fourth-year bsed students, work-life balance, time management, social relationships, resilience, support systems

**CORRELATION BETWEEN AI THERAPY CHATBOTS AND ACADEMIC
STRESS REDUCTION AMONG PSYCHOLOGY STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Princess Mae Salvador, Lovely Joy Azares, John Michael Batuampo, Regina Marie Nepomuceno,
Rose Ana Patingo, Dr. Adora Angeline Babia

Abstract

This study explores the relationship between AI therapy chatbots and academic stress reduction among psychology students at Bestlink College of the Philippines. In the Philippines limited access to mental health services is caused by high costs and a shortage of professionals. Isla (2023) notes that therapy sessions cost between ₱1,000 and ₱4,500 while de Villa (2022) reports only three mental health professionals per 100,000 people. As a result, AI-powered therapy chatbots have become accessible alternatives for managing stress. The study is grounded in Digital Cognitive Behavioral Therapy (dCBT), which aids stress management through digital tools, and Self-Monitoring Theory, which highlights the importance of self-awareness in emotion regulation. A correlational quantitative research design is employed to examine the relationship between AI chatbot usage and academic stress levels. Purposive sampling is used to select 200 psychology students: 50 participants from each year level, first through fourth, who have used AI chatbots and reported academic stress. Data are collected through a researcher-made questionnaire and a modified Academic Stress Scale. The study investigates students' usage patterns, perceptions of chatbot effectiveness, and challenges encountered. Respondents were primarily aged 21 to 23, predominantly female, and from middle-income backgrounds. Frequent chatbot use was reported. Chatbots were rated as effective (mean = 3.27) and reliable (mean = 3.12) although their responses were perceived as somewhat general (mean = 3.09). High levels of academic stress were attributed mainly to poor communication with instructors (mean = 2.42) and limited social support (mean = 2.31). Pearson correlation analysis indicated a weak but statistically significant negative correlation ($r = -0.31$, $p = 0.03$) between increased chatbot use and lower stress levels. Findings showed that AI therapy chatbots provided moderate stress relief but lacked personalization in responses. As a result, refinement of chatbot algorithms is recommended to deliver more tailored and emotionally responsive interactions. A student-friendly chatbot platform was developed via Facebook to offer online counseling and stress management services. Additionally, a framework was established to guide enhancements in chatbot features. The research suggests that educational institutions adopt these tools as supplementary mental health support, especially where professional services are limited.

Keywords: ai therapy chatbots, academic stress, digital cognitive behavioral therapy, self-monitoring theory, psychology students, mental health support, correlational study

**CORRELATION BETWEEN EMOTIONAL REGULATION AND PERSONAL GROWTH
INITIATIVES AMONG FIRST-YEAR PSYCHOLOGY STUDENTS**

Christine Joy Gigaquit, Joana Bernal, Chelsia Karen Callao,
Jelai Malto, Catherine Panes, Jonah Andrea Mapula

Abstract

Emotional regulation is essential for young adults to manage feelings in stressful situations. It promotes mental health, improves decision-making, and enhances resilience. Personality, environment, and culture influence how emotions are regulated. Personal Growth Initiatives involve active self-improvement and play a key role in individual development. This study aims to determine levels of emotional regulation and personal growth initiatives among first-year psychology students and to explore the relationship between these variables. This study employs quantitative design with cluster sampling. Slovin's formula is used to select 290 first-year psychology students from Bestlink College of the Philippines. Data are collected through the Emotion Regulation Questionnaire and the Personal Growth Initiatives Scale. Responses are analyzed using frequency and percentage distributions, weighted mean, and Pearson correlation coefficient. The findings revealed a weighted mean of 4.93 for emotional regulation and 3.70 for personal growth initiatives. In the emotional regulation domains, cognitive reappraisal scored highest (mean 5.15), and expressive suppression scored lowest (mean 4.60). In personal growth initiatives, intentional behavior recorded the highest mean (4.10), followed by planfulness (3.72), readiness for change (3.63), and using resources (3.24). Pearson correlation analysis yielded an r value of 0.05 with a p -value of 0.37, exceeding the 0.05 significance threshold and indicating no significant relationship. The results highlighted that first-year psychology students exhibited strong cognitive reappraisal but lower levels of other personal growth skills. As a result, it was recommended that programs focusing on mindfulness training, strategies for addressing negative thought patterns, structured action planning, and peer support groups be implemented to enhance students' emotional regulation and personal growth.

Keywords: emotional regulation, personal growth initiatives, first-year psychology students, cognitive reappraisal, intentional behavior

**EFFECTIVENESS OF DIGITAL DETOX TO THE MENTAL WELL-BEING AMONG
SELECTED STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES**

Jullien Ann Mae Alegro, Rouela Mae Laroa, Janna Rose Olandria,
Mackenzie Glowhien Jean Pajarillaga, Raven Xyrill Tobias, Michael Bersamin

Abstract

The widespread reliance on digital devices and social media has raised growing concerns about its adverse effects on students' mental well-being. This study aims to evaluate the impact of a structured digital detox intervention among psychology students by measuring changes in social media usage and key mental health indicators, including stress levels, sleep quality, and emotional stability. By examining participants across various age groups, the research seeks to identify patterns of digital dependence and assess the effectiveness of the intervention in promoting psychological well-being and healthier digital habits. A quasi-experimental research design was utilized to assess the effects of a structured digital detox intervention on students' screen time and mental well-being. Pre-test and post-test evaluations were conducted to compare participants' conditions before and after the intervention. A total of 75 respondents were selected from the Psychology Department of Bestlink College of the Philippines through cluster sampling. The intervention spanned one week, during which participants were instructed to disconnect from social media platforms and instead engage in offline activities that promote mental wellness, such as reading, journaling, and physical exercise. To measure screen time, the standardized Social Media Engagement Questionnaire (SMEQ) was employed. Additionally, a researcher-made questionnaire was developed to assess mental health indicators, including stress levels, sleep quality, and emotional regulation. The research team closely monitored participant progress, documented their experiences, and encouraged compliance throughout the intervention period. At the end of the study, participants submitted their weekly screen time logs, providing meaningful data on digital usage patterns and the psychological impact of temporary disconnection. The findings underscore the positive impact of structured digital detox programs on students' mental well-being. A significant decline in social media engagement was recorded, with the mean score decreasing from 3.08 in the pre-test to 2.66 in the post-test. Participants reported marked improvements in focus, reduced anxiety, better time management, improved sleep quality, and enhanced emotional stability. Statistical analysis confirmed the effectiveness of the intervention, yielding a p-value of 0.00, which led to the rejection of the null hypothesis. These results indicate that temporary disconnection from digital platforms, coupled with purposeful offline activities, can significantly improve psychological health and digital self-regulation among students. In light of the study's findings, it is recommended that educational institutions incorporate structured digital detox initiatives into their mental health and wellness programs. Implementing guided workshops focused on digital mindfulness, responsible screen time management, and stress reduction can help students develop healthier digital habits. To increase motivation and participation, schools may offer incentives such as certifications or academic recognition upon successful completion of digital wellness programs. Furthermore, future research should examine the long-term effects of digital detox interventions and explore strategies to enhance participant engagement and retention. By fostering a balanced and intentional approach to technology use, institutions can play a pivotal role in cultivating sustainable digital wellness practices among students.

Keywords: digital detox, educational institutions, student mental health, digital wellness programs, guided workshops, screen time management, incentive-based participation, long-term intervention effects, participant engagement, technology-life balance

EFFECTIVENESS OF MINDFULNESS PRACTICES ON ACADEMIC STRESS OF THE STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES: AN ASSESSMENT

Danlee Padali, Yuri Batoliño, Joel Caylar, Nathaniel Matos,
Mary Rose Sangol, Dr. Adora Angeline Babia

Abstract

Academic stress continues to be a pressing issue among college students, significantly impairing cognitive performance, emotional regulation, and physical well-being. This study explores the effectiveness of mindfulness-based interventions in alleviating academic stress among third-year Bachelor of Science in Psychology students at Bestlink College of the Philippines. With the increasing academic demands placed on students, mindfulness, a mental practice centered on nonjudgmental awareness of the present moment, has emerged as a promising and evidence-based approach to stress management. The research investigates whether structured mindfulness exercises can meaningfully reduce stress levels and enhance students' overall mental and emotional resilience in an academic environment. This study adopted a quasi-experimental research design, employing cluster sampling to select 229 third-year Bachelor of Science in Psychology students. Data collection utilized two key instruments: a modified version of the Standardized Assessment of Academic Stress (SAAS) and a researcher-developed questionnaire that measured stress across five domains: cognitive, affective, physical, social, and motivational. Participants engaged in a series of structured mindfulness interventions over a specified period, which included guided meditation, focused breathing, and body scan exercises. Pre- and post-intervention assessments were administered to evaluate changes in stress levels. Statistical analyses were conducted to determine the significance and effectiveness of the mindfulness-based intervention in reducing academic stress. Prior to the intervention, students experienced high levels of academic stress, particularly in cognitive areas such as diminished concentration and memory difficulties, as well as physical symptoms including frequent headaches and elevated heart rates. Emotional challenges such as insecurity and fatigue were evident, alongside patterns of social withdrawal. However, post-intervention results revealed significant positive changes. Students reported improved cognitive clarity and focus, increased emotional resilience despite minor residual self-doubt, reduced physical complaints (with only slight appetite disturbances remaining), decreased irritability, and a revitalized sense of motivation. Statistical analysis confirmed a strong inverse correlation between the frequency of mindfulness practice and the intensity of stress symptoms, affirming the effectiveness of mindfulness as a stress-reduction strategy in academic settings. The study affirms that mindfulness practices play a pivotal role in significantly reducing academic stress, underscoring their potential as a cornerstone of student mental health and wellness programs. The findings corroborate existing research emphasizing mindfulness's efficacy in enhancing cognitive focus, emotional regulation, and psychological resilience. Nevertheless, the long-term success of such interventions is contingent upon regular engagement and strong institutional backing. To support this, the researchers developed a structured mindfulness module, incorporating guided meditations, breathing techniques, and practical stress-management tools designed to encourage sustained practice and cultivate a proactive approach to student well-being within academic environments.

Keywords: mindfulness, academic stress, psychology students, mental health, guided meditation, emotional regulation, cognitive focus, stress management, university wellness, bestlink college

**EFFECTS OF HELPING HAND ON CAREER DECISIONS OF STUDENTS
IN BESTLINK COLLEGE OF THE PHILIPPINES**

Jemalyn Dionco, Jayb Marielle Angot, Angelika Nicole Chua,
Jessica Marmito, Abygail Tesil, Maria Regina Baluyut

Abstract

Making informed career decisions is a significant challenge for students, particularly in the field of psychology, where multiple specialized career paths are available. With the advancement of digital tools, psychometric assessments have become a valuable resource for aligning students' interests and abilities with suitable career options. This study focuses on the impact of the digital tool Helping Hand in assisting students at Bestlink College of the Philippines in making more informed and confident career choices. By providing personalized insights based on individual preferences and competencies, Helping Hand aims to address the need for tailored guidance in career planning. The study utilizes a quasi-experimental research design, specifically a pre-test and post-test approach, to assess the effectiveness of the Helping Hand program in guiding students toward appropriate career paths. A total of 50 psychology students participated in the study. The COVID-19 pandemic has intensified the demand for digital support tools, especially those that contribute to academic and career development. Despite the accessibility of these tools, many students continue to struggle with career planning due to a lack of customized career counseling. The intervention was designed to bridge this gap by offering digital career assessments followed by individualized feedback. The results demonstrated a statistically significant improvement in students' career assessment scores after using the Helping Hand program. The average score increased from 2.64 to 2.95, indicating enhanced career readiness. Additionally, a reduction in score variance suggested more uniform outcomes across participants. A t-statistic of 26.65 and a p-value of 0.00 confirmed the statistical significance of the findings ($p < 0.05$). These results support the rejection of the null hypothesis, confirming that the Helping Hand intervention had a positive and measurable impact on students' ability to make career-related decisions. The findings suggest that the Helping Hand digital tool effectively enhances students' career assessment outcomes and supports better decision-making in career planning. This study highlights the value of integrating digital platforms into academic advising and career guidance, especially in psychology education. The researchers recommend further investigation into the long-term effects of such interventions and the psychological factors that influence students' career decisions. Additionally, future studies may explore job market trends, salary expectations, and evolving industry demands to ensure that career guidance tools remain current and applicable to real-world scenarios.

Keywords: helping hand, career decisions, career assessment, psychology students, educational psychology, clinical psychology, industrial organizational psychology, forensic psychology, pediatric neuropsychology, career guidance tools

**EFFECTS OF LOVE LANGUAGE AND RELATIONSHIP
SATISFACTION IN RELATIONSHIP**

Jelly Mae Tuyor, Cris Mikee Berdol, Trixie Gelua, Angel Rose Ib-ib,
Bebe Lumabao, Michael Bersamin

Abstract

This study investigates the influence of love language preferences on relationship satisfaction among college students. Grounded in Gary Chapman's Five Love Languages and the Social Exchange Theory (SET), the research explores how the alignment or mismatch of love language expressions affects emotional connection and relationship fulfillment. By examining how individuals perceive and express affection, the study seeks to understand the role of communication styles in shaping the quality of romantic relationships. A descriptive-comparative research design was employed, involving 50 couples (100 individuals) from the BSBA Marketing Management program at Bestlink College of the Philippines. Participants, aged 18 to 35 and in relationships lasting at least one year, completed a structured survey assessing demographic data, preferred love languages, and relationship satisfaction levels. Quantitative data were analyzed using the Mann-Whitney U Test to examine gender differences and the Kruskal-Wallis test to assess variations based on relationship status. The majority of respondents (87%) were between the ages of 19 and 23. Most were dating (77%), followed by those cohabiting (21%) and married (2%). Relationship duration ranged primarily from one to two years. Among males, the most preferred love languages were quality time (14%) and physical touch (13%), whereas females prioritized words of affirmation (18%) and quality time (15%). A significant gender difference was observed in the preference for words of affirmation ($p = 0.01$). However, relationship status did not significantly influence love language preference. The study revealed that mismatched love language preferences often resulted in emotional disconnection (54%), miscommunication (48%), and emotional exhaustion (42%). Male participants reported more frustration from emotional distance, while female participants experienced greater difficulty in communication. These findings support the idea that compatibility in love languages enhances emotional intimacy and relationship satisfaction, while mismatches can lead to unmet emotional needs. This aligns with the principles of Social Exchange Theory, which emphasizes the importance of mutual understanding and emotional reciprocity in maintaining healthy romantic relationships.

Keywords: love languages, relationship satisfaction, romantic relationships, communication styles, social exchange theory, emotional intimacy

**EFFECTS OF PERFECTIONISM ON WORK FATIGUE AMONG FOURTH
YEAR BREAD WINNERS ON ACADEMIC PERFORMANCE**

Mark Joseph Matabia, Bryan Krisel Garo, Jeline Anne Pajarillo, Angelique Mingullo, Ariel Nisnisan

Abstract

This study explores the relationship between perfectionism and work fatigue among fourth-year breadwinning college students enrolled in BS Psychology, BS Education, and BS Information Technology programs. Breadwinning students, who bear financial responsibilities for their families while pursuing academic goals, often encounter heightened levels of stress, exhaustion, and emotional strain. The study aims to determine how perfectionist tendencies contribute to work-related fatigue and how this, in turn, affects academic performance. The study employed a purposive sampling method involving 51 breadwinning fourth-year college students. A Likert-scale questionnaire was used to collect data on students' academic performance, work hours, levels of fatigue, and perfectionist behaviors. Most participants were found to be working full-time, often exceeding eight hours per day, which significantly contributed to both physical and emotional exhaustion. Students with high levels of perfectionism reported increased fatigue as they continually pushed themselves to meet personal and academic standards. The data revealed a strong correlation between work fatigue and declining academic performance, indicating that high perfectionist tendencies exacerbate burnout and reduce overall learning effectiveness. The results underscore the critical challenges faced by breadwinning students, particularly those with perfectionist traits. The findings suggest that work fatigue, intensified by perfectionism, negatively impacts academic performance. As these students strive to maintain high standards in both work and academics, they are more prone to physical exhaustion and psychological strain. These outcomes indicate the need for institutional support systems that address the unique needs of working students, including mental health services and academic flexibility. The study concludes that work fatigue is a significant issue among fourth-year college students who are also breadwinners, especially those with a strong inclination toward perfectionism. Extended work hours lead to physical and mental fatigue, which is further intensified by the pressure to meet high academic standards. These findings highlight the importance of academic institutions implementing flexible workload policies, providing counseling services, and offering seminars on stress and time management. Such interventions could mitigate the adverse effects of perfectionism and work-related fatigue, ultimately supporting students' academic success and well-being.

Keywords: work fatigue, perfectionism, breadwinning students, academic performance, college students, mental health support

**EFFECTS OF PSYCHOLOGICAL POVERTY ON MENTAL HEALTH AMONG
YOUNG ADULTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Aidan Patrick Delos Santos, Chesca Baldomaro, Jay Ann Coper,
Kristine Fontanilla, Jenzel Mae Mabalatan, Dr. Jolly Miguel

Abstract

This study aims to determine the perceived impact of psychological poverty on the mental health of young adult beneficiaries of the Pantawid Pamilyang Pilipino Program (4Ps) at Bestlink College of the Philippines. Psychological poverty is defined as a multidimensional condition that goes beyond material deprivation and includes feelings of insecurity, helplessness, and low self-worth, despite any actual economic status. As members of the 4Ps, these students receive cash assistance to help meet basic needs, healthcare, and education. This study investigates the psychological constraints that arise from poverty-related experiences and how these constraints contribute to mental health challenges. The research specifically explores the association between perceived financial insecurity and psychological well-being among young adults. The study utilized a correlational research design within a quantitative framework to examine the relationship between psychological poverty and mental health. A structured survey was administered to selected 4Ps beneficiaries using purposive sampling. The instrument aimed to assess the participants' financial stress, psychological resilience, self-efficacy, and mental health status. Data analysis involved statistical tools to identify correlations between variables, without manipulation by the researchers. Ethical considerations were observed to ensure the reliability and integrity of the responses and to protect the confidentiality of participants. Findings revealed a significant correlation between heightened psychological poverty and deteriorating mental health among the participants. The data indicated that students experiencing persistent financial difficulties, academic pressure, and personal health concerns were more vulnerable to mental health issues, including stress, anxiety, and low self-esteem. These factors often reinforced one another, creating a cycle where financial stress intensified academic demands, which in turn diminished emotional resilience. Students with lower self-efficacy were especially prone to experiencing psychological distress. The results emphasize that both financial and academic pressures contribute to reduced mental well-being, particularly among economically disadvantaged students. The study concludes that psychological poverty serves as both a direct and indirect stressor on mental health. The findings highlight the need for institutions to provide adequate financial and psychological support for students, especially those facing economic hardship. Educational assistance, mental health services, and targeted interventions for 4Ps beneficiaries are recommended to help break the cycle of financial stress and poor mental health. The study underscores the importance of institutional involvement in promoting well-being and academic success among vulnerable student populations.

Keywords: psychological poverty, mental health, 4ps beneficiaries, financial stress, self-efficacy, college students

**EFFECTS OF SOCIAL MEDIA USAGE AND BODY IMAGE SATISFACTION
OF 1ST YEAR FEMALE PSYCHOLOGY STUDENTS: A BASIS
FOR GENDER AND DEVELOPMENT PROGRAM**

Kimberly Basario, Ma. Kharen Brase, Apetenz Munoz, Nicole Sideco,
Karina Faith Tawag, Jonah Andrea Mapula

Abstract

This study explores the effects of social media usage on body image satisfaction among first-year female psychology students at Bestlink College of the Philippines. With the widespread use of platforms such as Facebook, Instagram, TikTok, and Twitter/X, young women are increasingly exposed to idealized beauty standards promoted by online influencers. These curated portrayals may shape self-perception, self-esteem, and self-confidence, influencing how students evaluate their own physical appearance. A quantitative research design was utilized, employing purposive sampling to select 150 first-year female psychology students as respondents. Data were gathered using the Social Media Use Scale (SMUS) and the Sociocultural Attitudes Toward Appearance Questionnaire-4 (SATAQ-4). The Pearson correlation coefficient was used to examine the relationship between social media usage and body image satisfaction. The results showed that the mean score for social media usage was 4.33 (SD = 1.92), while the mean score for body image satisfaction was 2.82 (SD = 0.82). The Pearson correlation coefficient was calculated at 0.61, indicating a moderate positive relationship between the two variables. This suggests that higher social media usage is moderately associated with higher body image satisfaction. Although the correlation is statistically significant, the strength of the relationship is modest, implying that social media usage contributes to body image satisfaction but is not the sole influencing factor. The findings of the study serve as a foundation for developing a Gender and Development (GAD) program that promotes social media awareness, body positivity, and empowerment among female students. The proposed program emphasizes the importance of digital literacy, self-worth, and embracing diverse beauty standards. Educational institutions are encouraged to implement initiatives that foster a healthy body image and self-esteem in young women. Additionally, the study advocates for the creation of a supportive school environment where students feel secure, appreciated, and empowered beyond socially constructed ideals.

Keywords: beauty standards, body image satisfaction, social media usage, self-esteem, self-confidence, gender and development

**EFFECTS OF WORK BURNOUT ON ACADEMIC PERFORMANCE AMONG
WORKING STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES**

Josephine Vergara, Jenyfer Cruz, Nika Dolloso, Queenie Mae Herman,
Mae Belen Belen, Maria Regina Baluyut

Abstract

Work burnout has emerged as a growing concern among students who simultaneously manage employment and academic responsibilities. This study examines the effects of work burnout on the academic performance of working students at Bestlink College of the Philippines. Specifically, it investigates burnout in terms of emotional exhaustion, cynicism, and reduced personal accomplishment, and how these factors affect students' class attendance, exam performance, and engagement with the Learning Management System (LMS). The study utilized a descriptive research design, with data collected through a structured survey administered to 50 working students selected via simple random sampling. The instrument assessed the levels of burnout and its corresponding influence on academic-related activities. Responses were analyzed to determine how burnout symptoms correlate with students' academic engagement and performance. The results revealed that a majority of respondents experienced moderate to high levels of emotional exhaustion, largely attributed to the demands of managing work alongside school commitments. Cynicism and disengagement from academic tasks were also observed, although many students still maintained acceptable attendance and exam performance. However, challenges were noted in meeting submission deadlines and maintaining focus, particularly when interacting with the LMS. Burnout was found to have a slight but noticeable impact on academic performance. Additionally, work-related factors such as long hours and low income were identified as key contributors to burnout and academic difficulty. The study emphasizes the importance of institutional and employer support for working students. To alleviate burnout and enhance academic outcomes, strategies such as flexible work schedules, academic counseling, and access to mental health services are recommended. An action plan promoting better work-study balance is proposed to improve both well-being and performance. Furthermore, the findings underscore the need for continued research into effective interventions that address the unique challenges faced by working students. Creating a supportive environment through coordinated efforts from educational institutions and employers can help mitigate the negative effects of burnout.

Keywords: work burnout, academic performance, working students, emotional exhaustion, cynicism, learning engagement

EFFICACY OF BIG FIVE PERSONALITY TEST IN PROFESSORS PERSONALITY TRAITS AT BESTLINK COLLEGE OF THE PHILIPPINES

Glenn Fernandez, Marjorie DAVIS, Jessa Belle Jorolan, Christian Isidor Tidoy,
Mark Ely Villamor, Maria Regina Baluyut

Abstract

In the evolving landscape of psychological assessment, web-based platforms have gained prominence due to their accessibility, efficiency, and ability to provide personality insights. This study examines the efficacy of a web-based Big Five Personality Test in identifying the personality traits of professors at Bestlink College of the Philippines. The research compares professors' self-assessment results with evaluations conducted by their department heads to determine the reliability and accuracy of digital personality assessments within an academic environment. This study employs a quantitative comparative research design to evaluate the accuracy of the web-based Big Five Personality Test. A total of 48 full-time professors from six academic departments were selected as participants. Each professor completed a web-based personality test that measured the five core traits: Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism. Simultaneously, their respective department heads assessed them using a structured questionnaire aligned with the same Big Five framework, rated on a 4-point Likert scale. Data were analyzed using weighted mean and paired sample t-tests to determine the significance of the differences between self-assessments and external evaluations. The study revealed statistically significant differences between the professors' self-assessments and the evaluations conducted by department heads across all five personality traits. The most notable discrepancy appeared in the trait of Neuroticism. Despite these differences, the web-based assessment consistently identified high levels of Openness, Conscientiousness, and Agreeableness among the respondents. These results suggest that while self-perception through digital assessments is valuable, external evaluations can provide additional insights influenced by context and behavioral observation. The findings highlight both the strengths and limitations of web-based personality assessments in academic settings. The discrepancies between self-assessments and third-party evaluations underscore the subjective nature of personality interpretation and the potential for bias in either method. This study suggests that combining self-report tools with external evaluations can offer a more comprehensive perspective on individual personality traits. Furthermore, the research supports the growing relevance of digital assessment tools in psychological practice and underscores their practical application in educational institutions.

Keywords: big five personality traits, web-based assessment, personality test, professors, comparative study, self-assessment, department head evaluation

**ESCAPISM AND RELATIONSHIP SATISFACTION AMONG E-SPORTS GAMER
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Trent Jaque, John Francis Hurley Alkaide, John Russell Almonte,
Ligaya Ramel, John Mhico Seda, Maria Regina Baluyut

Abstract

Escapism refers to the inclination to divert attention from real-life stressors by engaging in activities that provide temporary psychological relief or distraction. In contrast, relationship satisfaction pertains to the extent to which individuals feel emotionally, socially, and psychologically fulfilled within their romantic partnerships. This satisfaction is influenced by key factors such as quality time spent together, open communication, emotional intimacy, and shared interests. In recent years, e-sports, defined as competitive and organized video gaming, has emerged as a global cultural and economic phenomenon, cultivating both recreational and professional communities. As the popularity of online gaming continues to grow, it has notably reshaped entertainment, social interaction, and interpersonal dynamics. Many e-sport games demand substantial time investment for players to develop skills, engage in competitive matches, and achieve higher rankings. This intense time commitment can strain romantic relationships, particularly when gaming begins to take precedence over meaningful partner interaction. The relevance of this issue is amplified in today's society, where digital engagement is deeply embedded in daily life and an increasing number of couples choose to cohabitate before marriage. This study employed a quantitative correlational research design to explore the relationship between flow state and romantic relationship satisfaction among student e-sport gamers. Data were gathered using two standardized and psychometrically validated instruments: the Flow Short Scale (FSS) by Rheinberg, Vollmeyer, and Engeser, which measures the degree and frequency of flow experiences during gameplay; and the Couples Satisfaction Index (CSI) developed by Funk and Rogge, which assesses perceived satisfaction within romantic relationships. Participants were recruited through snowball sampling, targeting third- and fourth-year students who had been actively engaged in competitive e-sports for a minimum of two years and involved in a committed romantic relationship for at least two years. A total of 60 respondents met these criteria and completed the survey instruments. Quantitative data were analyzed using descriptive statistics including frequency distributions, percentages, and rankings, to describe demographic and behavioral variables. Additionally, Likert scale responses were interpreted to evaluate levels of flow and satisfaction, while the Pearson product-moment correlation coefficient was employed to determine the strength and direction of the relationship between the two variables. The study reported an average escapism score of 5.08 and an average relationship satisfaction score of 5.65 among the respondents. These findings indicate that while escapist behaviors are present among e-sport gamers, they are not the primary drivers of satisfaction in romantic relationships. The relatively high satisfaction score suggests that factors such as open communication, emotional closeness, mutual understanding, and relationship stability may play a more influential role in shaping overall relationship fulfillment. This emphasizes the complex interplay of psychological and relational variables and suggests that romantic satisfaction among gamers cannot be solely attributed to escapist tendencies. Instead, a broader perspective that considers multiple dimensions of the relationship is essential for a more comprehensive understanding. These findings highlight the nuanced nature of escapism within the context of gaming and its relationship with romantic dynamics. Rather than viewing escapism as inherently negative, the results indicate that its effects depend largely on how it is balanced within the relationship. When combined with open communication, mutual understanding, and strong emotional support, escapist behaviors like gaming can coexist with high relationship satisfaction. These insights emphasize the importance of developing

targeted educational resources to help couples manage individual interests without sacrificing relational well-being. Promoting awareness and healthy boundaries can ultimately contribute to more resilient and fulfilling partnerships in today's increasingly digital world.

Keywords: escapism, relationship satisfaction, e-sports, flow state, romantic relationships, gaming behavior, emotional support, communication, digital engagement, partner dynamics, quantitative research, pearson correlation, student gamers, educational resources

**EVALUATING THE RELATIONSHIP BETWEEN ISOLATION DURATION AND
STRESS-RELATED DISORDER IN SEAFARING POPULATION**

Renz Gian Asilo, Jerico Albeza, Steven John Señerez, Dennis Song,
Arnold Roce, Prince Michael De Leon

Abstract

Seafarers are regularly exposed to extended periods of isolation and high-pressure work environments, which may contribute to the development of stress-related disorders. This study investigates the relationship between the duration of isolation and the occurrence of physical, mental, and emotional stress disorders among individuals in the maritime profession. By examining this correlation, the study aims to support the development of targeted mental health strategies and improved occupational conditions within the seafaring industry. This study utilizes a quantitative correlational research design. Data was collected from 20 active seafarers using a structured questionnaire comprising sections on demographic information, stress-related symptoms, and coping strategies. The convenience sampling technique was employed. Data analysis involved the use of frequency and percentage for demographic profiling, while Pearson's r was used to determine the correlation between isolation duration and indicators of stress-related disorders. The results revealed that most respondents reported experiencing significant stress-related symptoms during their work assignments. These included appetite changes, sleep disturbances, irritability, overthinking, emotional numbness, and a persistent sense of dread. A moderate positive correlation ($r = 0.5729$) was identified between the duration of isolation and the incidence of stress-related disorders. The p -value (0.08283) led to the rejection of the null hypothesis, confirming a statistically significant relationship between isolation duration and stress-related outcomes. The findings indicate that prolonged isolation negatively affects the physical, mental, and emotional well-being of seafarers. The study emphasizes the importance of implementing support mechanisms such as mental health training, onboard wellness programs, and improvements in working conditions. These interventions are crucial in reducing the impact of isolation-related stress and promoting holistic well-being among maritime personnel.

Keywords: seafarers, isolation, stress-related disorders, mental health, maritime industry, pearson correlation, psychological well-being, occupational stress

**EXPLORING THE RELATIONSHIP BETWEEN SELF-EFFICACY AND ACADEMIC
PROCRASTINATION AMONG 3RD YEAR PSYCHOLOGY STUDENTS**

Cristine Lamanilao, Sheen Rozz Brenzuela, Angela Mae Calonge,
Shamarie Lorenzo, Czarly Jade Sy, Maria Regina Baluyut

Abstract

Academic procrastination, defined as the intentional delay of academic tasks despite potential negative outcomes, is a prevalent issue among college students. It is commonly associated with lower academic performance, increased stress levels, and decreased well-being. This study investigates the relationship between self-efficacy, an individual's belief in their ability to successfully perform tasks and academic procrastination among third-year Psychology students at Bestlink College of the Philippines. Since self-efficacy influences motivation, time management, and persistence, the study aims to examine whether it plays a significant role in the development of procrastination behaviors in academic settings. A correlational research design was employed to determine the relationship between self-efficacy and academic procrastination. Data were collected using a structured survey questionnaire administered to 229 randomly selected third-year Psychology students. The instrument measured participants' levels of self-efficacy and the frequency of academic procrastination behaviors. Statistical analyses, including Pearson correlation, were applied to assess the strength and significance of the relationship between the two variables. The findings showed that respondents had a moderate level of self-efficacy ($M = 3.70$) and academic procrastination ($M = 3.23$). Common causes of procrastination included task avoidance and poor time management, whereas performance anxiety appeared to have minimal impact. Pearson correlation analysis indicated a very weak, non-significant positive relationship between self-efficacy and academic procrastination ($r = 0.04$, $p = 0.55$). This result suggests that self-efficacy alone does not significantly predict procrastination behavior, in contrast to existing literature that often cites self-efficacy as a major factor in academic persistence. The results imply that psychological and environmental variables such as motivation, stress, and external distractions may have a more substantial influence on procrastination than self-efficacy alone. Given the moderate levels of procrastination observed, it is recommended that interventions focus not only on enhancing self-efficacy but also on addressing broader academic and psychological factors. Suggested interventions include time management workshops, cognitive-behavioral techniques for improving self-regulation, and mentorship programs. Future research should explore additional factors such as intrinsic motivation, personality traits, and social influences to develop more effective strategies for minimizing academic procrastination.

Keywords: self-efficacy, academic procrastination, time management, task avoidance, performance anxiety, college students, psychology education

**FACEBOOK COMMUNITIES ON SOCIAL SUPPORT AND PSYCHOLOGICAL
WELL-BEING AMONG LGBT PSYCHOLOGY STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Melgie Reyes, Jaina Almoquera, Christine Joy De Sagun, Bianca Erin Enriquez,
Janine Plamio, Dr. Adora Angeline Babia

Abstract

This study explores the relationship between social support received from Facebook communities and the psychological well-being of LGBT Psychology students at Bestlink College of the Philippines. It aims to determine whether participation in such online communities fosters improved social connection, academic motivation, and overall well-being. Given that social media platforms serve as avenues for identity expression and peer support, the study investigates the extent to which these digital spaces contribute to the students' mental and emotional health. This study employs a correlational quantitative research design, utilizing purposive sampling to select 200 LGBT Psychology students from Bestlink College of the Philippines. Data were gathered through a combination of researcher-made survey questionnaires, validated by a licensed psychometrician, and standardized psychological well-being instruments. The collected data were statistically analyzed to examine the relationship between Facebook community involvement and levels of psychological well-being. The findings revealed an average Facebook community engagement score of 2.83 (SD = 0.23) and a psychological well-being mean score of 3.88 (SD = 0.25). The computed Pearson correlation coefficient was 0.08, indicating a very weak positive relationship between Facebook community involvement and psychological well-being. However, the p-value of 0.25 exceeded the 0.05 threshold, indicating that the relationship was not statistically significant. As a result, the null hypothesis was accepted. The study emphasized the need for further investigation into the influence of online communities and recommended the continuation of support for LGBT individuals, both online and offline. The results indicate no significant correlation between Facebook community involvement and the psychological well-being of LGBT Psychology students. This outcome challenges the Social Support Theory, which posits that online communities can enhance emotional health by providing avenues for self-expression and social connection. The findings suggest the importance of examining other factors that may influence psychological well-being and call for more comprehensive studies on the actual impact of online communities on LGBT individuals.

Keywords: facebook communities, lgbt, psychology students, psychological well-being, social support

**FACTORS INFLUENCING FAMILY ESTRANGEMENT AMONG FOURTH-YEAR
PSYCHOLOGY STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Shyla Janinne Escares, Angel Cristine Cardines, Carzie Alliah Igloso,
Jevalyn Mesa, Angel Jay Sta Cruz, Dr. Jolly Miguel

Abstract

Family estrangement, particularly among young adults, presents increasing psychological and social challenges. This study investigates the factors influencing family estrangement among graduating psychology students at Bestlink College of the Philippines. Grounded in Bronfenbrenner's Ecological Systems Theory, the research explores the interplay of family dynamics, life transitions, psychological well-being, and cultural values in contributing to the decision to estrange from one's family. This study employs correlational research design. Data were gathered using a structured questionnaire administered to 50 purposively selected fourth-year psychology students. The instrument measured multiple factors related to family estrangement. Pearson's correlation analysis was applied to determine significant relationships between the variables examined. The results revealed that ineffective communication, unresolved conflicts, and unequal distribution of responsibilities were major contributors to family estrangement. Additional factors such as personal growth, career transitions, and relocation further intensified the disconnect between individuals and their families. Psychological well-being was found to be negatively affected by family-related stress and unrealistic expectations. Cultural norms also contributed by placing pressure on individuals that often conflicted with personal aspirations. Statistical analysis showed a significant relationship between these factors and the decision to estrange ($r = 0.73$, $p < 0.00$), underscoring the multifaceted nature of family estrangement. The findings emphasize the importance of proactive interventions, such as communication workshops and counseling programs, to assist students in managing family-related challenges. Understanding the underlying causes of estrangement can enable families and educational institutions to collaborate in fostering healthy, supportive relationships. As family estrangement is a complex and deeply personal experience, interventions must be culturally sensitive and adaptable to the unique needs of students. Future research may further explore these influencing factors across diverse populations to enhance the development of effective support systems that prioritize both familial connection and individual well-being.

Keywords: family estrangement, communication, psychological well-being, cultural expectations, ecological systems theory, college students, family dynamics, life transitions, counseling interventions, student mental health

**FACTORS INFLUENCING GEN Z'S DECISION TO DELAY PARENTHOOD AMONG
THE FACULTIES IN BESLINK COLLEGE OF THE PHILIPPINES**

Mae Delmiguez, Neils Wilfred Canja, Jhoshua Galo, Jilliane Mae Galvez,
Marilou Sison, Maria Regina Baluyut

Abstract

This study aims to investigate the factors influencing the decision of Generation Z senior high school (SHS) faculty members at Bestlink College of the Philippines to delay parenthood. With shifting societal norms and growing career demands, Gen Z professionals face complex choices regarding family planning. The research focuses on understanding how financial, personal, professional, and social factors affect their decision to postpone parenthood. This quantitative study employs a descriptive research design and purposive sampling. A total of 17 childless Gen Z SHS faculty members were surveyed using a structured questionnaire. The instrument gathered data on respondents' demographic profiles, perceived advantages and disadvantages of delaying parenthood, and key personal considerations influencing their decision to remain childless. The results indicate that financial stability (Weighted Mean = 3.66) is the most influential factor behind the decision to delay parenthood, primarily due to the high cost of child-rearing and the desire for financial security. Career advancement (3.36) follows closely, as faculty members aim to establish professional stability before embracing parental roles. Personal freedom (3.19) also influences the decision, reflecting the value placed on independence and self-directed living. Social norms (2.99) were reported as the least influential factor, suggesting that respondents prioritize personal and career goals over societal expectations. In terms of perceived advantages, respondents identified achieving financial security (3.36), capitalizing on career opportunities (3.34), and gaining emotional maturity (3.32) as key benefits of delaying parenthood. A commonly noted disadvantage was the decline in physical energy associated with aging (2.79), which could impact their ability to cope with parenting demands later in life. Additional key considerations for remaining childless include financial concerns, the cost of raising children, desire for autonomy, and lifestyle flexibility (Composite Mean = 2.95). The study concludes that a combination of personal priorities, professional aspirations, and financial considerations influence Gen Z faculty members' decision to delay parenthood. These findings underscore the importance of institutional support programs that address career development, financial planning, and personal well-being. Providing access to these resources may empower faculty members to make informed, intentional decisions regarding family planning and future parenthood.

Keywords: delayed parenthood, generation z, faculty members, financial stability, career advancement, personal freedom, family planning, work-life balance, psychology, bestlink college

FACTORS INFLUENCING GENERATION Z'S ATTITUDE TOWARDS MARRIAGE AND COHABITATION AT BESTLINK COLLEGE OF THE PHILIPPINES BULACAN CAMPUS

Sherilyn Villasis, Frezilyn May Campo, Angelica Aubrey Gavieres,
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Abstract

Marriage and cohabitation are relationship choices that increasingly reflect the evolving societal norms of Generation Z. While cohabitation, or living together without legal marriage, is often viewed as a practical step before long-term commitment, marriage remains a legally and socially recognized institution. This study explores the factors that influence Generation Z's attitudes toward marriage and cohabitation, with a focus on the roles of family, peers, and environmental context. This study employs a descriptive quantitative research design to assess students' perceptions. A structured survey questionnaire was administered to 100 students, aged 18 to 26, from Bestlink College of the Philippines, Bulacan Campus. Quota sampling was used to ensure representation across age groups, genders, and academic year levels. Responses were analyzed using weighted means to determine the level of agreement with statements related to marriage and cohabitation. The results indicate that students value both marriage and cohabitation but lean more favorably toward cohabitation due to growing societal acceptance and peer influence. Environmental factors (Weighted Mean = 4.091) and peer influence (Weighted Mean = 4.056) were the strongest drivers of positive views on cohabitation. In contrast, family influence (Weighted Mean = 3.97) played a more prominent role in shaping attitudes toward marriage. The findings suggest a generational shift in values, with financial considerations, exposure to social media, and modern social norms contributing significantly to students' relationship preferences. This study underscores a shift in Generation Z's perceptions of intimate relationships. While cohabitation is increasingly seen as a socially accepted and practical arrangement, marriage continues to be respected but with redefined expectations. Peer influence and environmental exposure play major roles in attitudes toward cohabitation, while family traditions and religious beliefs continue to shape views on marriage. The results suggest a need for educational programs such as seminars and counseling services to provide students with informed guidance on the legal, emotional, and financial implications of their relationship choices.

Keywords: generation z, marriage, cohabitation, peer influence, family influence, societal norms, relationship perception, psychology, bestlink college, descriptive quantitative research

FACTORS THAT AFFECT SOCIAL MEDIA USAGE ON THE SOCIAL BEHAVIOR AND WELL-BEING OF 3RD-YEAR STUDENTS A STUDY OF BEHAVIORAL PATTERNS

Rissa Grace Palomo, Patricia Denise Corona, Jenie Jose,
Jenelyn Jubilo, Dan Lloyd Sinfuego, Michael Bersamin

Abstract

This study examines the influence of social media on the social behavior and well-being of 87 third year psychology students at Bestlink College of the Philippines. Given social media's pervasiveness in students' lives, the research investigates its impact on academic engagement, social connections, and emotional health. The study hypothesizes a dual role for social media, enhancing connectedness while potentially exacerbating issues such as anxiety, low self-esteem, and social isolation. A correlational research design was employed, utilizing stratified sampling to select the 87 participants, all of whom were frequent social media users among third year psychology students. Data collection involved a questionnaire assessing emotional states, self-perception, and social interactions to better understand participants' social behavior and well-being. Demographic data revealed that 88.51 percent of respondents were aged 19 to 24, and 81.61 percent were female, reflecting the typical gender distribution in psychology programs. TikTok and Facebook were identified as the most commonly used platforms. The findings indicated a general agreement among students regarding social media's role in their social behavior and well-being. Statistical analysis revealed a significant positive correlation (Pearson $r = 0.70$, $p = 0.00$) between social media usage and overall well-being. While social media provided emotional support and fostered social connections for some, adverse effects such as stress, sleep deprivation, and self-esteem issues were also reported. Despite the positive correlation between social media use and well-being, the study highlights the paradoxical nature of social media's impact. While offering benefits such as enhanced social connections and emotional support, excessive use contributed to challenges such as social isolation, anxiety, and self-esteem concerns. Additional concerns included the need for social validation, online gossip, and communication difficulties. These findings emphasize the need for initiatives promoting digital literacy, responsible social media use, and accessible mental health support services. Recommendations include encouraging balanced screen time, integrating well-being programs into student services, and fostering a healthier digital environment to help students effectively navigate the complexities of the online world.

Keywords: social media usage, social behavior, well-being, factors, challenges

**GENDER AND LEADERSHIP: A STUDY OF GENDER ROLE
INFLUENCES LEADERSHIP STYLE**

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Abstract

Leadership styles and gender roles are pivotal factors that influence leadership effectiveness within academic and professional contexts. Traditional gender norms often associate specific leadership characteristics with either masculinity or femininity, shaping perceptions, expectations, and access to leadership opportunities. This study explores the correlation between leadership styles: autocratic, participative, and delegative, and gender roles among student governors at Bestlink College–MV Campus. It seeks to examine whether preferences for particular leadership styles are influenced by gender identity, individual personality traits, or the situational demands of leadership roles. A quantitative correlational research design was utilized to examine the relationship between leadership styles and gender identity groups: male, female, and LGBTQIA+ among student governors. The study involved 31 participants, selected through purposive sampling based on their active leadership roles at Bestlink College–MV Campus. A structured survey questionnaire served as the primary data collection tool. To analyze the data, the study employed frequency distribution, weighted mean, and ranking, alongside the Kruskal-Wallis H test to evaluate whether significant differences existed in leadership style preferences across gender groups. A p-value of less than 0.05 was considered statistically significant. The results revealed that participative leadership was the preferred style among all gender groups, reflecting a strong collective inclination toward collaborative decision-making and inclusivity. Specifically, 83.33% of female respondents, 63.64% of LGBTQIA+ respondents, and 62.50% of male respondents selected participative leadership as their preferred style. Delegative leadership ranked second, with 36.36% of LGBTQIA+ respondents, and 16.67% of both male and female respondents expressing a preference for this approach, suggesting a moderate value placed on individual autonomy and trust in team members. Autocratic leadership was the least favored, with only one male respondent (12.50%) indicating a preference for it, highlighting a general disapproval of top-down, authoritative decision-making across all groups. The Kruskal-Wallis H test was conducted to assess the statistical significance of the relationship between gender identity and leadership style preference. The analysis yielded p-values greater than 0.05, indicating no statistically significant difference among the groups. As a result, the null hypothesis was retained, affirming that gender roles do not significantly influence leadership style preferences among student governors at Bestlink College–MV Campus. This study refutes traditional gendered assumptions in leadership by revealing that leadership style preferences are primarily shaped by individual characteristics and situational contexts, rather than gender identity. The consistent preference for participative leadership across male, female, and LGBTQIA+ respondents reflects an evolving perspective that values collaboration, inclusivity, and shared decision-making core attributes of modern leadership. These findings suggest a paradigm shift in student governance toward more democratic and equitable leadership models. In light of this, academic institutions are encouraged to design and implement leadership development programs that prioritize adaptability, inclusivity, and emotional intelligence, ensuring that leadership potential is cultivated without the constraints of gender-based stereotypes. By doing so, institutions can foster a new generation of leaders who are responsive to diversity and equipped to lead with empathy and effectiveness.

Keywords: leadership styles, gender roles, participative leadership, inclusivity, collaboration, student governance, individual traits, situational context, leadership development, gender stereotypes

**GENDER DIFFERENCES IN COPING STRATEGIES FOR ACADEMIC STRESS AMONG
ACAEX SCHOLAR STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Davon Ortiz, Anjelo Campillo, Anna Marie Capal, Julia Marie Mallari,
Althea Villanueva, Dr. Jolly Miguel

Abstract

Academic stress remains a prevalent issue among college students, significantly affecting their mental health and academic performance. This study examines the gender-based differences in coping strategies employed by ACAEX scholar students at Bestlink College of the Philippines in managing academic stress. Understanding these differences is crucial for developing evidence-based, gender-sensitive support programs that strengthen student resilience, promote well-being, and enhance academic success. A quantitative research design was employed to examine academic stress levels and coping strategies among male and female students. Data was collected through a structured survey questionnaire, specifically designed to capture the frequency and type of coping mechanisms used. To identify any statistically significant gender-based differences in coping strategies, the data was analyzed using independent samples t-tests. The results indicated that female students reported higher levels of academic stress than male students. Furthermore, females predominantly relied on emotion-focused coping strategies, including seeking social support and emotional regulation, whereas males tended to favor problem-focused coping methods and avoidant behaviors. Statistical analysis confirmed a significant gender difference in coping strategies, underscoring the distinct ways in which male and female students manage academic stress. The results underscore that male and female students utilize distinct coping mechanisms when confronting academic stress, emphasizing the critical need for customized stress management programs that reflect these gender-specific differences. It is recommended that educational institutions implement gender-responsive interventions such as structured peer support systems, targeted academic counseling, and skills-based workshops focused on effective coping strategies. These tailored approaches are essential for promoting healthier stress management, improving psychological resilience, and ultimately enhancing students' overall well-being and academic achievement.

Keywords: academic stress, gender differences, coping strategies, stress management programs, gender-responsive interventions, peer support, academic counseling, coping skills workshops, student well-being, academic performance

**IMPACT OF ACADEMIC PRESSURE ON MENTAL HEALTH IN SELECTED
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Johanna Villanueva, Regine Anne Cruz, Hershey Maxxine Gabriente,
Cherrylyn Tamayo, Kyla Coleen Tamayo, Dr. Adora Angeline Babia

Abstract

Academic pressure has become a defining concern within higher education, particularly affecting college students navigating increasingly demanding academic environments. This pressure often arises from a confluence of expectations parental, peer, institutional, and societal, intensified by the competitive nature of academic achievement. In countries like the Philippines, where educational success is deeply embedded in cultural values and often equated with personal and familial fulfillment, students may experience heightened psychological strain, especially in intellectually rigorous fields. This study seeks to explore the impact of academic stress on the mental health of selected college students, underscoring the critical need for comprehensive support systems and proactive stress management interventions. By examining this relationship, the research aims to contribute to the development of healthier academic environments that promote student well-being and sustainable academic success. This study adopted a quantitative correlational research design to examine the relationship between academic stress and mental health among students, without any manipulation of variables. Cluster sampling was employed to ensure equitable representation and minimize selection bias across different student groups. Data were collected through three instruments: the standardized Academic Stress Scale (ASS), the General Health Questionnaire (GHQ), and a researcher-designed survey that assessed students' sleep quality, lifestyle practices, and social well-being. To ensure the validity and reliability of the instruments, all tools were subjected to rigorous content validation by three licensed psychometricians. The study strictly adhered to ethical research standards, including the acquisition of informed consent and the assurance of participant confidentiality and anonymity. The study revealed that respondents experienced moderate levels of academic stress, with academic workload identified as the most significant contributor. While students demonstrated a mix of emotional responses, the overall impact of academic stress was predominantly negative. A weak but statistically significant relationship was found between academic stress and mental health, as indicated by a Pearson correlation coefficient of 0.13. Students who reported higher levels of academic pressure exhibited greater declines in emotional and social well-being, which adversely affected both their academic performance and personal lives. The majority of respondents were female, aged 21 to 25, and represented various academic programs. Furthermore, academic stress was linked to notable disturbances in sleep patterns, lifestyle choices, and social engagement. Academic pressure influences various dimensions of student life, including mental health, sleep quality, lifestyle habits, and social interactions. While the correlation between academic stress and mental health is modest, it remains statistically significant, emphasizing the need for proactive strategies to alleviate stress. Addressing these challenges is crucial in creating a learning environment that supports both the psychological well-being and academic performance of students.

Keywords: academic pressure, mental health, student well-being, academic stress, sleep habits, lifestyle, social well-being, higher education, stress management, psychological impact

**IMPACT OF ADULTING: STRESS ON ADULTHOOD OF
GRADUATING PSYCHOLOGY STUDENT**

Ellen Mae Pascual, Angelo Aquio, Dianne May Escano, Sarah Llagas,
Cristine Joy Ramos, Dr. Jolly Miguel

Abstract

The transition from student life to adulthood presents considerable challenges for graduating psychology students as they prepare to assume greater personal and professional responsibilities. This study investigates the relationship between adulting-related stress and its impact on students nearing graduation, with a particular emphasis on factors such as motivation, perceived life opportunities, and strategic executive functioning. The goal is to better understand how these variables influence students' readiness for adulthood and to identify areas where support may be needed during this critical life stage. This study utilized a correlational research design and employed stratified random sampling to investigate the relationship between adulting-related factors and perceived stress levels among students. The participants consisted of third- and fourth-year psychology students, as they are in the critical phase of transitioning into adulthood. To fulfill the research objectives, a minimum of 283 respondents were required. Data was gathered through a combination of a researcher-developed questionnaire based on the Likert scale and the standardized Perceived Stress Scale (PSS), both of which ensured the validity and reliability of the findings. The findings indicate that graduating students experience moderate levels of stress during their transition to adulthood. Key factors such as mentorship, emotional support, and access to career opportunities help alleviate stress and build resilience. Motivational drivers including self-efficacy, personal aspirations, and encouragement from adults, enhance students' preparedness for adult responsibilities. Additionally, opportunities like promising career paths, continued education, and professional networking play a critical role in boosting students' confidence in facing adulthood. While students with strong executive functioning skills such as goal-setting, planning, and a sense of control, manage challenges more effectively, statistical analysis revealed no significant correlation between adulting-related factors and perceived stress levels, suggesting a more complex interplay of influences. The findings suggest that while stress is a prevalent experience among graduating students, its severity is influenced more by academic demands and social contexts than by adulting-related challenges alone. In light of this, the study recommends the implementation of a targeted seminar to help graduating psychology students develop effective coping mechanisms and boost their readiness for adult life. The proposed seminar would cover key areas such as fostering open communication with parents, enhancing academic curricula to include life skills, expanding student support services, promoting longitudinal research for ongoing assessment, and encouraging interdisciplinary collaboration. By addressing these dimensions, institutions can provide holistic support that empowers students to navigate the complexities of adulthood with greater confidence and resilience.

Keywords: adulting stress, graduating students, psychology students, perceived stress, executive functioning, emotional support, academic pressure, student readiness, transition to adulthood, coping strategies, seminar intervention, student well-being

**IMPACT OF COMPANION ANIMALS ON ACADEMIC PERFORMANCE
AND EMOTIONAL WELL-BEING AMONG BSP STUDENTS**

Hamlet Templonuevo, Mary Joy Gamarcha, Errhica Lagata,
Alexandra Malabanan, Mary Ann Veran, Michael Bersamin

Abstract

This study examines the influence of companion animals on the academic performance and emotional well-being of Bachelor of Science in Psychology (BSP) students. As academic demands intensify, pets are increasingly viewed as alternative sources of support. The research investigates whether pet ownership contributes to stress reduction, improved focus, and enhanced motivation: factors that may positively affect academic outcomes. It also explores differences across academic year levels and considers the potential long-term emotional support provided by pets. The study aims to deepen the understanding of animal-assisted support within academic environments. This study utilized a descriptive-correlational research design to assess the relationship between companion animal ownership, academic performance, and emotional well-being among Bachelor of Science in Psychology (BSP) students. A total of 100 BSP students from first to fourth year who own companion animals were selected through purposive sampling. Data were collected using structured survey questionnaires, which explored the effects of pet ownership on students' concentration, study habits, academic achievement, anxiety levels, emotional support, and development of responsibility. The study found that most respondents were young adults aged 18 to 23, with a majority being female (83%) and from lower-income households (79%). Dogs (64%) and cats (36%) were the most commonly owned companion animals, with most respondents having cared for their pets for over a year. The results align with previous studies, indicating that companion animals help reduce stress, enhance emotional resilience, and improve time management. Overall, pet ownership was shown to positively influence both emotional well-being and academic performance by supporting stress relief, increasing focus, and boosting motivation. The study reveals that the positive effects of companion animals are consistent across different academic year levels, indicating that pet ownership offers both immediate and long-term benefits. These findings support the potential integration of animal-assisted interventions in educational settings, where companion animals can play a valuable role in enhancing student well-being and academic performance. The research encourages educational institutions to consider implementing programs that promote animal companionship, recognizing its ability to provide emotional support and academic assistance to students as they face the demands of their academic journey.

Keywords: companion animals, academic performance, emotional well-being, pet ownership, animal-assisted interventions, student support, educational institutions, stress management

**IMPACT OF MINDFULNESS MEDITATION ON STRESS AMONG
COLLEGE STUDENTS: BASIS FOR INTERVENTION PROGRAM**

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Raven Mendoza, Rodwin Esguerra, Dr. Jolly Miguel

Abstract

This study investigates the impact of mindfulness meditation on the stress levels of fourth-year Psychology students at Bestlink College of the Philippines. It aims to assist students in managing stress by implementing a mindfulness program and examining the relationship between mindfulness practices and stress reduction. The study also seeks to address the limited understanding of how mindfulness meditation affects stress levels, which represents the core issue of the research. This study utilized a correlational quantitative research design to assess the relationship between mindfulness meditation and stress levels. A total of 207 fourth-year Psychology students from Bestlink College of the Philippines, Quezon City campus, were selected through stratified random sampling. All participants had prior experience with mindful breathing practices. Data was gathered using the Perceived Stress Scale and the Stress Management Inventory as the primary research instruments. The study's findings indicate that mindfulness meditation has a minor impact on stress levels, as evidenced by a composite mean of 2.38. Similarly, stress management among students also showed a minor impact, with a composite mean of 2.37. Among the various coping strategies assessed, physical activity was rated as having a moderate impact (3.17), while stress relief (1.52) and social support (2.38) were rated as having no impact and minor impact, respectively. Pearson correlation analysis revealed a weak negative correlation ($r = -0.16$) between mindfulness meditation and stress management, which was statistically significant ($p = 0.02$), suggesting a minimal but meaningful relationship. The most frequently reported challenges were the avoidance of seeking professional help (26%) and lack of physical activity (22%). These results underscore the need for awareness campaigns, access to expert guidance, regular stress assessments, and the reinforcement of mindfulness practices to support students' overall well-being. The study emphasizes the significance of consistent mindfulness practices and supportive environments in effectively managing student stress. For students and parents, establishing comprehensive, long-term mindfulness programs and promoting awareness of stress management techniques are vital for enhancing well-being and academic performance. Although mindfulness meditation is widely acknowledged for its stress-reducing benefits, its impact remains limited without sufficient time, regular practice, and a conducive environment. Through the implementation of the proposed intervention action plan, the school can develop a more effective and sustainable program for stress management rooted in comprehensive mindfulness practices.

Keywords: mindfulness meditation, stress management, student well-being, academic performance, supportive environment, long-term programs, intervention plan, consistent practice, awareness, comprehensive mindfulness

**IMPACT OF MINORITY STRESSOR ON TRANSGENDER MENTAL
HEALTH AND ACADEMIC PERFORMANCE: AN ASSESSMENT**

Banisa Keshia Kate, Lee Jericho Dela Cruz, Norlan Godoy,
Ma Noelle Leycano, Leonardo Yacas, Michael Bersamin

Abstract

Transgender individuals often encounter minority stressors such as social stigma, discrimination, and marginalization. These experiences: ranging from overt bullying to subtle microaggressions, can lead to significant psychological distress and negatively affect academic performance. This study seeks to explore the impact of these minority stressors on the mental health and academic achievement of transgender students. The researchers employed purposive sampling to select 14 transgender transferee students from Bestlink College of the Philippines. A structured survey questionnaire was used to collect data on participants' demographic profiles, stress levels, mental health status, academic performance, and challenges related to minority stressors. Data was analyzed using descriptive statistics, Pearson correlation, and Spearman's rank correlation to identify significant patterns and relationships among the variables. Most respondents (42.86%) were aged 16–21, enrolled in the College of Computer Studies (CCS), and had previously attended private schools (78.57%). Half of the participants were first-year students. Stress levels were rated as “high” (mean = 2.61), with a notable tendency toward self-doubt when facing personal challenges (mean = 2.93). Despite elevated stress, respondents reported generally positive mental health (mean = 3.67), including frequent feelings of happiness (mean = 4.07) and active engagement in daily activities (mean = 4.00). Regarding academic performance, 42.86% reported grades between 1.51 and 2.00, while 21.43% had grades ranging from 1.26 to 1.50. However, 28.57% chose not to disclose their academic performance, possibly indicating stress-related concerns. Statistical analysis revealed a weak, negative, and non-significant correlation between minority stressors and mental health ($r = -0.25$, $p = 0.39$). Similarly, the correlation between minority stressors and academic performance was weak and statistically insignificant ($r_s = 0.06$, $p = 0.85$). Identified challenges included personal struggles (40.91%), such as mental health issues and difficulties with self-acceptance, followed by social challenges (36.36%), including bullying and exclusion. Institutional barriers (13.63%) and financial difficulties (9.09%) were also reported, though to a lesser extent. While minority stressors are evident in the experiences of transgender students, their statistical impact on mental health and academic performance was found to be insignificant in this study. However, qualitative insights reveal ongoing personal and social challenges, highlighting the critical need for inclusive and supportive academic environments that promote psychological well-being and equitable educational access.

Keywords: transgender students, minority stressors, mental health, academic performance, qualitative insights, inclusive education, psychological well-being, educational equity, supportive environment

**IMPACT OF PATERNAL ABSENCE ON DAUGHTER'S SELF-CONCEPT
AND SELF-ESTEEM OF PSYCHOLOGY STUDENTS**

Nicole Angelou Parado, Cathalina Pagadora, Famila Lacson,
Wyna Mae Babon, April Joy Seda, Jonah Andrea Mapula

Abstract

This study explores the vital influence of the father-daughter relationship on a daughter's self-concept and self-esteem. In the Philippines, paternal absence is common and presents significant challenges that impact daughters' identity formation and overall development. The purpose of this research is to examine the relationship between self-esteem and self-concept among female psychology students at Bestlink College of the Philippines who were raised without their fathers. The study utilized a correlational research design with a quantitative approach, involving 100 female students who had experienced paternal absence since birth. Data were gathered through two standardized instruments the Self-Concept Questionnaire-18 and the Rosenberg Self-Esteem Scale to examine the relationship between self-concept and self-esteem. The findings from the Pearson correlation analysis indicated an average self-concept score of 2.76 and a mean self-esteem score of 1.45 among the psychology students. The correlation coefficient of -0.05 suggested a weak negative relationship between self-concept and self-esteem. However, with a p-value of 0.65 exceeding the standard significance level, the result indicated no statistically significant association between the two variables. The authors recommend the development of a comprehensive intervention program incorporating techniques such as journaling, self-reflection, goal-setting, and psychoeducation to help daughters cultivate a strong sense of self-identity. They also advocate further research on the long-term psychological impact of paternal absence, the coping strategies employed by daughters, and the role of cultural and socio-economic factors in shaping their experiences.

Keywords: father-daughter relationship, paternal absence, self-concept, self-esteem, psychology students, identity development, intervention program, coping mechanisms, cultural factors, socio-economic factors

**IMPACT OF PATERNAL PARENTING APPROACHES ON SELF-ESTEEM
AMONG COLLEGE STUDENTS RAISED BY SINGLE FATHERS AT
BESTLINK COLLEGE OF THE PHILIPPINES-BULACAN**

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Ronaldo Pamilar, Eddiemar Solomon, Juanito Parayno

Abstract

Parenting styles play a vital role in shaping a child's psychological development, particularly in the formation of self-esteem. This study explores the relationship between paternal parenting styles: authoritarian, authoritative, permissive, and uninvolved, and the self-esteem of college students raised by single fathers at Bestlink College of the Philippines–Bulacan Campus. The objective is to determine whether specific paternal parenting styles significantly affect the self-esteem levels of these students. The study utilized a purposive research design, gathering data from 58 college students through a structured survey questionnaire employing a four-point Likert scale. The weighted mean was used to identify the predominant paternal parenting style, while Pearson's r was applied to assess the correlation between paternal parenting styles and the students' levels of self-esteem. The results of the correlation analysis indicated that none of the paternal parenting styles showed a statistically significant relationship with self-esteem. The computed r -values were as follows: authoritarian ($r = 0.0336$, $p = 0.802$), authoritative ($r = 0.0272$, $p = 0.841$), uninvolved ($r = -0.1057$, $p = 0.433$), and permissive ($r = 0.1856$, $p = 0.163$). All values fell within the negligible correlation range. These findings suggest that, in this study, paternal parenting styles as perceived by the respondents, have little to no impact on their self-esteem. The findings of this study challenge the commonly held belief that parenting styles significantly influence self-esteem. While previous research suggests that authoritative parenting is associated with higher self-esteem, the results indicate no meaningful correlation between paternal parenting styles and self-esteem among students raised by single fathers. This suggests that other factors such as peer relationships, personal experiences, cultural norms, and emotional support may play a more substantial role in shaping self-esteem. The study concludes that paternal parenting styles, as perceived by the participants, do not significantly affect their self-esteem. These results highlight the need for future research to explore additional variables, including family dynamics, socioeconomic status, and support networks. Moreover, interventions aimed at fostering self-esteem should extend beyond parenting approaches to consider these broader influences.

Keywords: paternal parenting styles, self-esteem, single fathers, authoritarian, authoritative, permissive, uninvolved, psychological development, college students, socio-emotional factors

**IMPACT OF SOCIAL MEDIA INFLUENCERS IN LIFESTYLE CHOICES OF
YOUNG ADULTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Gina Mae Tuan, Russel Bravo, Shyna May Dazal,
Christina Miraballe, Kim Diaz, Dr. Jolly Miguel

Abstract

This study investigates the impact of social media influencers on the lifestyle choices of young adults at Bestlink College of the Philippines. With the rapid rise of digital platforms, influencers have become highly influential in shaping consumer behavior, personal values, and lifestyle preferences. The research focuses on how influencer-generated content affects key aspects of students' lives, including financial decision-making, social and recreational activities, body image perception, emerging behavioral trends, and social comparison. The study aims to provide insights into the extent of influencer influence on youth lifestyles in the digital age. This study utilized a correlational research design to examine the relationship between variables, with data collected from 150 students through the use of structured questionnaires. The study's findings reveal that most respondents actively follow social media influencers and demonstrate a moderate to strong alignment with the content and lifestyles these influencers promote. A moderate positive correlation was found between influencer content and changes in lifestyle decisions. Financial spending patterns were notably affected, with many respondents reporting increased impulse purchases influenced by limited-time offers and product endorsements. Social and recreational behaviors were also impacted, as participants indicated a greater likelihood of engaging in events or activities promoted by influencers. Regarding body image, respondents reported both positive and negative effects: while some were inspired by body positivity campaigns, others experienced dissatisfaction with their appearance due to exposure to idealized images. Additionally, the findings suggest that influencer-driven social comparison contributes to self-esteem challenges, as many young adults tend to assess their self-worth based on the curated and often unrealistic portrayals presented by influencers online. In light of the findings, the study highlights the critical need to enhance digital literacy among young adults to support more mindful and responsible engagement with social media. It recommends the establishment of clear guidelines for content creators, focusing on transparency, ethical promotional practices, and the dissemination of empowering and constructive messages. These recommendations serve as a valuable resource for educators, policymakers, and social media practitioners in designing strategies that foster critical thinking and healthier online habits. By exploring the dynamic link between influencers and lifestyle choices, the study adds to the ongoing conversation about the role of digital influence in shaping youth behavior and overall well-being.

Keywords: social media influencers, lifestyle choices, young adults, digital literacy, consumer behavior, body image, social comparison, ethical marketing, impulse buying, youth well-being

**IMPACT OF SOCIAL MEDIA ON THE SELF-ESTEEM OF GENERATION Z GRADE
11 HUMSS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Kenneth Rhyme Sumande, Jenaira Tagadaya, Myra Joy Madriaga,
Arvilla Tolentino, Queenie Ann Maramag, Dr. Jolly Miguel

Abstract

Social media has become a fundamental aspect of everyday life, particularly among members of Generation Z. This study investigates how social media influences the self-esteem of Grade 11 HUMSS students at Bestlink College of the Philippines. Specifically, it aims to assess whether social media use positively or negatively affects their confidence, sense of self-control, and experiences of social comparison. The study utilized a descriptive-correlational research design with a quantitative approach to examine the relationship between social media usage and self-esteem. A total of 132 Grade 11 HUMSS students were selected through purposive random sampling. Data were gathered using a structured questionnaire consisting of three sections: demographic profile, the perceived impact of social media on various aspects of life, and self-esteem assessment using the Rosenberg Self-Esteem Scale (RSE). The data were analyzed through percentages, weighted mean, and ranking, while Pearson's correlation coefficient (r) was used to determine the strength and direction of the relationship between social media perception and self-esteem. The results indicate that most students use social media on a daily basis, with Facebook and TikTok being the most preferred platforms. Social media plays a substantial role in their daily lives, influencing how they communicate, acquire information, and maintain personal relationships. A moderately strong positive correlation ($r = 0.68$, $p = 0.00$) was found, suggesting that students with a more favorable perception of social media tend to have higher self-esteem. In contrast, those with a negative view of social media are more likely to struggle with self-confidence. Some students also reported using social media as a source of encouragement and inspiration, underscoring its mixed impact on self-esteem. Based on these findings, an action plan was formulated to encourage healthy and responsible use of social media among students. The involvement of teachers, parents, and the community is crucial in guiding students to balance online and offline interactions, develop critical thinking, and build self-confidence. The study recommends that future researchers examine the long-term effects of social media on self-esteem. Overall, this research highlights the importance of mindful social media use in fostering personal growth and emotional well-being.

Keywords: social media, self-esteem, generation z, grade 11 humss students, facebook, tiktok, rosenberg self-esteem scale, digital well-being, responsible usage, online behavior, confidence, social comparison

IMPACT OF STRESS ON THE ACADEMIC PERFORMANCE OF WORKING FOURTH-YEAR CRIMINOLOGY STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES

James Joseph Sazon, Novea Sta Romana, Jhoana Monique Manlapig,
Jenisa Normor, Maria Regina Baluyut

Abstract

This research explores the relationship between stress and academic performance among fourth-year working students. It aims to determine whether stress significantly influences their academic outcomes. The findings of this study are intended to help working students become more aware of the stress they may be facing, understand its potential effects on their studies, and discover effective coping strategies and mechanisms to manage it more efficiently. This study will utilize a descriptive cross-sectional research design, targeting 100 fourth-year working students from the Criminology Department of Bestlink College of the Philippines. The participants will be selected through purposive sampling, allowing the researchers to specifically identify and include individuals who meet the established criteria relevant to the study's objectives. Data were collected using a self-made survey and a modified standardized test. The analysis showed that the majority of respondents (69%) were male, with a weighted average of 2.00. Most students were employed as freelance or part-time workers (35%), predominantly in the service industry (49%). Cognitive symptoms indicated that students frequently experienced forgetfulness regarding academic responsibilities (mean = 2.67). Emotional symptoms included irritability and short temper (mean = 2.60), while physical symptoms such as sleep disturbances due to academic and work-related stress were also reported (mean = 2.64). Furthermore, students expressed feeling upset by unexpected academic or work-related events within the past month (mean = 3.09). The Perceived Stress Scale revealed that 87% of respondents experienced moderate stress levels in recent months, primarily due to academic demands. Respondents also showed awareness of how attendance (mean = 2.61) and financial concerns (mean = 2.91) affect their academic performance, and how class participation influences preparation and engagement (mean = 2.85). Additionally, students reported dedicating significant time to completing tasks on the Learning Management System (LMS) (mean = 2.83) and frequently using time management strategies to handle their workload (mean = 2.87). Regarding coping mechanisms, 37% of students used exercise, and 59% relied on positive thinking as an emotion-based coping strategy. For problem-focused coping, 19% reported breaking tasks into smaller steps and prioritizing goals. Social coping strategies included seeking support from family members, reported by 40% of respondents. The findings suggest that there is no statistically significant relationship between stress levels and academic performance. However, the survey results indicate that stress still affects students in various ways, influencing their cognitive, emotional, and physical well-being, as well as their coping strategies.

Keywords: stress levels, academic performance, working students, criminology students, coping strategies, time management, emotional symptoms, physical symptoms, purposive sampling, bestlink college of the philippines.

**IMPACT OF TIME MANAGEMENT PRACTICE ON ACADEMIC AND
WORK PERFORMANCE OF WORKING STUDENTS**

Nicole Miralles, Diana Marie Buala, Samantha Mola Cruz, Angeline Oronan,
Princess Allyza Dela Cruz, Dr. Jolly Miguel

Abstract

Effectively managing time is a significant challenge for students who balance academic commitments with employment. Poor time management can lead to heightened stress, decreased productivity, and diminished performance in both school and work environments. This study investigates the relationship between time management strategies and the academic performance, productivity, and stress levels of working students at Bestlink College of the Philippines. The study utilized a descriptive quantitative method, targeting 80 employed second-year Psychology students. A survey questionnaire was used to gather data, focusing on demographic profiles, time management difficulties, prioritization techniques, and their perceived effectiveness. The responses were analyzed using statistical tools such as frequency distribution, weighted mean, and ranking to interpret patterns and draw conclusions. The study found that the majority of respondents struggled with time management, largely due to overlapping academic and work responsibilities. Common challenges included long working hours, heavy academic workloads, and inflexible schedules. Although some students applied prioritization strategies and emphasized punctuality, these practices had a limited impact on enhancing their academic or job performance. Additionally, financial pressures, emotional fatigue, and the lack of support from both the institution and employers further contributed to difficulties in managing time effectively. The findings emphasize that effective time management, although important, is not enough on its own to ensure success for working students. External influences such as academic demands, job expectations, and limited support significantly affect students' ability to apply time management strategies. To address this, the study recommends a coordinated support system between schools and employers. Educational institutions should implement flexible learning options and provide access to mentorship, while workplaces should adopt more student-friendly schedules. Future studies are encouraged to investigate the psychological toll of time-related stress and evaluate targeted intervention programs that promote both academic achievement and career growth among student workers.

Keywords: time management, working students, academic performance, employment, stress, support systems, flexible schedules, mentorship, psychological impact, intervention programs

INFLUENCE OF 'UTANG NA LOOB' ON FILIPINO FAMILY DYNAMICS AMONG 3RD YEAR PSYCHOLOGY STUDENTS FROM BESTLINK COLLEGE OF THE PHILIPPINES

Joziel Mae Villania, Nor Haina Alip, Jackelyn Jovellana, Berlyn May Caubat,
Angela Nicole Soriano, Maria Regina Baluyut

Abstract

“Utang na loob” is a deeply embedded Filipino cultural value that plays a significant role in shaping family relationships. This study investigates its impact on family dynamics among third-year Psychology students at Bestlink College of the Philippines. It specifically examines how this cultural sense of obligation influences communication, decision-making, and the distribution of responsibilities within the family. A quantitative correlational research design was utilized, involving 121 third-year psychology student respondents. A structured survey using a 4-point Likert scale was administered to assess perceptions of family dynamics and the influence of utang na loob. The collected data were analyzed using Pearson’s correlation coefficient to determine the strength and direction of the relationship between variables. Additional statistical tools such as percentage, rank, and weighted mean were also employed to support the analysis. The findings indicated that utang na loob had a weak positive correlation with family dynamics ($r = 0.1582$). However, this relationship was not statistically significant, as reflected by the test results ($t = 1.1427$, $p = 0.0832$). As a result, the null hypothesis was accepted, suggesting that utang na loob does not significantly influence the family dynamics of the respondents. The findings indicate that while utang na loob remains a respected cultural value, it does not significantly influence family relationships among the respondents. This suggests that contemporary Filipino families may place greater importance on other factors beyond traditional expressions of gratitude. Future studies are encouraged to investigate additional variables that may offer deeper insights into the evolving dynamics of Filipino families today.

Keywords: utang na loob, filipino values, family dynamics, gratitude, cultural influence, interpersonal relationships, modern filipino families, psychology students, bestlink college of the philippines, quantitative correlational research

**INFLUENCE OF LIFE SATISFACTION IN RESILIENCE OF PSYCHOLOGY
STUDENT BREADWINNERS: A BASIS FOR SUPPORT PROGRAM**

Regine Valencia, Valerie Dadulla, Laila Dumayag, Yhue Fernandez,
Miafe Lumbré, Jonah Andrea Mapula

Abstract

Student breadwinners often struggle to juggle their academic duties alongside the financial demands of supporting their families. This dual responsibility frequently causes significant stress, exhaustion, and emotional pressure, highlighting the importance of resilience for their mental and emotional health. This research aims to explore how life satisfaction influences the resilience of student breadwinners, examining the various life factors that help them cope with hardships. Insights from this study can assist universities in creating better support mechanisms tailored to the needs of these students. This research utilized a quantitative approach, administering standardized surveys to 157 psychology students from first to fourth year. The surveys assessed life satisfaction across various domains: self, family, friends, school, and living environment, as well as resilience in facing adversity. Pearson's correlation analysis revealed a strong positive relationship between life satisfaction and resilience ($r = 0.99$, $p < 0.01$). The results indicate that students who report greater satisfaction in their personal and social lives tend to possess higher resilience in overcoming academic and financial challenges. Life satisfaction among student breadwinners is primarily influenced by family and social support, academic experiences, and living conditions. Those with strong relationships and stable environments demonstrate greater resilience, while financial and academic pressures tend to lower satisfaction and coping abilities. Institutional support including mental health services, financial aid, flexible policies, and peer programs are essential to reduce stress, enhance well-being, and improve academic performance. Educational institutions must recognize and address the unique challenges faced by students who balance the roles of both learner and provider. This study highlights the vital importance of life satisfaction in strengthening the resilience of student breadwinners. The findings call for focused support within schools to enhance coping mechanisms and promote overall well-being. By addressing the distinct challenges faced by these students, the research provides a foundation for developing comprehensive interventions aimed at fostering both academic achievement and personal development. Moreover, by supporting policies and programs that enable student breadwinners to effectively manage their financial and academic responsibilities, this study contributes to the ongoing dialogue on educational equity and student support.

Keywords: student breadwinners, life satisfaction, resilience, academic challenges, financial responsibility, coping strategies, institutional support, educational equity

**INFLUENCE OF MEDIA ON SEXUAL HEALTH PERCEPTIONS OF SELECTED 4TH
YEAR COLLEGE STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Maurice Ann Bengala, Maria Angelika Abiera, Michelle Bombita,
Jessica Cañete, Zybil Reece Erismas, Dr. Jolly Miguel

Abstract

This study investigates the influence of social media on the sexual health perceptions of fourth-year college students. As digital platforms become increasingly prominent sources of information, it is important to assess how exposure to online content shapes students' knowledge, attitudes, and decision-making regarding sexual health. The research examines key factors such as demographic profiles, patterns of social media usage, and the nature of sexual health content encountered online. Through this analysis, the study aims to determine the extent to which social media contributes to shaping young adults' understanding and perspectives on sexual health. This study utilized a quantitative correlational research design to examine the relationship between social media exposure and sexual health perceptions among college students. A stratified random sampling technique was employed to select 342 fourth-year students from three academic programs at Bestlink College of the Philippines. Data was collected through a standardized, in-person survey questionnaire that measured levels of media exposure and perceptions related to sexual health. Statistical analysis was conducted to determine the presence and strength of any significant correlations between media consumption and students' sexual health perceptions. The results reveal no statistically significant relationship between media exposure and students' perceptions of sexual health. Nevertheless, the study emphasizes that the media continues to serve as a key source of sexual health information, offering accessible educational resources and enhancing general awareness. While media exposure may not directly influence perceptions, it plays an important role in disseminating knowledge and supporting students in making informed decisions about their sexual health. In light of the findings, the study recommends enhancing sexual health education by incorporating accurate, evidence-based media content such as news articles, educational videos, and interactive learning tools, to provide students with comprehensive and accessible information. It also suggests that universities implement targeted awareness campaigns to address misconceptions and fill gaps in students' understanding of sexual health. Additionally, the integration of comprehensive sex education into the academic curriculum is strongly encouraged to ensure students are equipped with reliable, science-based knowledge that supports informed decision-making and responsible behavior.

Keywords: sexual health education, media content, evidence-based information, university programs, awareness campaigns, comprehensive sex education, informed decision-making, responsible behavior, student health, curriculum integration

**INFLUENCE OF PERSONALITY TRAITS ON JOB SATISFACTION OF
PROFESSIONAL STAFF AT BESTLINK COLLEGE OF THE PHILIPPINES**

Warren Marquez, Arabella Bendal, Evony Weyn Flores,
Harlene Joy Hilasque, Jeniel Caindox, Dr. Jolly Miguel

Abstract

This research explores the impact of personality traits on the job satisfaction of professional staff at Bestlink College of the Philippines. A study by Aryanti, Rhamawati, and Rahardho (2024) emphasized that employees with adaptable and positive personality traits tend to exhibit higher job satisfaction, which in turn enhances their overall performance. In a related study conducted in Singapore, findings revealed that individuals with higher levels of employment and life satisfaction reported greater satisfaction with 18 indicators of Indoor Environmental Quality (IEQ), suggesting a broader link between personal well-being and perceived satisfaction in the workplace. This study explores the relationship between personality traits and job satisfaction using the Big Five Personality Traits model, commonly known as OCEAN: Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism. A correlational-comparative quantitative research design was utilized, with data gathered through a researcher-developed survey questionnaire. The sample consisted of 50 respondents, equally divided between Academic Support Personnel (ASP) and Non-Teaching Personnel (NTP), selected through purposive sampling. To assess the relationship between personality traits and job satisfaction, the researchers employed Pearson's r to determine the strength and direction of the correlation. The data show that most respondents are aged between 21 and 30, with 72% identified as female. A majority have been employed at Bestlink College of the Philippines for 2 to 4 years, indicating a relatively low number of long-term employees. The study utilized the OCEAN model, or the Big Five Personality Traits, to assess respondents' personality profiles. Findings revealed that Conscientiousness was the most dominant trait, while Extraversion was the least prevalent. The correlation between personality traits and job satisfaction yielded an r -value of -0.1775 and a p -value of 0.3959. As a result, the null hypothesis was accepted, suggesting no significant relationship between personality traits and job satisfaction among the respondents. The findings suggest that positive workplace relationships, a supportive organizational culture, and clear opportunities for career advancement play a crucial role in influencing job satisfaction. These results emphasize the importance for institutions to foster a healthy work environment and strengthen employee support systems.

Keywords: personality traits, job satisfaction, ocean model, workplace environment, organizational culture, career growth, pearson's r , bestlink college of the philippines

**INFLUENCE OF SOCIAL CONFORMITY ON ONLINE SHOPPING BEHAVIOR AMONG
2ND YEAR PSYCHOLOGY STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Rica Trigueros, Harriet Ebrano, Kier Samantila, Angel Mae Sollegue,
Christina Mhay Villalino, Dr. Adora Angeline Babia

Abstract

This study examines the influence of social conformity on the online shopping behavior of second-year psychology students at Bestlink College of the Philippines. With the growing popularity of online shopping, understanding the role of social factors such as peer influence, social expectations, and societal norms has become increasingly important. The research seeks to determine how these elements contribute to students' purchasing decisions in a digital context, where consumer behavior is often shaped by trends, group preferences, and the desire for social acceptance. A quantitative research design using a descriptive correlational approach was employed in this study. Data were collected from 265 second-year psychology students at Bestlink College of the Philippines, the majority of whom were female and aged between 19 and 23. The structured survey assessed levels of social conformity, frequency, and preferences in online shopping, the influence of peers, and individual decision-making behaviors. Statistical analysis was conducted to examine the relationship between social conformity and online shopping behavior, with a focus on how interpersonal dynamics and emotional influences shape purchasing decisions in an online setting. The findings indicate that social conformity has a minimal impact on the online shopping behavior of students, as evidenced by a very weak and negative correlation. Most respondents reported shopping online at least once a month, often choosing platforms beyond Lazada and Shopee. Influential factors in their purchasing decisions included peer influence, stress, impulsiveness, and a lack of self-awareness. Meanwhile, factors such as sustainability, ethical considerations, product quality, and thoughtful planning were rarely taken into account during the decision-making process. Students identified the convenience and time efficiency of online shopping as primary factors influencing their purchasing behavior. Platform reliability and security also played a critical role, with students preferring trusted websites for their transactions. Emotional triggers, especially stress, had a stronger impact on their buying decisions than social conformity. This indicates that individual emotional states particularly during academically stressful periods were more influential than peer pressure or societal expectations in shaping online shopping habits.

Keywords: online shopping behavior, social conformity, emotional influence, stress, peer pressure, digital consumerism, platform trust, psychology students, impulsivity, decision-making

INFLUENCE OF SOCIAL MEDIA ON REDUCING THE ANXIETY LEVELS OF FOURTH YEAR PSYCHOLOGY STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

Christine Mikaella Ventura, Melliza Joy Cueva, Jamellia Frias, Eloisa Gonzales,
John Paulo Villanueva, Dr. Adora Angeline Babia

Abstract

This research investigates the role of social media in alleviating anxiety among fourth-year Psychology students at Bestlink College of the Philippines. With anxiety becoming increasingly common due to academic and personal pressures, it is essential to explore accessible coping mechanisms. As social media continues to serve as a prominent source of information, connection, and entertainment, this study seeks to understand how its content may influence students' anxiety levels. Guided by Nortje's (2020) Social Comparison Theory, which suggests that individuals evaluate themselves by comparing their lives to others, this research examines how social media interactions can shape emotional well-being, either by reducing or exacerbating anxiety. This study adopted a correlational quantitative research design, involving 200 fourth-year Psychology students selected through purposive sampling. Data was gathered using a validated self-constructed questionnaire and the Generalized Anxiety Disorder-7 (GAD-7) scale. Statistical analyses included frequency, percentage, weighted mean, ranking, Likert's Four-Point Rating Scale, and Pearson's correlation coefficient to examine the relationship between social media use and anxiety levels. The results indicated that the majority of social media users were female, aged 21 to 25, and spent over two hours daily on Facebook. A statistically significant negative correlation was observed between social media perception and anxiety levels, with a Pearson r -value of -0.39 and a p -value of 0.00. This suggests that exposure to content such as positive affirmations, anxiety-related information, and humorous videos may help alleviate anxiety among respondents. Nevertheless, participants reported challenges associated with social media use, including disrupted sleep patterns, reduced concentration, and concerns about the credibility of shared information. The study highlights the dual role of social media in influencing student anxiety levels. While exposure to positive affirmations and anxiety-related content can help reduce anxiety, excessive use may negatively affect sleep, concentration, and the quality of shared information, potentially increasing anxiety. Based on these findings, the researchers developed a group guidance activity aimed at addressing these challenges and promoting healthy, purposeful social media use as a tool for managing anxiety.

Keywords: social media, anxiety reduction, positive affirmations, student mental health, facebook usage, sleep disruption, focus, information reliability, group guidance, psychological well-being

**JOB SATISFACTION AND WORK ENGAGEMENT OF EDUCATIONALLY
MISMATCHED BPO EMPLOYEES IN QUEZON CITY:
BASIS IN EMPLOYEE RETENTION**

Angelica Mae Caspe, Angelica Biado, Jelordzel Damaso,
Sherry Ann Lorica, Bless Tongga, Dr. Jolly Miguel

Abstract

Educational mismatch, wherein employees work in positions unrelated to their academic background, is a common occurrence in the Business Process Outsourcing (BPO) industry. While this allows broader access to employment, it may negatively affect job satisfaction and work engagement, key factors influencing employee retention and organizational performance. When roles do not align with one's field of study, employees may face reduced motivation, limited career fulfillment, and decreased long-term commitment. This study explores the effects of educational mismatch on job satisfaction and work engagement among BPO employees in Quezon City and examines strategies to improve retention within the sector. This study utilized a quantitative correlational research design to investigate the relationship between job satisfaction and work engagement among educationally mismatched BPO employees. A total of 51 participants from a BPO company in Cubao, Quezon City were recruited through snowball sampling. Data were gathered using two validated instruments: the Job Satisfaction Survey (JSS) by Paul E. Spector (1994) and the Job Engagement Scale (JES) by Rich et al. (2010). Online surveys were administered, and the responses were analyzed using frequency distribution, weighted mean, and Pearson correlation to identify patterns and determine the relationship between job satisfaction and work engagement. The results revealed that employees reported moderate levels of both job satisfaction and work engagement, yet expressed concerns regarding salary, limited career advancement opportunities, and lack of recognition. Correlation analysis showed a weak negative relationship between job satisfaction and work engagement; however, this relationship was not statistically significant ($p > 0.06$). These findings suggest that job satisfaction alone may not significantly influence work engagement. Instead, factors such as organizational culture, alignment between job roles and qualifications, and the availability of employee support systems may play a more substantial role in shaping engagement levels. The findings suggest that while improving compensation, career advancement, and recognition is important, these measures alone may not be sufficient to enhance employee engagement. A holistic strategy requires one that prioritizes job-role alignment, meaningful work, and a supportive organizational environment to cultivate a deeper sense of purpose and commitment. Additionally, the study emphasizes the need to address workplace stressors and support employees' psychological well-being to promote sustained job satisfaction and long-term engagement.

Keywords: educational mismatch, bpo industry, job satisfaction, work engagement, employee retention, job-role alignment, workplace culture, psychological well-being, compensation, career advancement

**LEVEL OF CELEBRITY IDOLIZATION AND LONELINESS AMONG BINI
YOUNG ADULT FANS AT BESTLINK COLLEGE OF THE PHILIPPINES**

John Verino Catacutan, Erica Baldo, Shenna Calvadores, Arlene Jhane Rosel,
Kristel Claire Ybañez, Maria Regina Baluyut

Abstract

BINI, hailed as the Philippines' "Nation's Girl Group," has gained widespread popularity both locally and internationally for their dynamic performances, infectious music, and empowering themes. As a symbol of modern Filipino pop culture, BINI has built a strong fanbase, particularly among young adults. However, the psychological effects of idolization, especially its connection to loneliness and emotional dependence, are often overlooked. While many fans view celebrity admiration as harmless, excessive attachment can lead to emotional and mental health concerns. Most existing studies on celebrity worship concentrate on Western figures or K-pop idols, leaving a gap in understanding its impact in the Filipino context. Research focusing on BINI's fans remains scarce. This study seeks to explore the possible relationship between celebrity idolization and loneliness among young adult fans of BINI, aiming to contribute insights that can guide mental health awareness and support initiatives. The study adopted a quantitative research design and involved 200 psychology students from Bestlink College of the Philippines, aged 18 to 25. Participants were selected through purposive sampling based on their pre-survey results, which confirmed their status as active fans. Data were gathered using two standardized instruments: the Celebrity Attitude Scale (CAS), which measured the level of celebrity idolization, and the UCLA Loneliness Scale Version 3, which assessed the participants' degree of loneliness. The analysis showed that BINI's young adult fans exhibit a moderate level of celebrity idolization in the Entertainment-Social and Intense-Personal dimensions, while Borderline Pathological idolization remains low. Additionally, participants demonstrated a moderate level of loneliness. A weak positive correlation was observed between celebrity idolization and loneliness, with a mean idolization score of 2.84 and a mean loneliness score of 2.47. However, the correlation was not statistically significant ($p = 0.29$), indicating insufficient evidence to reject the null hypothesis. Therefore, no meaningful relationship between celebrity idolization and loneliness can be established based on the study's findings. In light of the findings, future research should further investigate the psychological effects of celebrity idolization and its association with loneliness among young adults. This study recommends the implementation of targeted interventions, including educational workshops, peer support groups, and counseling services, to help address emotional dependency and promote healthier fan behavior. It also emphasizes the role of parental guidance and the availability of mental health resources in mitigating loneliness and encouraging the formation of meaningful, real-life relationships.

Keywords: bini, celebrity idolization, loneliness, young adults, psychological impact, mental health, digital attachment, para-social relationships, filipino pop culture, fan behavior

**LEVEL OF STRESS AMONG FIRST YEAR STUDENTS OF BESTLINK COLLEGE
OF THE PHILIPPINES: BASIS FOR AN INTERVENTION PROGRAM**

Shaina Marie Onrubia, Hazel Luceno, Haidy Bulandres, Christopher Catindoy,
Lalaine Oafericua, Maria Regina Baluyut

Abstract

This study explores the level of stress experienced by first-year students at Bestlink College of the Philippines, with particular attention to the social, academic, and personal challenges encountered during the transition to college life. The transition period is often a critical and demanding phase for students, potentially affecting their mental health and academic performance. This study aims to assess the overall stress levels among first-year college students and examine the influence of demographic factors such as age, gender, and academic department on their stress experiences. The study utilizes a quasi-experimental design to collect data from a representative sample of first-year students across five departments. Standardized instruments, including the Perceived Stress Scale (PSS) developed by Cohen et al. (1983) and the Student Stress Inventory (SSI) developed by Zubair, Khan, and Saeed (2013), are employed to measure the frequency and percentage of reported stressors. These tools provide a comprehensive evaluation of the participants' stress levels. Findings revealed that most first-year students reported moderate to high levels of stress. Gender emerged as a significant variable, with female students consistently reporting higher stress levels than male students. This difference may be attributed to variations in stress perception, emotional regulation, or coping strategies. Age did not significantly influence stress levels, likely due to the narrow age range of respondents. However, departmental differences were observed. Students enrolled in more academically intensive programs, such as tourism, management, and education, reported higher stress levels than those in programs such as criminology and the CASE department. Key stressors identified included classroom presentation anxiety, financial difficulties, and sleep-related problems. This study underscores the considerable stress faced by first-year students and highlights the impact of demographic factors on stress experiences. Addressing the specific stressors identified can contribute to improved mental health and academic performance. The findings also provide valuable insights into the development of targeted intervention programs and support services. Overall, this research contributes to the growing body of literature on student mental health and serves as a foundation for future studies aimed at enhancing the well-being of first-year college students.

Keywords: stress level, first-year students, perceived stress scale, student stress inventory, gender differences, academic departments, mental health, intervention program

**LIFE SATISFACTION AND NEEDS OF PERSON DEPRIVED OF LIBERTY (PDL):
TOWARDS PROGRAM DEVELOPMENT**

Dr. Jolly Miguel, Ryan Corona

Abstract

This study explores the multifaceted impacts of incarceration beyond the deprivation of physical liberty, including the loss of self-worth and social disconnection. It emphasizes the importance of using politically correct terminology such as "Persons Deprived of Liberty" (PDL) to minimize stigma and enhance inmates' self-perception. The overcrowded state of the Philippine correctional system and its rapidly increasing population further underscore the need for immediate reforms, particularly in rehabilitation and reintegration programs aimed at supporting inmates' well-being and reducing recidivism. A mixed-methods approach was employed, incorporating quantitative surveys and qualitative focus group discussions (FGDs). Thirty PDLs aged 19 to 57 participated in the survey, with seven randomly selected FGDs. Satisfaction with Life Scale (SWLS) was used to assess life satisfaction, revealing that 46.7% of respondents reported being satisfied despite their incarceration. A negative correlation was observed between life satisfaction and the number of years remaining in the sentence, suggesting higher satisfaction levels as release approached. FGDs identified boredom, interpersonal conflicts with dormitory mates, and financial difficulties as key concerns. To cope, participants engaged in activities such as exercise, meditation, and educational programs. Positive interactions with jail personnel and the availability of skills development programs were also found to enhance life satisfaction. The results highlighted common concerns among PDLs, including boredom, strained relationships within the facility, and financial hardships. Despite these challenges, many inmates reported engaging in self-improvement activities such as regular exercise, participation in learning programs, and personal reflection. Inmates cited respectful treatment by jail staff and access to development initiatives as important contributors to their overall life satisfaction during incarceration. In response to the identified needs, the proposed intervention titled "Program Pagbangon" aims to support PDLs in their transition back into society. The program consists of six modules focusing on reality orientation, problem-solving, skills development, psychological resilience, reintegration planning, and community involvement. Designed for implementation during the six months prior to release, the program seeks to promote successful reintegration and reduce the risk of reoffending. The findings underscore the importance of rehabilitation programs that address both the psychological and practical needs of PDLs, ultimately enhancing their life satisfaction and supporting their long-term reintegration into the community.

Keywords: persons deprived of liberty, life satisfaction, rehabilitation program, mixed-methods research, inmate well-being, program pagbangon, reintegration, correctional psychology

**PARENTAL ACCEPTANCE OF LESBIAN, GAY AND BISEXUAL:
ITS EFFECT ON SELF-ESTEEM AMONG 2ND YEAR STUDENTS
IN BESTLINK COLLEGE OF THE PHILIPPINES**

Kimberlyn Paglinawan, Alyssa Mae Bautista, Cyrelle Joy Solabo, Lalaine Solanga,
Jules Sean Tacbad, Dr. Adora Angeline Babia

Abstract

This study examines the influence of parental acceptance on the self-esteem of lesbian, gay, and bisexual (LGB) second-year students at Bestlink College of the Philippines. Parental acceptance is a vital factor in shaping the psychological well-being of LGB youth. Supportive parental attitudes can enhance self-confidence, emotional resilience, and a sense of belonging, while parental rejection may contribute to low self-esteem, anxiety, and emotional distress. The research seeks to understand how varying levels of parental acceptance affect the self-perception and overall mental health of LGB students in an academic setting. This study utilized a quantitative research design, selecting second-year LGB students and their parents as respondents. To gather data, the researchers employed revised versions of established tools: the Rosenberg Self-Esteem Scale to assess the students' self-esteem and a modified Parental Acceptance-Rejection Questionnaire to evaluate the nature of parental attitudes. The collected data were analyzed using statistical techniques to identify the correlation between parental acceptance and the self-esteem of LGB students. The study found a strong positive relationship between parental warmth and the self-esteem of LGB students. Those who perceived their parents as accepting displayed higher confidence and emotional resilience, while students who experienced parental rejection or neglect reported lower self-esteem and increased self-doubt. Interestingly, parental control alone did not significantly affect self-esteem, suggesting that its impact depends on whether it is paired with acceptance or rejection. These findings underscore the essential role of parental acceptance in fostering healthy self-esteem among LGB youth. Supportive parenting plays a crucial role in enhancing the emotional well-being of LGB students, while rejection and neglect contribute to psychological distress, which can negatively affect academic performance and social engagement. This study recommends implementing structured counseling programs to improve parent-child communication and promote positive parenting practices. Such efforts can help create a more inclusive and nurturing home environment, reducing emotional strain on LGB youth. Future research should explore the long-term impact of parental acceptance and rejection and examine how cultural and religious beliefs shape parental attitudes toward LGB individuals. Parental acceptance remains a key factor in fostering healthy self-esteem and emotional stability among LGB students.

Keywords: parental acceptance, lgb students, self-esteem, supportive parenting, emotional well-being, rejection, psychological distress, academic performance, positive parenting, parent-child communication, inclusive environment, cultural beliefs, religious attitude

**PERCEIVED EFFECTIVENESS OF CHATGPT ON COGNITIVE FLEXIBILITY
AMONG BLIS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Emil Alcaraz, Kristhena Mae Alajar, Shane Jasmine Asias, Maria Clariza Broquiza, Kenneth Rostata

Abstract

Chat GPT is an AI-based conversational tool that facilitates human-like interactions and encourages creative thinking and problem-solving by presenting users with varied perspectives. Such exposure may contribute to cognitive flexibility, the ability to shift thinking strategies and approach problems from multiple angles. However, overreliance on AI may negatively impact one's ability to think critically and independently. This study explores the perceived impact of Chat GPT on the cognitive flexibility of Bachelor of Library and Information Science (BLIS) students at Bestlink College of the Philippines for the academic year 2024–2025. The study adopted a descriptive research design to examine cognitive distortion, maladaptive behavior, emotional regulation, and cognitive flexibility, specifically in terms of awareness, willingness, and self-efficacy. A total of 127 BLIS students participated in the study. Data collection involved the use of a researcher-developed questionnaire and a modified version of the standardized Cognitive Flexibility Scale (CFS). Participants were selected through purposive sampling. The results reveal that respondents perceive more disadvantages than advantages in using ChatGPT for cognitive flexibility, as reflected by a mean score of 3.11. Cognitive distortion followed with a mean of 3.01, while the perceived advantages of ChatGPT scored 2.90. These findings suggest that although ChatGPT may offer cognitive benefits, it also has the potential to reinforce rigid thinking or lead to misinterpretations. Meanwhile, maladaptive behavior (2.84) and emotional regulation (2.83) received slightly lower ratings but still contributed to the overall average score of 2.94. The results emphasize the nuanced impact of ChatGPT on cognitive flexibility. Although it supports adaptability and problem-solving, it also introduces potential drawbacks, such as cognitive distortion and over-reliance, which may compromise critical thinking skills. To address these concerns, further research is needed to develop effective strategies that mitigate the negative effects while enhancing the productive use of ChatGPT in academic contexts.

Keywords: chatgpt, cognitive flexibility, critical thinking, cognitive distortion, over-reliance, adaptability, problem-solving, academic use, ai in education, student perception

**PERCEPTION ON THE FINANCIAL STRESS WORKING 3RD YEAR
PSYCHOLOGY STUDENTS ON THEIR ACADEMIC LIFE**

Pamela Mahinay, Koji Lazaro, Yanell Linatoc, Mary Zamora, Love Joy De Guzman, Dr. Jolly Miguel

Abstract

Financial stress remains a significant issue among working students, often hindering their academic performance and job efficiency. This study explores the financial pressures encountered by third-year Psychology students at Bestlink College of the Philippines and how these challenges affect their ability to manage both academic and work-related responsibilities. Although employment offers financial relief and helps sustain their education, it can also intensify stress levels. Gaining a deeper understanding of how financial stress impacts students juggling dual roles is vital in creating support mechanisms that foster academic achievement and financial stability. Using a correlational-quantitative research design, this study gathered data from 59 working students through a survey consisting of a modified Financial Stress Scale–College Version and a researcher-designed questionnaire. The study aimed to assess the relationship between financial stress, job performance, and academic engagement. To analyze the data, both Pearson and Spearman correlation tests were employed, allowing the researchers to determine the nature and strength of the relationships among the identified variables. The study found that students generally experience mild financial stress, with the most pressing concerns related to emergency savings and retirement planning. Despite these financial burdens, respondents demonstrated strong job performance (mean score: 3.27) and moderate levels of academic engagement (mean score: 2.88). Statistical results revealed a significant negative correlation between financial stress and job performance ($p = -0.08$), indicating that increased financial strain tends to lower productivity at work. On the other hand, a moderate positive correlation between financial stress and academic engagement ($p = 0.04$) suggests that financial challenges may drive students to become more focused and committed to their academic responsibilities. These findings highlight the complex impact of financial stress on students' lives. While financial difficulties may hinder job performance, they can also serve as a motivating factor for increased academic engagement. However, prolonged financial strain poses risks such as burnout, reduced academic performance, and mental health concerns. This underscores the urgent need for institutional and workplace support, including financial literacy programs, flexible academic and employment policies, and accessible mental health services. By providing these forms of support, schools and employers can help students better manage financial stress, enabling them to maintain a healthier balance between their academic, professional, and personal responsibilities, ultimately promoting their overall well-being.

Keywords: financial stress, working students, academic engagement, job performance, mental health, financial literacy, student well-being, flexible policies, support systems, higher education

**PREJUDICE AND DISCRIMINATION OF LGBTQ INDIVIDUALS AS PERCEIVED BY
HETEROSEXUAL FACULTY MEMBERS: A COMPARATIVE STUDY**

Joanna Elizabeth Eranes, Keane Kyla Baterna, Don Gerald Dizon,
Marienhet Hular, Clary Obra, Dr. Jolly Miguel

Abstract

Despite growing societal awareness and advancements in LGBTQ rights, prejudice and discrimination against this community persist. LGBTQ individuals continue to face challenges stemming from heteronormative assumptions, biases, and social exclusion. This study aims to assess and explore how heterosexual faculty members perceive prejudice and discrimination directed at their LGBTQ colleagues within this institution. Additionally, the research seeks to identify the demographic characteristics of the respondents. This study employed a comparative research design to examine perceived prejudice and perceived discrimination. Researchers utilized stratified and purposive sampling techniques to select respondents from nine college departments at Bestlink College of the Philippines, Quezon City branch. The total sample consisted of 101 heterosexual faculty members. The findings reveal that the majority of respondents were young professionals aged between 26 and 30 years. Additionally, female respondents outnumbered males in this study. Regarding employment status, most participants were full-time employees, with the majority having served three years or more at the institution. Among the college departments, the Bachelor of Science in Criminology had the highest number of respondents. Results indicate that heterosexual faculty members generally hold a positive perception regarding prejudice, with a composite weighted mean of 1.90, reflecting disagreement with the presence of prejudice across all indicators. Similarly, respondents expressed positive perceptions toward discrimination, with an overall composite mean of 1.85, also indicating disagreement across all indicators. These findings suggest that heterosexual faculty members perceive low levels of both prejudice and discrimination. Furthermore, the study found no significant difference between perceived prejudice and perceived discrimination among the heterosexual faculty members. Researchers will conclude by suggesting a course of action that will integrate LGBTQ+-inclusive practices into current structures and policies, improve institutional support systems, and promote positive attitudes in order to create a more inclusive, respectful, and affirming environment within the institution.

Keywords: lgbtq prejudice, lgbtq discrimination, heterosexual faculty perceptions, institutional inclusivity, comparative study, bias awareness, faculty attitudes, workplace discrimination, diversity and inclusion, higher education

**PSYCHOLOGICAL IMPACT OF TYPHOONS: AN ANALYSIS OF
ANXIETY LEVELS AMONG SELECTED COLLEGE STUDENT**

Gabriel Matthew Escueta, Finny Jane Tualla, Gerard Rodriguez,
Edelein Ortiz, Sarge Miro Dela Cruz, Michael Bersamin

Abstract

Natural disasters such as typhoons present significant challenges for college students, affecting their social, academic, and personal well-being. The aftermath often involves family hardships, property damage, and academic pressures, which can lead to elevated levels of anxiety, trauma, and depression. This study examines the anxiety experienced by students at Bestlink College of the Philippines in relation to their exposure to typhoons. It focuses on identifying the psychological impacts and the various factors that contribute to mental distress during and after these events. The primary aim is to assess students' anxiety levels post-disaster, understand their coping strategies, and emphasize the critical need for accessible mental health support tailored to their experiences. This study utilized the Depression, Anxiety, and Stress Scale (DASS) to evaluate psychological distress among 100 psychology students. Through purposive sampling, the research investigated the connection between exposure to typhoons and anxiety levels. Statistical tools such as Pearson correlation and descriptive analysis were employed to determine significant relationships between the variables. The study found a strong positive correlation between the psychological effects of typhoon exposure and heightened anxiety levels among female students aged 19 to 23. The Pearson correlation coefficient was 0.80, with a statistically significant p-value of 0.00. Furthermore, socioeconomic status played a significant role in the degree of psychological distress, as students from lower-income families exhibited higher anxiety levels. Exposure to typhoons significantly affects the mental health of psychology students at Bestlink College of the Philippines, emphasizing the necessity for appropriate psychological support measures. Future research should focus on exploring sustainable coping strategies and evaluating the effectiveness of interventions, while promoting mental health programs such as stress management and disaster preparedness workshops.

Keywords: typhoon exposure, anxiety, psychological distress, mental health, college students, socioeconomic status, coping strategies, stress management, disaster preparedness, bestlink college of the philippines

**PSYCHOLOGICAL INFLUENCES ON POLITICAL PERSPECTIVE
AMONG STUDENT LEADERS IN QUEZON CITY**

Hasmin Joy Diampuan, Cherry Diaz, Lance Espedes, Joshua Latumbo,
Glazer Wayne Pabayo, Dr. Jolly Miguel

Abstract

Political views among college students are commonly believed to be shaped by external factors like social media and peer influence. This study challenges that assumption by investigating the impact of leadership experience on political adaptability. It specifically examines Student Council officers from selected colleges in Quezon City to understand how their leadership roles and psychological traits influence their political perspectives. This study utilized a quantitative-comparative research design and involved 50 Student Council officers from Bestlink College of the Philippines, St. Catherine College, Quezon City University, and National University. Data collection was done through a structured survey that captured demographic information, political orientation, and perceived influences. To analyze the data, descriptive statistics, Mann-Whitney U tests, and Chi-square tests were employed to examine the relationship between demographic variables and political adaptability. The results indicate that 66% of the respondents were female, and 36% were in their third year of study, reflecting a gender and academic year imbalance. A majority of 59.3% identified as conservative, while only 13% identified as liberal, which challenges the common perception of student leaders being predominantly progressive. Participants disagreed that peer groups and social media significantly influenced their political views (mean = 2.55), whereas leadership roles were linked to higher political adaptability (mean = 3.32). Statistical analysis using the Mann-Whitney U test revealed significant effects of gender and year level, on leadership confidence and political tolerance ($U = 124.5$, $p < 0.05$). Conversely, the Chi-square test showed that age did not significantly affect these variables ($X^2 = 5.93$, $p > 0.05$). Additionally, 64% of respondents held minor leadership positions, with only 4% occupying top leadership roles. The findings indicate that leadership experience plays a more crucial role in shaping political perspectives than peer pressure or social media influence. Student leaders with more leadership experience, particularly those in higher academic years, showed greater political tolerance and self-confidence. These results challenge common assumptions about youth political engagement and underscore the importance of leadership development, inclusive mentorship, and media literacy programs to foster political adaptability and critical thinking among student leaders.

Keywords: leadership experience, political perspectives, student leaders, political tolerance, social media influence, peer influence, youth political engagement, leadership training, media literacy, critical thinking

**RELATIONSHIP BETWEEN FUTURE ORIENTATION AND THE RESILIENCE
OF STUDENT LEADERS IN NOVALICHES, QUEZON CITY**

Mikhail Conrad Nacua, Junas Herbolingo, Micah Alviar, Kathleen Credo,
Sittie Jannah Laymah Ramber, Dr. Jolly Miguel

Abstract

This study aimed to examine the influence of future orientation (FO) on the resilience of student leaders in overcoming adversity. Although much of the existing research on FO centers on at-risk youth, its relevance extends to other groups, particularly those in leadership roles. Leadership involves setting goals, strategic planning, and effectively responding to challenges. Gaining deeper insights into FO and resilience can help in designing programs that equip student leaders with essential skills for decision-making, sustaining motivation, and managing adversity. A quantitative research design was utilized to assess the relationship between future orientation (FO) and resilience among student leaders. This approach enabled the researchers to statistically determine the strength of the correlation between the two variables. The study employed total population sampling, involving 126 senior high school and college student leaders occupying key leadership roles at Bestlink College of the Philippines. Due to the limited number of eligible participants, all qualified student leaders were included to ensure comprehensive representation. Survey questionnaires were developed by the researchers and validated by licensed psychometricians to ensure the reliability and accuracy of the instruments in measuring FO and resilience. The study revealed that most of the participants were aged 16 to 27, with a slightly higher representation of males. Student leaders demonstrated a strong sense of future orientation and resilience, particularly in areas reflecting goal-directed behavior and personal initiative. However, lower scores were observed in areas related to adaptability when facing unexpected obstacles. The analysis also found a moderate positive correlation between future orientation and resilience, indicating that student leaders with a clear vision for the future are more likely to persist through adversity and stay committed to their long-term goals. Future orientation (FO) and resilience are foundational traits in effective leadership development. FO supports long-term planning, goal-directed behavior, and proactive decision-making, while resilience enables individuals to withstand pressure and recover from setbacks. Given the unique demands placed on student leaders, these traits are especially valuable in helping them manage responsibilities and overcome challenges. Based on these findings, the researchers recommend continued exploration of how FO and resilience can be incorporated into leadership training initiatives to better equip student leaders for sustained growth and success.

Keywords: future orientation, resilience, student leadership, leadership development, adversity, goal-setting, adaptability, decision-making, motivation, educational programs

**RELATIONSHIP BETWEEN INDIVIDUALITY IN ROMANTIC
RELATIONSHIP AND RELATIONSHIP SATISFACTION OF
YOUNG ADULTS WITH ANXIOUS ATTACHMENT STYLE**

Angelica Abejo, Shane Nicole Balabag, Tezie Revelleza,
Mary Margarette Lazarino, Jonah Andrea Mapula

Abstract

This study examines the connection between individuality and relationship satisfaction in anxiously attached young adults at Bestlink College of the Philippines. Individuality, defined through independent and interdependent self-construals, influences how individuals perceive and manage their romantic relationships. While attachment theory has been widely studied in relationship outcomes, the specific role of individuality among those with anxious attachment remains underexplored. This is particularly important in the context of college students, who are in the process of identity formation and developing romantic connections. Exploring this link can provide valuable insights into improving relationship quality and emotional well-being among young adults. A quantitative correlational research design was adopted to examine the relationship between individuality and relationship satisfaction among anxiously attached young adults. A total of 150 participants were selected through purposive sampling, based on criteria such as age, current romantic involvement, and the presence of anxious attachment traits. Data collection involved the use of standardized self-report instruments: the Experiences in Close Relationships Scale-Revised (ECR-R) to assess anxious attachment, the Self-Construal Scale to measure independent and interdependent self-construals, and the Relationship Assessment Scale (RAS) to evaluate relationship satisfaction. Pearson correlation was utilized to analyze the statistical relationships between the variables. The results revealed that participants generally exhibited high levels of both independent and interdependent self-construals, indicating a balanced sense of autonomy and connectedness. The average score for individuality was 4.90, while the mean score for relationship satisfaction was 3.52. Statistical analysis using Pearson correlation showed a very weak positive relationship between individuality and relationship satisfaction ($r = 0.06$). However, the p-value of 0.45 exceeded the 0.05 level of significance, indicating that the correlation was not statistically significant. These findings suggest that individuality does not have a significant impact on relationship satisfaction among anxiously attached young adults. The study highlights the multifaceted nature of romantic relationships among anxiously attached young adults, indicating that relationship satisfaction is influenced by more than just individuality. In light of these findings, the researchers designed the Enhancement Program for Students in a Relationship, which focuses on promoting personal growth, developing emotional intelligence, and strengthening relational skills through structured workshops. To build on this work, future studies should investigate additional psychological and interpersonal factors that may play a role in relationship satisfaction within this population.

Keywords: anxious attachment, individuality, self-construal, relationship satisfaction, young adults, emotional intelligence, romantic relationships, personal growth, enhancement program

**RELATIONSHIP BETWEEN PEOPLE PLEASING BEHAVIOR ON SOCIAL
ACCEPTANCE AND SELF-WORTH OF TIKTOK USERS:
A BASIS FOR AWARENESS PROGRAM**

Charlene Valerie Mendoza, Bless Mae Aresga, Nica Bagares,
Ma Ciara Micaella Castor, Jennifer Relleve, Jonah Andrea Mapula

Abstract

The tendency to engage in people-pleasing behavior is often rooted in the basic human desire for social acceptance, shaping how individuals view themselves and relate to others. On platforms like TikTok, where feedback is immediate and visible through likes, comments, and shares, users may develop a dependence on external validation. This dynamic can foster self-worth that is contingent on social approval, potentially influencing both digital behavior and offline self-esteem. To measure key variables in the study, the researchers utilized three standardized instruments: the Agreeableness Subscale of the Big Five Inventory (BFI) to assess people-pleasing behavior, the Social Connectedness Scale (SCS) to gauge perceived belongingness, and the Contingencies of Self-Worth Scale (CSWS) to evaluate self-worth based on external validation. A total of 150 participants were selected through purposive sampling, based on predetermined inclusion criteria. Data analysis involved Pearson's correlation to explore the relationships between variables, and multiple regression analysis to examine the predictive role of social connectedness in the association between people-pleasing tendencies and contingent self-worth. The analysis showed a strong positive correlation between people-pleasing behavior and contingent self-worth ($r = 0.52$, $p < .001$), suggesting that individuals who frequently seek to please others are more likely to base their self-worth on external approval. A moderate positive correlation was also observed between people-pleasing and social connectedness ($r = 0.41$, $p < .001$), indicating that people-pleasers often report a stronger sense of belonging. Multiple regression analysis further revealed that social connectedness significantly moderated the relationship between people-pleasing and contingent self-worth ($\beta = 0.37$, $R^2 = 0.49$, $p < .001$). This implies that individuals with higher levels of perceived social connectedness are less reliant on external validation to maintain their self-worth, even when exhibiting people-pleasing tendencies. The results emphasize the psychological vulnerabilities linked to excessive people-pleasing, particularly within digital platforms where self-perception is often shaped by immediate feedback such as likes, comments, and shares. While social connectedness remains essential for emotional well-being, an overreliance on external affirmation can undermine self-esteem and contribute to emotional distress. This study highlights the dual nature of people-pleasing, while it may enhance social cohesion, it can simultaneously foster a fragile sense of self-worth when one's identity becomes dependent on others' approval.

Keywords: people-pleasing, contingent self-worth, social connectedness, external validation, self-esteem, emotional well-being, digital behavior, tiktok, identity, psychological risk

RELATIONSHIP OF ATTACHMENT STYLE ON PARENTAL PRESSURE AMONG ONLY CHILD FRESHMEN STUDENTS: BASIS FOR INTERVENTION PROGRAM

Mark John Versoza, Hannah Gudoy, Roshel Gumabon, Romeo Maluenda,
Drex Razon, Maria Regina Baluyut

Abstract

This study examines how attachment styles relate to perceived parental pressure among first-year psychology students who are only children at Bestlink College of the Philippines. This study utilized a quantitative correlational research design to examine the relationship between variables. Data were collected from 50 respondents through a structured survey questionnaire, which included a demographic section and two standardized scales rated using a 5-point Likert scale. Data analysis was conducted using SPSS, employing statistical tools such as frequency and percentage, weighted mean, ranking, and Pearson Product-Moment Correlation to interpret the results. The results indicate that most respondents demonstrated a mid-range attachment style, suggesting they do not exhibit a clearly defined attachment pattern. Specifically, 88% showed characteristics of mid-avoidant-insecure attachment, 84% of mid-ambivalent-insecure attachment, and 82% of mid-secure attachment. In relation to parental pressure, 76% of the participants reported high parental expectations, while 90% perceived low parental involvement. These findings point to a generally neutral level of parental pressure and highlight limited parent-student communication, as reflected by 64% of respondents. The study revealed no significant correlation between attachment style and parental pressure, suggesting that parental pressure alone does not significantly influence the development of students' attachment patterns. This finding implies that other factors may have a greater impact on shaping attachment styles, such as individual personality traits, early life experiences, or the broader social environment. Despite this, the observed issues with parent-student communication and limited parental involvement highlight the need for targeted interventions aimed at strengthening family relationships and providing consistent emotional support.

Keywords: attachment style, parental pressure, only child, freshmen students, parental involvement, parent-student communication, psychology students, emotional support, family dynamics, higher education

**RELATIONSHIP OF FRIENDSHIP SEPARATION ON SELF-ESTEEM OF
FIRST YEAR BACHELOR OF SCIENCE IN PSYCHOLOGY AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Irish Libetario, Auldrey Angeles, Koleen Andrea Escalona, Zyra Quinao,
Ria Love Zulueta, Dr. Adora Angeline Babia

Abstract

This study examines the relationship between friendship separation and self-esteem among first-year Bachelor of Science in Psychology students at Bestlink College of the Philippines. As students transition into college life, separation from close friends is a common experience that can influence their emotional well-being and academic performance. This research seeks to provide insights into how friendship separation affects students' self-esteem and aims to inform the development of support strategies that promote mental health and academic success during this critical adjustment period. This study adopted a descriptive quantitative research design and involved 100 first-year Psychology students selected through stratified random sampling. Data was collected using survey questionnaires as the main research instruments. The Rosenberg Self-Esteem Scale, a validated tool, was utilized to measure students' self-esteem levels. Additionally, a researcher-designed questionnaire was used to examine factors associated with friendship separation such as academic priorities, personal interests, and family obligations using a 4-point Likert scale. The findings indicated a statistically significant negative correlation between perceived friendship separation and self-esteem ($p < 0.05$). Students who reported experiencing friendship separation demonstrated lower levels of self-esteem compared to those who did not. Key factors contributing to friendship separation included increased academic workload, evolving personal interests, and family-related responsibilities. This study underscores the significant impact of friendship separation on the self-esteem of first-year college students. Addressing this issue is essential for fostering emotional well-being and academic success. Educational institutions that implement support systems and intervention strategies can help students cope more effectively with the emotional challenges brought about by friendship separation. By adopting these recommendations, Bestlink College of the Philippines may enhance student well-being, promote academic performance, and improve retention rates. Future studies are encouraged to examine the long-term effects of friendship separation on students' mental health and academic trajectories.

Keywords: friendship separation, self-esteem, first-year college students, psychology students, academic performance, mental health, emotional well-being, rosenberg self-esteem scale, bestlink college of the philippines, student retention

**RELATIONSHIP OF MATERNAL HOME-BASED INVOLVEMENT AND
EARLY CHILDHOOD ACADEMIC SUCCESS AMONG MOTHERS
BARANGAY PASONG TAMO QUEZON CITY**

Lovely Bernadette Malota, Jean Tuma-ob, Kheana Ivram Gonzales,
Lucia Caliso, Mechelle Timotua, Maria Regina Baluyut

Abstract

Maternal involvement in home-based learning has been widely acknowledged as a significant contributor to children's academic achievement, especially during early childhood. Studies have consistently demonstrated that children perform better academically when their mothers are actively engaged in their education at home. This study seeks to explore the relationship between maternal home-based involvement and the academic success of early childhood students in Barangay Pasong Tamo, Quezon City. It focuses on three essential components of involvement: time, support, and energy, and investigates how each of these influences student performance in written tasks, performance tasks, and quarterly assessments. By examining the role of Filipino mothers in their children's education, the research aims to provide insights into how maternal engagement at home impacts academic outcomes in the early years. This study utilized a quantitative approach by conducting surveys among mothers of young children to explore the relationship between maternal involvement and academic performance. The survey focused on key aspects of involvement such as the amount of time devoted to academic tasks, the level of emotional support provided, and the energy invested in the children's learning process. Furthermore, research examined how mothers' educational attainment may affect their children's early academic achievements. The results indicated that overall maternal home-based involvement did not have a statistically significant correlation with children's academic success in this sample ($p = 0.5637$). In contrast, specific aspects of involvement such as time dedicated, emotional support, and energy invested, were strongly and positively associated with students' academic performance (ranging from $r = 0.55$ to 0.75 , $p < 0.001$). Furthermore, the educational attainment of the mother was a significant factor, with children of college-educated mothers outperforming those whose mothers had only completed high school on standardized assessments. These findings highlight that it is not merely the presence of maternal involvement but the quality and nature of that involvement that significantly impact children's academic achievement. The findings highlight the importance of implementing well-organized parental involvement programs, strengthening partnerships between home and school, and addressing socioeconomic barriers. Encouraging targeted maternal involvement approaches can enable policymakers and educational institutions to enhance early childhood educational outcomes and overall academic achievement.

Keywords: maternal involvement, home-based involvement, early childhood education, academic success, parental support, time management, emotional support, mother's education, barangay pasong tamo, philippines

**RELATIONSHIP OF SOCIAL MEDIA MODELLING ON CAREER CHOICES OF FIRST
YEAR PSYCHOLOGY STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Aviemae Pepito, Francis Balbao, Deserie Codon, Catherine Diega,
Allana Christel Oreta, Dr. Adora Angeline Babia

Abstract

Nowadays, technology is an essential part of students' lives, serving both educational and personal purposes. Social media, in particular, has become highly influential. Between 2004 and 2006, platforms like Facebook and MySpace gained widespread popularity, and today, Facebook has surpassed 500 million users. Research shows that around 85% of college students actively use Facebook, while platforms such as YouTube continue to rise in prominence. Social media plays a significant role in shaping how students explore career options and make important life decisions. Platforms like Facebook, Instagram, YouTube, Messenger, and TikTok provide easy access to information about various professions. Additionally, social media modeling, where individuals share advice and influence others online, has been found to impact students' career choices. The researchers utilized a correlational research design to investigate the relationships between different variables. The study involved 100 first-year Psychology students from Bestlink College of the Philippines, who were purposively chosen as participants. Data collection was conducted using a modified version of the Social Media Modeling Inventory (SMMI). The results revealed that 86% of the surveyed students were female, with ages ranging from 18 to 20 years old. Among the various social media platforms, TikTok was the most frequently used. Data analysis indicated a Pearson correlation coefficient (r) of 0.57 with a p -value of 0.00, demonstrating a strong positive relationship between using social media for advice and making career decisions. The findings underscore the crucial influence of social media in shaping students' career decisions. Based on these insights, the researchers designed a career guidance program aimed at helping students better understand and evaluate their career options. An expert reviewed the program to ensure its appropriateness and effectiveness in addressing students' career development needs.

Keywords: social media, career decision-making, social media modeling, tiktok, college students, career guidance program, psychology students, bestlink college of the philippines, correlational study

**RELATIONSHIP OF STRESS AND SOCIAL RESPONSIBILITY AMONG
COLLEGE STUDENTS WITH TAGASALO PERSONALITY**

Rose Angelyn Juanich, Mary Grace Concepcion, Ricjohn Domingo,
Nicole Lozano, Ella Marie Noble, Maria Regina Baluyut

Abstract

This study investigates the impact of the Tagasalo personality on students' stress levels and sense of social responsibility. The Tagasalo, a term introduced by Carandang, refers to individuals who assume caregiving responsibilities due to cultural expectations (Perez, 2021) and often extend their helping behavior beyond the household (Tuazon et al., 2021). While this personality trait encourages a strong sense of duty, it may also lead to increased stress as individuals prioritize others' needs over their own (Rana et al., 2019; Musabiq & Karimah, 2020). The study aims to analyze these dynamics and design a stress management program that supports Tagasalo students while preserving their prosocial roles. The researchers used three instruments for data collection: the Tagasalo Personality Scale by Tuazon et al. (2021), a 12-item self-report tool assessing the presence of the Tagasalo personality; the Perceived Stress Scale (Cohen et al., 1983), which uses a 4-point Likert scale to measure individuals' perceived stress levels; and a Social Responsibility Questionnaire developed by the researchers to assess respondents' level of social responsibility. The participants were selected from the Psychology Department of Bestlink College of the Philippines. Using purposive sampling, 230 students identified as having a Tagasalo personality were chosen from a population of 537 third-year psychology students. The study explored the relationship between stress and social responsibility, revealing significant insights into their association among college students. The findings revealed an average stress score of 2.77 (SD = 0.60), indicating a high level of perceived stress among the respondents. The average social responsibility score was 3.30 (SD = 0.45), suggesting that participants demonstrated a relatively strong sense of social responsibility. The Pearson correlation coefficient of 0.39 signifies a moderate positive relationship between stress and social responsibility, implying that higher levels of stress are associated with greater social responsibility, though the correlation is not particularly strong. The findings indicate that as stress levels rise, students with a Tagasalo personality also exhibit heightened social responsibility. However, it remains uncertain whether this sense of duty helps them manage stress or further contributes to their psychological burden. To address this, the researchers recommend mindfulness interventions and promoting support-seeking behaviors. It is also essential for families, peers, and educational institutions to provide consistent emotional and structural support. Future studies should investigate whether taking on social responsibility serves as a coping strategy or intensifies the students' stress levels.

Keywords: tagasalo personality, stress levels, social responsibility, mindfulness, coping strategy, support systems, college students, psychological burden, emotional support, structural support

**RELATIONSHIP OF UTANG NA LOOB ON LIFE SATISFACTION AND SELF-WORTH
AMONG MILLENNIAL BREADWINNERS IN THE GOVERNMENT SECTOR**

Julia Marie Vicente, Arianna Maye Bancolita, Bryan Capariño, Jenelyn Rose Lomonsod,
Maria Elvie Sumalinog, Maria Regina Baluyut

Abstract

This research investigates how utang na loob, a traditional Filipino value rooted in gratitude and reciprocal obligation, relates to life satisfaction and self-worth among millennial breadwinners employed in the government sector. While utang na loob often encourages familial support and social unity, it can also become a source of emotional strain when the expectation to repay support becomes overwhelming or difficult to fulfill. The researchers applied a quantitative correlational approach to explore how utang na loob relates to life satisfaction and self-worth among millennial breadwinners working in barangay halls within Quezon City's Districts 2, 5, and 6. To gather data, they used three instruments: the Satisfaction with Life Scale (SWLS), the Self-Worth Inventory (SWI), and a researcher-designed Utang na Loob Questionnaire. These tools allowed for the quantitative assessment of how this cultural value impacts the psychological well-being of the participants. The study found a moderate positive correlation between utang na loob and life satisfaction ($r = 0.46$, $p < 0.05$), suggesting that those who strongly uphold this cultural value tend to feel more satisfied with their lives. A stronger positive correlation emerged between utang na loob and self-worth ($r = 0.70$, $p < 0.05$), indicating that breadwinners who feel a deep sense of obligation also report a higher sense of personal value. Additionally, life satisfaction and self-worth were moderately correlated ($r = 0.63$, $p < 0.05$), reflecting their combined impact on overall psychological well-being. These findings underscore the importance of managing cultural expectations without compromising personal well-being. The researchers developed a Well-Being Program tailored for millennial breadwinners to support their mental and emotional health while fulfilling family obligations. The program consists of stress reduction strategies, financial management education, and access to psychological counseling, aiming to strengthen life satisfaction and self-worth amidst the pressures of both professional and familial roles.

Keywords: utang na loob, life satisfaction, self-worth, millennial breadwinners, government employees, filipino values, psychological well-being, stress management, financial literacy, emotional support, quezon city

**ROLE OF LEISURE SATISFACTION AND QUALITY OF LIFE OF BESTLINK COLLEGE
OF THE PHILIPPINES INSTRUCTORS: A BASIS FOR SUPPORT PROGRAM**

Renee Lumapas, Lenny Adorna, Shella Mae Brun, Christine Casaljay,
Angelica Yvonne Escanillan, Jonah Andrea Mapula

Abstract

This research explores how leisure satisfaction contributes to the overall quality of life of instructors at Bestlink College of the Philippines. It aims to assess how different dimensions of leisure: psychological, social, and physiological, impact key aspects of well-being, including physical health, emotional balance, and job satisfaction. The study also intends to generate evidence-based findings that could guide the creation of targeted support programs to enhance the well-being of faculty members. A quantitative correlational research design was adopted for this study to explore the link between leisure satisfaction and quality of life. Using the Leisure Satisfaction Scale and the Quality of Life Scale, data were gathered from 150 instructors. Purposive sampling was applied to ensure that all instructors had an equal opportunity to participate in the study, allowing for a more focused and relevant respondent group. The results indicate that leisure activities play a role in enhancing instructors' personal development, fostering social connections, reducing stress, and supporting physical well-being. Despite these perceived benefits, the statistical findings specifically a p-value of 0.74 and a correlation coefficient (r) of 0.03 reveal a weak and statistically insignificant relationship between leisure satisfaction and quality of life. While a slight positive association was observed, the data does not provide sufficient evidence to establish a significant link between the two variables in this study. The study concludes that although instructors recognize the value of leisure in enhancing their quality of life, its full impact remains an area for further research. It is recommended that educational institutions develop initiatives that promote work-life balance and offer support for instructors' well-being through stress management programs and access to leisure activities.

Keywords: leisure satisfaction, quality of life, instructors, work-life balance, stress management, well-being, educational institutions, support programs

**ROLE OF PARENTAL SUPPORT AND CRITICISM IN SHAPING THE
SELF-ESTEEM OF FIRST-YEAR PSYCHOLOGY STUDENTS
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Felomena Ann Badiola, Arlene Arambulo, Raiza Mae Gerobin,
Jane Juliano, Redge Redubla, Dr. Jolly Miguel

Abstract

The study examined how parental support and criticism influence the self-esteem of first-year Psychology students at Bestlink College of the Philippines. It focused on measuring the level of parental involvement, the effectiveness of parent-child communication, and the perceived parenting styles, analyzing how these elements correlate with the students' self-esteem. This study utilized a correlational research design with a quantitative approach. A total of 266 first-year Psychology students at Bestlink College of the Philippines participated in the survey. Data was collected using the Rosenberg Self-Esteem Scale and a researcher-developed questionnaire measuring perceived parental support and criticism. Stratified sampling was applied to ensure diverse representation across various student sections within the college. Findings indicate that students view their parents as generally supportive, although parental involvement in academic activities was limited. While there were strong parental encouragement and an appreciation for education, communication regarding personal issues and direct academic assistance were areas identified for enhancement. The self-esteem levels among first-year Psychology students ranged from moderate to high. However, Pearson correlation analysis showed no significant relationship between parental support and students' self-esteem. The results suggest that while students generally perceive parental support positively, insufficient open communication about personal issues and limited academic assistance may contribute to some students' feelings of insecurity and self-doubt. The lack of a significant correlation between parental support and self-esteem indicates that other factors likely influence self-esteem development. Future studies should investigate ways to improve communication between parents and students and provide parents with more effective methods of academic support. Potential interventions might include interactive self-esteem workshops for students and educational programs for parents to enhance communication skills and awareness of various parenting approaches. Additional research is essential to better understand the complex dynamics between parenting support and self-esteem in this population.

Keywords: parental support, parental criticism, self-esteem, first-year psychology students, parenting styles, parent-student communication, academic assistance, rosenberg self-esteem scale, quantitative research, bestlink college of the philippines

**SINGLEHOOD SATISFACTION AND SENSE OF CONTROL OF MALE
EMPLOYEES IN BESTLINK COLLEGE OF THE PHILIPPINES:
A BASIS FOR EMPOWERMENT PROGRAM**

Johannah Paulene Tabigue, Karen Bahoy, Sharramae Jarobel, Elshad Elijah Nonato,
Glorilyn Tagalog, Jonah Andrea Mapula

Abstract

This study investigates the relationship between singlehood satisfaction and the sense of control among male employees at Bestlink College of the Philippines. It explores how these individuals perceive their single status in the face of societal pressure and stigmatization. Singlehood is defined as not currently being in a committed relationship, either by choice or due to external circumstances. Meanwhile, a sense of control refers to an individual's perceived ability to manage and direct the course of their life. A correlational quantitative research design was employed using purposive sampling. A total of 150 male respondents were selected based on specific criteria, including age, institutional affiliation, and relationship status. Two standardized self-report instruments were used: the Attitude Toward Singlehood Satisfaction (AtSS) scale and the Sense of Control (SC) scale. Data was collected through a survey and analyzed using Pearson correlation to determine the relationship between the two variables. The composite mean scores for singlehood satisfaction were 5.08, 5.12, and 4.33, while the sense of control yielded scores of 4.14 and 5.16. These results suggest that respondents moderately agreed with feeling satisfied in singlehood and having control over their lives. The correlation between the two variables was found to be statistically significant, although the strength of the relationship was weak. Thus, while there is a meaningful association between singlehood satisfaction and sense of control, it is not strongly pronounced among the respondents. The findings demonstrate a significant yet limited relationship between singlehood satisfaction and sense of control among male employees in Bestlink College. The results suggest that personal contentment during singlehood is shaped by both internal decisions and external influences. To support the well-being of single male employees, the researchers developed an Empowerment Program for Single Men. The program includes workshops and seminars focused on goal setting, decision-making, self-esteem, boundary-setting, and healthy interpersonal relationships, aiming to create a supportive environment where single men can thrive despite societal pressures.

Keywords: singlehood satisfaction, sense of control, stigmatization, comfortable, committed relationship

**SLEEP QUALITY AND MOOD FUNCTIONING OF FOURTH-YEAR COLLEGE
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES:
A CORRELATIONAL STUDY**

Jennifer Saberola, Monique Palmero, Ruth Balbontin,
Anna Marie Tonido, Jay Victoriano, Dr. Jolly Miguel

Abstract

Sleep quality is crucial to students' cognitive performance and emotional regulation. This study examines the correlation between sleep quality and mood functioning among fourth-year college students at Bestlink College of the Philippines. It aims to assess how varying levels of sleep quality affect students' mood and academic engagement. A total of 331 students from the Tourism, Psychology, and Hospitality Management programs were surveyed, focusing on sleep duration, disturbances, and environmental influences. This study applies a purposive-correlational research design using structured survey questionnaires. Data is analyzed using Pearson's correlation coefficient. Participants' demographic profiles including age, gender, and academic program are considered to evaluate variations in sleep quality and mood functioning. The study also examines academic pressures, lifestyle habits, and environmental conditions as influencing factors. The findings revealed that the majority of respondents experienced insufficient sleep, often reporting durations below recommended levels. Primary contributors to poor sleep quality included frequent gadget use before bedtime, environmental noise, and uncomfortable sleeping conditions. Academic stress and workload further disrupted students' sleeping patterns, resulting in increased fatigue and reduced concentration. A statistically significant but weak positive correlation ($r = 0.38$, $p = 0.00$) was found between sleep quality and mood functioning. Students with lower sleep quality reported higher levels of mood disturbances, such as emotional instability, lack of motivation, and cognitive difficulties. The study concludes that sleep quality plays a significant role in students' mood regulation and academic performance. It recommends the implementation of sleep education initiatives and time management workshops to promote healthier sleep habits. Future research may explore targeted interventions to reduce the impact of sleep deprivation on students' mental health. Addressing sleep-related concerns can help create a supportive academic environment that enhances both emotional well-being and learning outcomes.

Keywords: sleep quality, mood functioning, college students, emotional stability, academic engagement, sleep hygiene, mental health, bestlink college

**SMART-SHAMING ON ACADEMIC-ANXIETY LEVEL AND SELF-EFFICACY OF
SELECTED ACAEX STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES**

Tosca Camil Madriaga, Angeline Parado, Katherine Corros,
Jecell Lebosana, Yaosha Basilides, Maria Regina Baluyut

Abstract

This study examines the impact of smart-shaming on academic anxiety and self-efficacy among selected ACAEX scholars at Bestlink College of the Philippines. Smart-shaming, the act of ridiculing individuals for displaying intelligence, is a prevalent social issue that may hinder students' confidence, participation, and academic engagement. Although recognized as a potential barrier to academic success, its direct effects on students' psychological well-being and performance remain underexplored in academic literature. A quantitative-correlational research design was employed to investigate the relationship between smart-shaming, academic anxiety, and self-efficacy. The study utilized a self-made Smart-Shaming Scale alongside standardized instruments: the Academic Anxiety Scale (AAS) and the General Self-Efficacy Scale (GSES). A total of 200 fourth-year ACAEX scholars were selected through purposive sampling. Data were analyzed using descriptive statistics, ranking, and Pearson's Product-Moment Correlation to determine the strength and direction of the relationships among variables. The findings revealed that smart-shaming was a common experience among respondents, often discouraging them from sharing knowledge due to fear of ridicule. The highest mean score (3.29) was associated with the statement, "I have been called a know-it-all for sharing my knowledge." In terms of academic anxiety, students reported heightened concerns related to peer judgment and academic pressure, with a composite mean of 3.18. Additionally, smart-shaming was shown to significantly reduce students' confidence and perceived academic capability. Correlation analysis confirmed a significant relationship between smart-shaming, academic anxiety, and self-efficacy. Higher levels of smart-shaming were associated with increased academic anxiety and lower levels of self-efficacy. The study highlights a critical link between smart-shaming, academic anxiety, and self-efficacy, indicating the need for a more supportive academic environment that encourages intellectual expression without fear of judgment. Addressing this issue involves promoting respectful discourse, enhancing student confidence, and removing negative social labels attached to academic excellence. Future research may focus on developing intervention programs, implementing psychoeducational strategies, and involving faculty in efforts to mitigate the effects of smart-shaming and enhance students' academic self-belief.

Keywords: smart-shaming, academic anxiety, self-efficacy, peer perception, student motivation, psychological well-being, acaex scholars, bestlink college

THE EFFECTS OF PARENTAL DEPRIVATION ON ADOLESCENTS' MORAL CHARACTER DEVELOPMENT AT FR. SIMPLICIANO CHILDREN'S HOME INC.

Ma Genrose Galla, Alexis Molina, Justine Cyrus Caldosa, Shiela Mae Ramel,
Mariane Valerie Espero, Jhanelle Jovita, Juanito Parayno

Abstract

This study investigates the effects of parental deprivation on the moral character development of adolescents at Fr. Simpliciano Children's Home Inc. It specifically explores the influence of caregivers, peers, and external factors such as religious institutions, institutional policies, and prevailing norms. Anchored in Kohlberg's Theory of Moral Development, the study addresses the gap in understanding how core moral values: honesty, empathy, and responsibility are developed in the absence of traditional parental figures within residential care settings. This study employs a descriptive-correlational design to examine how various environmental factors contribute to the moral character development of adolescents experiencing parental deprivation. The research focuses on the roles of caregivers, peer interactions, and external influences such as institutional frameworks and religious involvement. Data were collected using structured questionnaires, and responses were analyzed based on the key moral dimensions defined in Kohlberg's framework. The findings revealed that parental deprivation did not significantly hinder the moral character development of adolescents. Among the moral values assessed, responsibility received the highest mean score ($M = 4.68$), followed by honesty ($M = 4.56$) and empathy ($M = 4.48$). Caregivers ($M = 4.49$) and religious institutions ($M = 4.48$) emerged as the most influential contributors. Notably, a very high positive correlation was observed between these influences and moral character development ($r = 0.97-0.98$, $p < 0.05$). The results emphasize the vital compensatory role of institutional support systems in nurturing moral character among adolescents deprived of parental care. These findings suggest that well-trained caregivers and value-driven institutions can foster moral development comparable to traditional family settings. The study recommends the implementation of caregiver training programs, structured peer mentorship initiatives, and policy reforms that prioritize moral education in residential care institutions. Future research is encouraged to include a broader participant base, particularly male adolescents, and adopt longitudinal approaches to assess long-term developmental outcomes.

Keywords: parental deprivation, moral character development, adolescents, residential care, kohlberg's theory, responsibility, honesty, empathy, caregivers, institutional support, psychology research

**THE EFFECTS OF PARENTAL SEPARATION ON THE PSYCHOLOGICAL
BEHAVIOR OF SENIOR HIGH SCHOOL STUDENTS**

Aaron Jacob Sta Rosa, John Francis Butcon, Christian Fernandez, Christian Fernandez, Roselyn Jane Laroga, Alexandra Sanidad, Dr. Jolly Miguel

Abstract

Parental separation can significantly affect the psychological well-being and academic performance of children, although the impact varies among individuals. As students transition into senior high school, they encounter various challenges such as academic demands, social adjustments, and financial stress. While some students demonstrate resilience, others experience heightened emotional distress, anxiety, or increased risk of academic disengagement. This study explores the effects of parental separation on senior high school students and identifies the factors that influence their capacity to cope in both academic and social contexts. This study employs a descriptive research design to examine the psychological and academic effects of parental separation among senior high school students at Bestlink College of the Philippines. Utilizing stratified random sampling, the researchers gathered data from selected respondents through a validated survey questionnaire. The study used statistical tools, including frequency distribution, weighted mean, Likert scale analysis, and Pearson's r correlation, to assess emotional, social, and academic indicators related to parental separation. The findings revealed that parental separation had a significant effect on students' psychological behavior, particularly in their beliefs, attitudes, and emotional awareness. While several students reported emotional distress and academic challenges, others demonstrated resilience and the ability to adapt. The correlation analysis using Pearson's r showed a notable relationship between parental separation and various aspects of student well-being, including emotional stability, academic performance, and interpersonal relationships. The results emphasize the importance of providing structured mental health support and promoting open communication to help students cope with the consequences of parental separation. School-based programs, peer support systems, and the inclusion of families in decision-making processes are recommended to foster resilience and ensure a more supportive learning environment for affected adolescents.

Keywords: parental separation, psychological behavior, senior high school, emotional well-being, academic performance, coping mechanisms, student resilience, mental health support, pearson's correlation, psychology research

**THE IMPACT OF TEACHING STYLES ON FIRST YEAR PSYCHOLOGY
STUDENT'S ACADEMIC PERFORMANCE**

Euchin Mekaela Yongco, Amir Shan Corres, Marie Claire Palencia,
Justine Noble, Prince Panti, Michael Bersamin

Abstract

This study examined students' perceptions of their professors' teaching styles focusing on communication skills, instructional methods, and classroom management, and how these factors relate to academic performance. While previous literature suggests that teaching style impacts learning outcomes, this study specifically investigates whether this relationship holds true within the context of psychology education. A descriptive-correlational research design was employed in this study. The respondents were psychology students, mostly aged 19–22 (54%) and predominantly female (67%). Academic performance was measured using the General Weighted Average (GWA), with the majority of students (56.5%) scoring within the 1.6–2.0 range. Perceptions of teaching style were assessed using a Likert-type scale, and correlations were analyzed with Spearman's rho. Overall, students rated their professors positively across the three teaching style domains. In communication skills, professors received the highest scores for simplifying complex topics (mean = 1.9) and attentiveness to student concerns (mean = 1.95). Instructional methods were also well-rated, particularly for clarity of lesson structure (mean = 1.96) and the use of collaborative activities (mean = 1.99). Classroom management earned its highest score for effectively handling classroom dynamics (mean = 1.93). Despite these favorable evaluations, statistical analysis revealed no significant correlation between teaching styles and academic performance. Communication skills ($p = 0.70$, $\rho = 0.03$), instructional methods ($p = 0.68$, $\rho = -0.03$), and classroom management ($p = 0.34$, $\rho = 0.07$) all yielded p -values above 0.05, indicating no meaningful relationship. The study also identified challenges in adapting to teaching styles: approximately 22–24% of students felt their professors' styles did not support their academic success, and 22% reported low academic self-confidence. Some students cited a lack of varied teaching methods, insufficient encouragement of critical thinking, and limited engagement. Between 12% and 16.5% noted difficulties stemming from unaddressed learning preferences, while 13.5–15% struggled with motivation and reported few opportunities for participation and practical application. Although professors received positive ratings in key areas, academic performance appeared to be more strongly influenced by factors such as student self-efficacy, learning styles, and motivation. Incorporating diverse, student-centered teaching methods may help enhance academic outcomes.

Keywords: teaching styles, academic performance, academic growth, effective teaching practices

**THE INFLUENCE OF BIRTH ORDER ON THE ATTACHMENT STYLE OF
BLIS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Marjorie Ubiña, Angel Llamado, Cristalyn Joyce Velasco, Maria Angelica Alisgar,
Christian Miller Paling, Dr. Jolly Miguel

Abstract

This study explores the potential relationship between birth order and attachment styles. Birth order refers to an individual's ordinal position within the family such as firstborn, middle child, youngest, or only child, while attachment styles include secure, anxious, avoidant, and disorganized patterns of emotional bonding. The research aims to determine whether a significant correlation exists between these two variables. A correlational research design was employed, involving 106 Bachelor of Library and Information Science (BLIS) students from Bestlink College of the Philippines. Participants were selected through purposive sampling to ensure alignment with the study's objectives. Data was collected using a researcher-developed and modified questionnaire, which assessed demographic information, personality traits, family dynamics, relational values, behaviors, and attachment styles. Among the respondents: predominantly female the distribution of birth order revealed a higher proportion of middle children, followed by the youngest, firstborns, and only children. Personality assessments showed elevated scores in traits such as steadiness, influence, and conscientiousness, while dominance scored comparatively lower. This suggests a general tendency toward dependability and sociability rather than assertiveness. Within family settings, traditions and a sense of belonging were valued more highly than emotional expression and open communication. Interpersonal relationships were shaped by an emphasis on trust, communication, and appreciation. Notably, responsibility, accountability, and self-motivation emerged as the most prominent personal strengths, while emotional resilience appeared comparatively weaker. Regarding attachment styles, the secure pattern was most prevalent, with minor tendencies toward avoidant, anxious, and disorganized styles. A correlational analysis ($R = -0.01872$, $p = 0.849$) indicated no significant relationship between birth order and attachment style, thereby supporting the null hypothesis. The findings indicate that birth order does not significantly influence attachment styles among BLIS students at Bestlink College. Despite variations in birth order, the predominance of secure attachment styles suggests that other factors may play a more substantial role in emotional development. These results highlight the complexity of attachment theory and challenge common assumptions about the impact of familial positioning on psychological outcomes.

Keywords: secure attachment, anxious attachment, avoidant attachment, disorganized attachment, steadiness, influence, conscientiousness, dominance

**THE PSYCHOLOGY OF K-POP PHOTO CARD COLLECTION:
EXPLORING MOTIVATION AND EMOTIONAL BONDS**

Lara Mei Temporal, Patricia Diane Manlangit, Charline Torres,
Sheenalyn Lapidario, Gretchen Galgo, Maria Regina Baluyut

Abstract

This research explores the psychology behind K-Pop photo card collecting. To examine key aspects of the phenomenon, the researcher conducted a survey with 200 photo card collectors. Respondents shared their motivations and emotional attachments to the photo cards through a structured questionnaire. The study aims to investigate the relationship between collectors' motivations for acquiring photo cards of musical artists and the emotional bonds they form with them. Revisiting these dynamics is essential in understanding the broader context of fan culture and consumer psychology. The survey included several items addressing the foundations of collecting behavior, such as an appreciation for aesthetically pleasing items, feelings of nostalgia, opportunities for social interaction, and the potential for financial gain. The researchers employed a quantitative approach, as it enables the systematic construction and analysis of the relationship between motivation and emotional bonds in K-Pop photo card collecting. Purposive sampling was used to select participants, and the research instrument was administered to 200 K-Pop photo card collectors through an online survey. Given the broad population of collectors, the study focused only on individuals aged 18 to 30 years old who have been collecting photo cards for more than two years and have been K-pop fans for at least two years. The research instruments consisted of standardized tests, which were validated by third-party psychometricians to ensure reliability and accuracy. The results of the study show that most respondents were between 18 and 21 years old, with a higher number of female participants than male. Findings reveal that respondents generally exhibit a positive but moderate level of affection, connection, and passion toward K-pop photo cards. The researchers also identified a moderate positive correlation between the collectors' motivations and their emotional bonds with the photo cards. Motivation and emotional bonds are significant factors in K-Pop photo card collecting. To some extent, fans form emotional connections with their favorite idols by identifying with them, which evokes feelings of joy, comfort, and personal empowerment. A sense of contentment is often experienced when fans successfully search for and acquire rare photo cards. This overall process of collecting contributes to heightened fan satisfaction. These findings suggest that while K-pop photo card collecting is a desirable and constructive hobby, it may also carry potential negative outcomes if left unmoderated. A deeper understanding of both motivation and emotional bonding in this context could inform the development of school-based programs aimed at leveraging students' interests to re-engage those who are academically disengaged.

Keywords: k-pop photo cards, fan motivation, emotional bonds, fan culture, identity, joy, personal empowerment, contentment, rare collectibles, academic engagement, student programs, constructive hobby, potential negative outcomes.

**THE RELATIONSHIP OF PSYCHOLOGICAL WELL-BEING AND
EMPLOYMENT READINESS OF 4TH YEAR STUDENTS:
A BASIS FOR INTERVENTION PROGRAM**

Kimberly Biad, Jomar Balingit, Glenn Coliat, Danica Grace Dalagan,
Jennelyn Geraldo, Jonah Andrea Mapula

Abstract

The transition from academic to professional life can be challenging for students, and their level of psychological well-being plays a significant role in determining their readiness for employment. Assessing psychological well-being is, therefore, a crucial factor in supporting students' success in their future careers. This study aims to examine the relationship between psychological well-being and employment readiness, taking into account demographic variables such as age and sex. This study employed a quantitative correlational research design, utilizing simple random sampling and Slovin's formula to ensure an unbiased selection and determine the appropriate sample size. Psychological well-being was measured using Ryff's Psychological Well-Being Scale, while employment readiness was assessed through researcher-made questionnaires. A total of 208 respondents were surveyed to evaluate their levels of psychological well-being and readiness for employment. The results revealed a very strong positive relationship between psychological well-being and employment readiness, with a Pearson's correlation coefficient of $r = 0.92$ and a p -value of 0.00, which is below the 0.05 level of significance. This confirms that the relationship is statistically significant, leading to the rejection of the null hypothesis. Further analysis showed that respondents exhibited challenges in several areas: they struggled with independence and environmental adaptation, lacked personal growth and meaningful relationships, felt a lack of purpose in life, and expressed dissatisfaction with themselves. In terms of employment readiness, respondents demonstrated low confidence in their knowledge and encountered difficulties in interpersonal communication, problem-solving, and decision-making skills. The study indicates that respondents exhibit low levels of both psychological well-being and employment readiness. Based on these findings, the researchers recommend the implementation of a targeted program aimed at enhancing both areas. This proposed workshop would support students in improving key dimensions of psychological well-being such as autonomy, environmental mastery, purpose in life, positive relationships, personal growth, and self-acceptance, which are essential for employment readiness. By strengthening their psychological well-being, students will be better equipped to handle employment-related challenges, communicate effectively, and maintain motivation, thereby increasing their chances of career success. The development and implementation of the program should involve collaboration with psychologists, psychometricians, the guidance office, and the psychology department.

Keywords: psychological well-being, employment readiness, pearson correlation, student development, autonomy, environmental mastery, personal growth, purpose in life, interpersonal skills, career preparedness, workshop program, psychologist support

**THE ROLE OF SELF-ESTEEM IN ACADEMIC SUCCESS AND
MENTAL HEALTH AMONG WORKING STUDENTS**

Kynna Descutido, Angel Bea Banda, Josephine Rose Boyo, Kyla Laine Panganiban,
Edriane Visto, Michael Bersamin

Abstract

This study investigates the role of self-esteem in influencing academic success and mental health, with a specific focus on working students who face distinct challenges in managing academic responsibilities alongside employment. Given the dual pressures of work and study, self-esteem may serve as a critical factor in shaping both academic outcomes and psychological well-being. The research seeks to determine whether there is a significant relationship between self-esteem and academic success, as well as between self-esteem and mental health, among working students. The study aims to answer the following research questions: (1) Is there a significant relationship between self-esteem and academic success among working students? and (2) Is there a significant relationship between self-esteem and mental health among working students? A quantitative correlational research design was employed to examine the relationships between self-esteem, academic success, and mental health among working students. The study involved a sample of 100 working students from the Psychology Department of Bestlink College of the Philippines. To measure self-esteem, the Rosenberg Self-Esteem Scale (RSES) was utilized, while mental health was assessed using the General Health Questionnaire-12 (GHQ-12). Academic success was evaluated based on each participant's General Weighted Average (GWA). Data was analyzed using appropriate statistical techniques to determine the strength and significance of the correlations among the variables. The findings revealed a weak negative correlation between self-esteem and academic success, with a p-value of 0.15, indicating that the relationship was not statistically significant. In contrast, a stronger and statistically significant relationship was observed between self-esteem and mental health. Students with higher self-esteem tended to report more positive mental health outcomes, whereas those with lower self-esteem were more likely to experience adverse psychological effects. This relationship yielded a p-value of 0.00, confirming its statistical significance. This study underscores the critical role of self-esteem in supporting the mental health of working students. While the findings indicate that self-esteem has a limited impact on academic success, its significant influence on mental health highlights the need for targeted interventions. Academic institutions and mental health professionals are encouraged to develop and implement programs aimed at enhancing self-esteem as a means of promoting psychological well-being among working students. By addressing this key factor, institutions can contribute to the overall wellness and academic persistence of this vulnerable student population.

Keywords: self-esteem, academic success, mental health, working students, rosenberg self-esteem scale, ghq-12, general weighted average, psychological well-being, quantitative research, correlational study

**A COMPARATIVE STUDY OF AWARENESS, MINDFULNESS, AND WELL-BEING
AMONG GRADUATING STUDENTS OF BESTLINK COLLEGE OF THE PHILIPPINES**

Daizy Ann Agarin, Michelle Abbariao, James Chavez, Mikka Marimat,
Diana Marie Miras, Maria Regina Baluyut

Abstract

This study compares awareness, mindfulness, and well-being among graduating students from five departments at Bestlink College of the Philippines. It examines how varying educational experiences influence students' mental health and preparedness for post-graduate life. Mindfulness, recognized for its role in reducing stress and enhancing emotional regulation, was found to vary across academic disciplines. Technical programs tend to emphasize analytical skills, whereas humanities courses often foster greater self-reflection. This study aims to investigate how departmental differences affect students' stress levels, resilience, and preparedness for future careers. Utilizing a comparative quantitative research design, the study surveyed 500 graduating students selected through purposive sampling. The survey gathered demographic data, along with measures of mindfulness, awareness, and well-being. The instrument was validated by experts to ensure reliability and accuracy. The study found that the majority of respondents were aged 20–25 (85%) and predominantly female (56.2%), with balanced representation across departments. Students reported notable improvements in awareness, mindfulness, and well-being, particularly in recognizing personal strengths, managing emotions, and experiencing greater fulfillment in their academic journey. However, the Kruskal-Wallis H test revealed no statistically significant differences across departments, with p-values exceeding 0.05. These results suggest that departmental affiliation does not significantly impact these factors, although department-specific elements such as workload and support systems may still influence student well-being and resilience. The study recommends the development of department-specific programs and the integration of mindfulness education into academic curricula to further support student well-being. Encouraging interdepartmental collaboration may also foster a more supportive environment that better prepares students for life after graduation. The findings highlight the potential benefits of implementing mental health-focused policies in higher education to promote the well-being of graduating students. These recommendations aim to inform future initiatives targeting student mental health and post-graduation readiness. Overall, the research emphasizes the need for a holistic approach to student well-being, one that addresses both academic and emotional dimensions.

Keywords: awareness, mindfulness, well-being, graduating student, academic disciplines, mental health, stress levels, resilience, educational experiences, and influence.

**ACCEPTABILITY OF LINKSPACE: A DIGITAL TOOL FOR FOLLOW-UP
SERVICE IN BESTLINK COLLEGE OF THE PHILIPPINES**

Irhene Baguinon, Alyssa Asis, Oshein Garcia, Harvey James Malinao,
Maxine Lean Rafael, Maria Regina Baluyut

Abstract

With rising demand for mental health support, Bestlink College of the Philippines faces challenges in its guidance and counseling department, including heavy workloads, inefficient record management, and difficulty tracking student progress. This study introduces Linkspace, a digital platform designed to centralize records, automate appointment scheduling, and send reminders. Linkspace aims to enhance counseling efficiency, accessibility, responsiveness, and overall effectiveness in addressing student mental health needs. This study employs a quantitative survey design using a five-point Likert scale to assess the acceptability of Linkspace among purposively selected guidance personnel at Bestlink College campuses in Novaliches and Fairview, Quezon City. Demographic variables age, gender, length of service, and designation are analyzed using comparative statistics to determine their influence on platform acceptability. Data analysis provides insights into Linkspace's usability and guides recommendations for broader implementation in educational counseling services. Findings demonstrated high acceptability of Linkspace across key features: data management, appointment scheduling, user authentication, and platform accessibility. Comparative analyses revealed that age, gender, years of service, and job title did not significantly affect acceptability scores. As a result, Linkspace was shown to be broadly applicable and beneficial to diverse guidance personnel, indicating its potential to streamline counseling processes and improve support for students. The study highlighted the importance of user-friendly, adaptable digital tools that align with users' technological fluency. By enhancing efficiency, organization, and engagement, Linkspace emerged as a scalable solution for improving follow-up services in educational settings. Future enhancements in security, data privacy, and user management were recommended to strengthen its reliability. The study underscored the growing need for technology-driven approaches in mental health services and paved the way for more integrated, data-driven counseling solutions in academic institutions.

Keywords: digital tool, follow-up service, acceptability, guidance counseling, linkspace

**COPING MECHANISM OF SINGLE PARENT STUDENTS IN BESTLINK
COLLEGE OF THE PHILIPPINES, QUEZON CITY**

Anna Maria Villamor, Princess Althea Caindoc, Nathally Afaga,
Josephine Cabutotan, Aira Magbanua, Maria Regina Baluyut

Abstract

This study investigates the coping mechanisms of single-parent students at Bestlink College of the Philippines, Quezon City. This research aims to understand the strategies these students employ to manage academic, emotional, and personal challenges while balancing roles as both students and parents. This study uses a quasi-experimental design with purposive sampling. Data are collected through a validated questionnaire administered to 114 single-parent students. Reliability and validity of the instrument are confirmed through expert review and pilot testing. Collected data are analyzed using descriptive statistics and inferential tests to examine differences across demographic variables. The findings revealed that single-parent students primarily utilized cognitive appraisal, emotional regulation, and problem-solving strategies to cope with their responsibilities. Family support emerged as a crucial resource, while peer support networks were underutilized. Financial difficulties, time management challenges, emotional stress, lack of support systems, and health issues were identified as the most common problems. Statistical analysis showed no significant differences in coping mechanisms based on age, gender, or number of children, indicating that demographic factors did not influence how challenges were managed. The study highlighted the need for institutional interventions to address the unique needs of single-parent students. As a result, recommendations included enhancing counseling services, strengthening peer support networks, developing comprehensive financial assistance programs, and promoting faculty and administrative awareness of single-parent student challenges. These measures aimed to create a more inclusive and supportive academic environment that fostered the well-being and academic success of this student population.

Keywords: single-parent students, coping mechanisms, academic challenges, emotional stress, support systems, higher education, institutional interventions

**CRITICAL THINKING AND DECISION MAKING OF SELECTED FACULTY
MEMBERS OF BESTLINK COLLEGE OF THE PHILIPPINES**

Ednalyn Pastoral, Ana Kiana Mikaela Almine, Mark Ocean Corporal, James Marabulas,
Chelice May Mercado, Maria Regina Baluyut

Abstract

This study examines how critical thinking skills relate to decision-making among selected faculty members of Bestlink College of the Philippines and identifies the challenges they face. A correlational research design is used to determine the strength and direction of the relationship between critical thinking and decision-making competencies. This study uses a stratified sampling technique to select eighty-one respondents from a total population of 271 full-time faculty members. The sample size is determined using Slovin's formula with a 9.33 percent margin of error and a 91.67 percent confidence level. A structured questionnaire validated by subject-matter experts measures critical thinking dimensions (fairness, relevance, accuracy, clarity, logic) and decision-making components (choices, alternatives, evaluation). Collected data are analyzed using descriptive statistics and Pearson's correlation coefficient. Results showed a very strong positive correlation between critical thinking and decision-making ($r = 0.89$, $p < 0.01$). Faculty members scored moderately high on critical thinking (mean = 3.42) and decision making (mean = 3.51). High subscale scores were recorded for fairness, relevance, and accuracy in critical thinking, while clarity and logic scored lower. Decision-making data revealed strengths in systematic analysis for some faculty and heavy reliance on intuition for others. The choices subscale indicated insufficient caution in risk assessment, the alternatives showed preference for intuition over analytical options, and the evaluation highlighted a need to improve source appraisal. These patterns aligned with reported challenges such as intuition overriding analysis, emotional interference, and cognitive overload. The findings highlighted gaps in clarity, logical reasoning, and risk evaluation despite strong overall competencies. As a result, targeted interventions such as critical thinking workshops, decision-making seminars, and training on source evaluation, were recommended to strengthen these skills. Enhancing these competencies was expected to improve faculty effectiveness, instructional quality, and institutional decision outcomes.

Keywords: critical thinking, decision making, systematic analysis, intuition, faculty development, reflective thinking, cognitive overload

**EFFECT OF CONVERSATIONAL ARTIFICIAL INTELLIGENCE ON HUMAN
EMOTIONS: A BASIS FOR GUIDELINES IN DEVELOPING
EMOTIONAL SUPPORT CHATBOTS**

Lovely Joy Boticalao, Kyle Conge, Iconie Orquilla, Christian Padon,
Charlene Salvatierra, Maria Regina Baluyut

Abstract

This study explores the impact of conversational artificial intelligence (AI) on human emotions and offers insights for enhancing emotional support chatbots. As AI becomes increasingly woven into our daily lives, it is crucial to understand its effects on users' emotional well-being. The research focuses on five emotional dimensions: subjective experience, physiological response, expressive behavior, cognitive appraisal, and behavioral response. It also examines whether factors such as age, gender, and frequency of AI use affect emotional reactions. Additionally, the study addresses the challenges users encounter during AI interactions. By identifying the strengths and limitations of AI in emotional engagement, this research provides recommendations for improving AI's emotional intelligence. The study employed a descriptive-comparative approach, involving a total sample of 150 third-year psychology students at Bestlink College of the Philippines, who were selected through purposive sampling. Data were gathered using questionnaires that assessed demographic information, emotional responses to AI, and the difficulties encountered. The responses were measured using a four-point Likert scale, evaluating AI's impact across five emotional dimensions. Statistical tools were utilized to analyze the relationships between demographic factors, emotional reactions, and reported user challenges. The study found that age and gender did not significantly affect emotional responses to interactions with AI; however, the frequency of usage was a significant factor. Frequent users displayed stronger emotional reactions, both positive and negative. Despite some positive engagement, the overall experience with AI was negative. Participants described it as emotionally unresponsive, impersonal, and lacking meaningful support, which ultimately led to decreased trust and reliance on AI for emotional assistance. The results indicate that while conversational AI can facilitate interactions, it lacks the emotional intelligence needed for providing emotional support. AI's inability to recognize and appropriately respond to human emotions, along with user concerns, reveals a significant design gap. To create a more supportive user experience, it is essential to enhance AI's emotional engagement, personalization, and trust-building mechanisms. Future research should focus on developing advanced emotional recognition technologies to improve AI responsiveness, which will lead to more effective emotional support chatbots. Addressing these limitations will help bridge the gap between AI capabilities and human emotional needs.

Keywords: conversational artificial intelligence, human emotions, emotional support chatbots, ai interaction, mental health technology, user experience, human-ai communication, emotional response, ai ethics, empathetic computing, psychological impact, chatbot

**IMPACT OF FLEXIBLE WORK ARRANGEMENT ON WORKERS
PRODUCTIVITY AT ROLETT MARKETING**

Comora Salvacion, Kimberly Bojocan, Patricia Gobris, Laila May Gilber, John Miguel Dino,
Mary Joy Camille Vallejos, Kimberly Joyce Embile

Abstract

This study examines the impact of flexible work arrangements (FWAs) on employee productivity. With the growing adoption of FWAs, it is essential to assess their effects on work efficiency and overall job performance. Focusing on practices such as job-sharing and remote work, the study evaluates their influence on task completion, work efficiency, and performance at Rolett Marketing. Although flexible scheduling is often associated with enhanced motivation and improved work-life balance, it can also pose challenges, including communication difficulties and reduced supervision. Gaining a deeper understanding of these effects will enable organizations to develop strategies that optimize productivity while addressing potential limitations. This study utilized a quantitative correlational research design to examine the relationship between flexible work arrangements (FWAs) and employee productivity. Data was collected through a structured survey distributed to 50 employees at Rolett Marketing. The survey evaluated key productivity factors such as communication, work efficiency, time management, and job satisfaction. Respondents provided insights into their experiences with FWAs, identifying both the advantages and challenges of flexible work. The findings reveal that flexible work arrangements (FWAs) positively affect employee productivity by granting workers greater control over their schedules, thereby improving motivation and work-life balance. Many employees reported enhanced efficiency, largely due to reduced commuting time and fewer workplace interruptions. However, challenges such as communication difficulties, limited supervision, and distractions in non-traditional work settings were also noted. These issues highlight the necessity for well-structured management strategies to optimize the advantages of FWAs. To mitigate the challenges posed by flexible work arrangements, the study recommends adopting structured communication protocols, defining clear performance expectations, and implementing regular progress assessments. Rolett Marketing can optimize FWAs by utilizing digital collaboration platforms, conducting frequent check-ins, and cultivating a results-driven organizational culture. These strategies are essential for maintaining employee engagement and accountability, thereby ensuring sustained productivity. In conclusion, the study finds that with effective management and clear policies, flexible work arrangements can greatly enhance overall workplace efficiency.

Keywords: flexible work arrangements, employee productivity, remote work, job-sharing, communication strategies, performance management, digital collaboration, work-life balance, workplace efficiency

**LEVEL OF INFLUENCE OF COMPUTER EXERTION AMONG GRADE 12 HUMANITIES
AND SOCIAL SCIENCE STUDENTS TO THEIR ACADEMIC PERFORMANCE
AT BESTLINK COLLEGE OF THE PHILIPPINES**

Princes Mae Bequiso, Clark Acbang, Jancen Azaña, Lawrence Murallon,
Ariane Jame Oraa, Ronel Rivera, Rica Mae Berja

Abstract

Technological advancements have revolutionized how we live, work, and communicate, creating new opportunities to enhance human skills and solve complex problems. However, disparities persist in access to computer-based activities, particularly among students without reliable internet or digital skills. Computers can help close these gaps by providing supportive educational tools, especially benefiting students with diverse learning needs. Chapter 2 examines how computer technology can enrich classroom learning by fostering active engagement, collaborative group work, and meaningful real-world connections. This study investigates the effect of computer use on the academic performance of Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. Data was collected through a survey administered to 210 students. Chapter 3 details the data analysis and interpretation using various analytical methods to derive key findings. Table 1 shows that computer use highly influences critical thinking, with a composite mean of 3.42. Table 2 indicates a similar high influence on collaboration, with a mean of 3.38. Table 3 reports a strong impact on creativity, with a composite mean of 3.41. Table 4 summarizes these results, showing an overall weighted mean of 3.4, reflecting a high level of influence. Table 5 reveals that 154 students (73.33%) experienced software bugs. Table 6 outlines a proposed action plan to further enhance the positive effects of computer use on academic performance. Chapter 4 summarizes the findings, conclusions, and recommendations. The study concludes that computer use significantly enhances students' critical thinking, teamwork, and creativity. However, software issues remain a common challenge for students. To improve academic outcomes, it is recommended to implement quality digital tools that support the development of critical thinking, collaboration, and creativity.

Keywords: computer use, academic performance, critical thinking, teamwork, creativity, software issues, digital tools, grade 12 students, humanities and social sciences, bestlink college of the philippines

**PERCEIVED LINGUISTIC DISCRIMINATION, LONELINESS AND SOCIAL ISOLATION
OF NATIVE BISAYA BCP STUDENTS: A BASIS FOR AWARENESS CAMPAIGN**

Femmie Zacate, Regine Castillo, Marlon Llamera, Nica Eilla Portal,
Khasan Jr Rangaig, Jonah Andrea Mapula

Abstract

This study explores the experiences of native Bisaya students at Bestlink College who face language-based discrimination. Many of these students feel isolated and excluded in environments where Tagalog and English dominate communication. Using Goffman's Stigma Theory, the research examines how such language bias affects their feelings of loneliness, social isolation, and sense of belonging. The study seeks to understand the connections among these issues and to recommend strategies for schools to create a more inclusive and supportive atmosphere for Bisaya-speaking students. This study used a quantitative research approach and purposive sampling to select 43 native Bisaya students from Bestlink College of the Philippines. Data collection involved three questionnaires: a custom Linguistic Discrimination Scale, the UCLA Loneliness Scale, and the Lubben Social Network Scale. These tools assessed the students' experiences of language discrimination, feelings of loneliness, and social isolation. The data were analyzed through statistical techniques, such as Pearson's correlation, to explore the relationships between these factors. Although students reported moderate levels of perceived linguistic discrimination, they generally exhibited moderate to high levels of social engagement, maintaining sufficient social networks. The statistical analysis, however, revealed only weak correlations between linguistic discrimination and loneliness ($r = 0.09$), as well as between linguistic discrimination and social isolation ($r = 0.33$). This indicates that experiences of linguistic discrimination and social isolation are context-dependent rather than constant across all situations. The study revealed that native Bisaya students at Bestlink College of the Philippines encounter linguistic discrimination manifested through accent bias, code-switching, language shaming, and academic judgments. Despite these challenges, there was no significant statistical link between such discrimination and the students' experiences of loneliness or social isolation. Most participants reported moderate to high social participation, with feelings of loneliness being infrequent. This suggests that while linguistic discrimination exists, it does not markedly affect their emotional or social health. The study emphasizes the need for further investigation into contextual factors and advocates for an awareness campaign to reduce linguistic bias and enhance social inclusion for native Bisaya students.

Keywords: native bisaya students, linguistic discrimination, accent bias, code-switching, language shaming, academic judgment, loneliness, social isolation, social engagement, bestlink college of the philippines, social inclusion, awareness campaign.

**SELF-ESTEEM OF FACULTY MEMBERS OF BESTLINK
COLLEGE OF THE PHILIPPINES, QUEZON CITY**

Joyce Ann Tonquin, Jhulie Anne Bacus, Nicole Angela Bareng, Patricia Mae Lamberte,
Jellica Mari Sawan, Maria Regina Baluyut

Abstract

This study aimed to assess the self-esteem levels of faculty members at Bestlink College of the Philippines, Quezon City. It explored key factors influencing self-esteem, including identity, competence, belongingness, security, and purpose. The research also examined the impact of demographic variables such as age, gender, department affiliation, and years of teaching experience on faculty members' self-esteem. Comparative research design was employed in this study. Data was collected from 85 faculty members using a structured questionnaire based on a 4-point Likert scale. Surveys were administered through various methods: on-campus, online platforms, and face-to-face interactions during the 2024–2025 academic year. The data were analyzed using statistical tools such as frequency analysis, weighted mean, T-tests, and ANOVA to identify patterns and relationships. The results revealed that among the five factors, identity scored the highest self-esteem level with a mean of 3.58, while security received the lowest at 3.06. Demographic variables such as age, gender, and department affiliation did not significantly influence self-esteem levels. However, years of experience showed a notable impact, faculty members with five or more years of experience exhibited significantly higher self-esteem compared to those with fewer years of service. This study contributes to a deeper understanding of the self-esteem levels among faculty members and the factors that influence them. It underscores the significant role of teaching experience in enhancing self-esteem and suggests that institutional support, job security, and professional development initiatives can further promote faculty well-being. The findings advocate for future efforts aimed at addressing self-esteem-related challenges and fostering a more supportive, empowering work environment for educators.

Keywords: faculty self-esteem, identity, competence, belongingness, security, purpose, demographic factors, years of experience, higher education, institutional support, job security, professional development, faculty well-being, bestlink college of the philip

**THE EFFECTS OF CHATGPT AS EMOTIONAL SUPPORT AMONG
BACHELOR OF SCIENCE IN PSYCHOLOGY STUDENTS AT
BESTLINK COLLEGE OF THE PHILIPPINES**

Pauline Karla Ayuban, Joanna Mae Amor, Destine Anadon,
Valorie Shane Limbaga, Maria Regina Baluyut

Abstract

The growing popularity of mental health chatbots presents an accessible alternative for emotional support, particularly for students who encounter barriers in accessing professional mental health services. This study investigates the effects of ChatGPT as an emotional support tool for Bachelor of Science in Psychology students at Bestlink College of the Philippines. It aims to assess its influence on emotional well-being, self-awareness, coping mechanisms, and access to immediate support. This study utilizes quantitative comparative research design and employs stratified sampling to analyze ChatGPT's impact. A total of 118 Psychology students participated in the study. Respondents were categorized according to age, gender, and frequency of chatbot usage. A structured survey questionnaire was used to measure perceived effects on emotional well-being, self-awareness, coping skills, and real-time support access. The findings revealed that ChatGPT was moderately effective in providing immediate emotional support (mean = 2.73) but showed limited influence on emotional well-being (mean = 2.32), self-awareness (mean = 2.47), and coping skills (mean = 2.41). Statistical analysis indicated no significant differences in perceived support based on demographic factors such as age, gender, or usage frequency ($p > 0.05$). Commonly reported limitations included lack of personalized responses, inadequate suggestions for coping strategies, and minimal encouragement for emotional introspection. The results suggest that ChatGPT serves as a supplementary tool for emotional support but remains limited in providing deeply personalized and adaptive psychological guidance. Enhancing chatbot features to include more tailored feedback and reflective prompts is recommended to increase its effectiveness as a mental health support resource for students.

Keywords: chatgpt, emotional support, mental health, psychology students, coping skills, self-awareness, immediate support, digital mental health, artificial intelligence, chatbot limitations

**TRASH TO TREASURE: EFFICIENCY OF RECYCLING FOR WASTE REDUCTION AS
PERCEIVED BY SELECTED GRADE 12 HUMANITIES AND SOCIAL SCIENCES
STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Claudia Arbis, Camila Buenaflor, Princess Nicole Deriquito, Angela May Gonzales,
Michael Angelo Porras, Christopher Azares

Abstract

Recycling is a key waste management strategy aimed at minimizing waste generation. It involves redesigning or reprocessing of recyclable materials to extend their usability and reduce the harmful impacts of improper waste disposal on both human health and the environment. Baccini and Brunner (1991) introduced the Material Flow Analysis (MFA) theory, which illustrates the origin, usage, and final destination of materials. This approach promotes responsible waste management by helping individuals, particularly students, understand the life cycle of materials. This study aims to evaluate the efficiency of recycling in waste reduction, focusing on its economic impact, its significance as a waste management practice, and its contribution to environmental sustainability. The researchers employed a descriptive-evaluative research design to assess the efficiency of recycling practices. A cluster sampling technique was utilized to minimize selection bias and ensure a representative group of respondents. Data were collected through a survey questionnaire administered to two hundred (200) Grade 12 Humanities and Social Sciences (HUMSS) students at Bestlink College of the Philippines. The results of the study demonstrate the efficiency of recycling in terms of its economic role, contribution to waste management, and impact on environmental sustainability, with a composite mean of 3.43, verbally interpreted as strongly agree. However, several challenges were identified in the use of recyclable materials. Among the 200 surveyed students, 140 (22.99%) reported issues related to contamination, 133 (21.84%) cited a lack of awareness regarding the benefits of recycling, and 117 (19.21%) expressed concerns about potential health risks. In response to these findings, the researchers proposed an action plan aimed at enhancing recycling efficiency for waste reduction. Key strategies include the implementation of proper waste segregation practices, the active involvement of students in school-based waste management campaigns, and the development of awareness programs targeting students, teachers, administrators, and school organizations. The implementation of this action plan is recommended over three months. The discussion presents a summary of the perceived efficiency of recycling among selected Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. Based on the findings, the researchers recommend that schools establish organizations or implement programs focused on waste reduction. These initiatives should aim to educate all members of the school community on proper waste management practices and promote strategies that enhance the efficiency of recycling within the school environment.

Keywords: recycling efficiency, waste management, environmental sustainability, student awareness, waste segregation, school-based programs, humanities and social sciences, bestlink college of the philippines, descriptive-evaluative design, material flow analysis

Natural Science and Mathematics, Curriculum, and Instructions

**ROBOTIC DEXTROSE STAND USING ESP32 AND ARDUINO MEGA
WITH HUSKYLENS TRACKING AND BMS REGULATOR**

Gerald Badidoy, Baby Jane Albiro, Roxanne Balanza, Quekeneth Lacanaria,
Denverg Legarde, Reynante Ponay

Abstract

The Dextrose Stand is a crucial medical apparatus used during intravenous (IV) therapy, enabling efficient delivery of dextrose solutions to patients. However, traditional stands require manual handling by nurses or patients, increasing the risk of falls and IV-line disconnections. This study, titled "Robotic Dextrose Stand Using ESP32 and Arduino Mega with HuskyLens Tracking and BMS Regulator," introduces an automated solution that follows the patient using AprilTag technology, allowing for safer and more independent movement within medical facilities. It is also equipped with real-time IV fluid monitoring, reducing the need for manual checks and easing the workload of healthcare providers. The researchers adopted the Experimental Prototyping Method, which involves creating a functional prototype to test a specific hypothesis. This approach allows for the evaluation of the concept's feasibility and effectiveness prior to full-scale production. By identifying design flaws and usability concerns early in the development process, this method minimizes the risk of costly errors and ensures a more refined and user-centered final product. The Robotic Dextrose Stand, developed using ESP32 and Arduino Mega with HuskyLens Tracking and a BMS Regulator, is a functional prototype designed to support patients during intravenous therapy and reduce nurses' workload. The integration of advanced microcontrollers and sensors enables autonomous movement and real-time IV fluid monitoring. Evaluation results showed high ratings in efficiency, sustainability, safety, and cost-effectiveness. The study concludes that the combined use of Arduino Mega and ESP32 is effective in ensuring the reliability and functionality of the robotic dextrose stand. The Robotic Dextrose Stand using ESP32 and Arduino Mega with HuskyLens Tracking and BMS Regulator demonstrates a meaningful advancement in IV solution administration. Through the integration of automation and tracking technology, the system significantly improves patient mobility and reduces manual workload for healthcare providers. Its human-tracking feature enables patients to move more freely without compromising IV connectivity, while nurses benefit from reduced routine monitoring tasks. This innovation underscores the potential of technology to enhance healthcare delivery, streamline processes, and improve both patient outcomes and caregiver efficiency.

Keywords: robotic dextrose stand, esp32, arduino mega, huskylens, iv fluid monitoring, healthcare automation, patient mobility, bms regulator, nursing efficiency, medical technology

**AN INVESTIGATORY OF SERPENTINA (SERPENTINA RAUWOLFIA)
AS PAIN RELIEVER ESSENTIAL OIL**

Ashlei Seph Mallari, Nestley Anne Ramos, Vince Jerald Donguya,
Eily Jemwel Consuelo, Mizzy Mahinay, Roldan Bamondi

Abstract

Rauwolfia serpentina is a medicinal plant renowned for its long-standing use in traditional medicine and its diverse pharmacological effects, largely attributed to its monoterpene indole alkaloids. While extensively studied for its internal therapeutic applications, its potential as a topical pain-relieving essential oil remains largely underexplored. This study investigates the efficacy and safety of a *Rauwolfia serpentina* essential oil formulation for external use in pain management. It aims to fill critical knowledge gaps related to optimal concentrations, ingredient interactions, long-term effects, and specific pain conditions. The research aspires to develop a safe, effective, and sustainable natural alternative for topical pain relief. This study adopted a quantitative-experimental research approach, utilizing purposive sampling to select respondents. A structured survey questionnaire was used to evaluate the acceptability of the proposed product based on five criteria: texture and consistency, cooling effect, fragrance and aroma, ease of use, and overall presentation. Data was analyzed using descriptive statistics such as frequency, percentage, Likert scale, and weighted mean, as well as inferential tools including the t-test and f-test to determine any significant differences between the evaluations of the two respondent groups. The results of the investigation indicate that the proposed model is considered “highly acceptable” in terms of product texture and consistency, cooling effect, fragrance and aroma, ease of use, and overall presentation. The chemists’ evaluation yielded an overall weighted mean of 3.36 with a variance of 0.455, a computed t-value of 0.432, and a degree of freedom of 13, compared to a t-critical value of 3.012 at $\alpha = 0.01$. Similarly, the dermatologists’ evaluation produced a weighted mean of 3.54 with a variance of 0.375, and the same computed t-value and degrees of freedom. Since the computed t-value is less than the critical value, there is no significant difference between the assessments of the two groups. Therefore, the evaluations of both chemists and dermatologists support the acceptability of the proposed product model. This study presents initial evidence supporting the acceptability of a *Rauwolfia serpentina* essential oil formulation for topical application. While the findings are encouraging, further research is needed to confirm its pain-relieving efficacy, optimize the formulation, and assess its long-term safety and effectiveness across various pain conditions. This research serves as a foundation for future clinical studies and deeper exploration of *Rauwolfia serpentina* as a natural alternative for pain management.

Keywords: *rauwolfia serpentina*, essential oil, topical application, natural pain reliever, analgesic properties, product acceptability, formulation, clinical trials, long-term effects, traditional medicine.

**AN INVESTIGATORY PROJECT OF COMBINING MANGO SEED
KERNEL AND COCONUT OIL AS A CONDITIONER BAR**

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Montañez, John Clarence Oliva, Roldan Bamondi

Abstract

Mango seed kernels and coconut oil contain natural antioxidants and essential oils that deeply hydrate and protect the skin, promoting a smoother texture and reducing visible signs of aging. These ingredients also nourish the scalp and strengthen the hair, contributing to healthier and shinier strands. With the growing demand for environmentally friendly and sustainable personal care products, conditioner bars made from natural sources have become increasingly popular. This study investigates the potential of combining mango seed kernel and coconut oil in the formulation of a body and hair conditioner bar aimed at achieving soft, radiant skin and smooth, healthy hair. The study adopted a quantitative-descriptive research approach using purposive sampling. Survey questionnaires were used to evaluate the level of acceptability of the proposed product based on its ingredients and preparation process, moisturizing effect, smoothness, suitability for hair and scalp, and environmental friendliness. Descriptive statistics, specifically percentages, summarized the respondent profiles of chemists and dermatologists. The weighted mean was calculated to determine the average scores based on assigned weights. A t-test was employed to assess any significant difference between the evaluations of the two respondent groups, five (5) chemists and five (5) dermatologists. The findings indicate that the proposed product is perceived as “highly acceptable” based on key criteria such as accuracy, ingredients and procedure, moisturizing ability, smoothness, hair and scalp compatibility, and eco-friendliness. The chemists reported an overall mean rating of 3.16, interpreted as “acceptable,” while the dermatologists gave a slightly higher overall mean of 3.38, classified as “highly acceptable.” The variance for the chemists was 0.136, and 0.236 for the dermatologists. With a t-computed value of 0.821, a t-critical value of 2.750 at a 0.01 significance level, and 30 degrees of freedom, the statistical analysis reveals no significant difference between the assessments of the two respondent groups. To further improve the product, respondents suggested adopting a cold process method using sodium hydroxide, enhancing the fragrance, and incorporating natural, plant-based colorants.

Keywords: mango kernel, coconut oil, conditioner bar, natural skincare, eco-friendly, moisturizing, antioxidants, cold process, sodium hydroxide, natural colorant, fragrance, chemist evaluation, dermatologist evaluation, product acceptability.

AN INVESTIGATORY PROJECT OF COMBINING TAMANU LEAVES (CALOPHYLLUM INOPHYLLUM) AND SHEA BUTTER (VITELLARIA PARADOXA)

Jhanela Rose Adano, Eloiyd Asas, Shanne Buenaventura, John Raine Catubay,
Cassandra Chloe Dela Cruz, Kent Herrera, Roldan Bamondi

Abstract

Tamanu leaves (*Calophyllum inophyllum*) and Shea butter (*Vitellaria paradoxa*) are well known for their beneficial effects on the skin. Tamanu leaves, traditionally used in tropical regions, offer restorative and anti-inflammatory properties, making them effective in treating various skin conditions. Shea butter, highly valued in African cultures, is recognized for its intense moisturizing capabilities, natural sun protection, and healing effects on the skin. This study aims to investigate the potential of combining Tamanu leaves and Shea butter as a natural and effective protective sunscreen. This study utilized an experimental research design with a purposive sampling technique. A survey questionnaire served as the primary research instrument to evaluate the acceptability of Tamanu leaves and Shea butter as a sunscreen formulation, focusing on ingredients and procedure, moisturizing properties, ultraviolet protection efficacy, skin compatibility, and product presentation. The collected data were analyzed using frequency, percentage, weighted mean, and t-test to determine whether a significant difference existed between the evaluations of the two respondent groups. The investigatory results on the combination of tamanu leaves (*Calophyllum inophyllum*) and shea butter (*Vitellaria paradoxa*) as a sunscreen product were rated as “acceptable” in terms of ingredients and procedure, moisturizing property, ultraviolet protection efficacy, skin suitability, and presentation. The chemists recorded an overall mean of 3.10 with a variance of 0.139, while the dermatologists had an overall mean of 3.06 with a variance of 0.340. With a significance level (α) of 0.05, degrees of freedom at 47, a t-critical value of 2.012, and a t-computed value of 0.142, the results indicate no significant difference between the assessments of the two respondent groups. Tamanu leaves and shea butter were found to be acceptable and effective as sunscreen. However, respondents provided several recommendations for improvement. They suggested using titanium dioxide instead of zinc oxide and reducing the product's thickness for easier application. Additionally, they recommended changing the current jar packaging to one with a metallic cap, including a scoop or magnetic feature, or switching to a pump bottle or tube-type container. Implementing these suggestions is encouraged to enhance the product's quality, usability, and consumer appeal.

Keywords: tamanu leaves, shea butter, sunscreen, titanium dioxide, zinc oxide, product improvement, packaging, uv protection, skincare, natural ingredients.

**AN INVESTIGATORY PROJECT OF KAPENG BARAKO
(COFFEA LIBERICA) AS A NATURAL LIP SCRUB**

Cyrin Joy Dizon, John Vincent Aguilar, Reyndon Galabin,
Kier Aldwin Lacson, Jhon Curl Asoy, Roldan Bamondi

Abstract

Coffea liberica, locally known as Kapeng Barako, is a prominent coffee variety in the Philippines, particularly cultivated in the provinces of Batangas and Cavite. Celebrated for its strong flavor and distinctive aroma, it has become deeply embedded in Filipino culture and tradition. While primarily consumed as a beverage, Kapeng Barako possesses natural properties that may be beneficial for cosmetic use. This study aims to explore the potential of Kapeng Barako as a primary ingredient in a natural lip scrub, emphasizing its exfoliating qualities, moisturizing benefits, and overall safety for application on sensitive areas such as the lips. By investigating its viability as a skincare product, the study seeks to promote a sustainable, culturally rooted alternative that aligns with the increasing consumer demand for natural and eco-conscious personal care solutions. This study adopted a quantitative-experimental research design and employed a purposive sampling method to select participants who met specific criteria relevant to the investigation. To evaluate the acceptability of the proposed Kapeng Barako-based lip scrub, a structured survey questionnaire was utilized as the primary data-gathering instrument. The assessment focused on key aspects, including the formulation and procedure, hydrating and moisturizing effects, lip exfoliation properties, affordability, and overall product presentation. Statistical tools such as frequency and percentage, rating scale, weighted mean, and t-test were applied to analyze the data and identify significant differences in the evaluations made by the two distinct groups of respondents. The findings of the study reveal that the proposed Kapeng Barako lip scrub was rated as "Acceptable" across all evaluated criteria, namely: ingredients and procedure, hydrating and moisturizing effects, lip exfoliation, affordability, and presentation. The Chemists gave an overall weighted mean of 2.98 with a variance of 0.088, while the Dermatologists reported a weighted mean of 3.47 with a variance of 0.324. A t-computed value of 1.700 was obtained, with 326 degrees of freedom, and compared against the t-critical value of 1.987 at a 0.05 level of significance. Since the t-computed value did not exceed the t-critical value, the difference between the evaluations of the two groups is not statistically significant. Thus, it can be concluded that both groups accept the product, affirming its potential suitability for cosmetic application. To support the successful development of the proposed Kapeng Barako lip scrub, the researchers recommend collaborating with professionals and experts in cosmetic product formulation and design. Feedback from the respondents highlighted key areas for improvement: enhancing the product's moisturizing effect through the incorporation of glycerin, refining the texture by grinding the coffee grounds into finer particles to ensure gentler exfoliation, and improving the packaging design to make the product more visually appealing and marketable to consumers. These recommendations are intended to optimize both the functionality and aesthetic appeal of the product, thereby increasing its overall acceptability and commercial potential.

Keywords: kapeng barako, coffea liberica, lip scrub, natural exfoliant, moisturizing effect, glycerin, cosmetic formulation, packaging design, product development, consumer appeal

**AN INVESTIGATORY PROJECT OF LANZONES (LANSIUM
DOMESTICUM) PEEL AS A MOSQUITO COIL**

Princess Eloiza Busalanan, Cathy Adepin, Jenferson Asid, Fritz Sondrix Belarmino,
Marico Kyle Siervo, Roldan Bamondi

Abstract

Mosquito-borne diseases remain a significant public health concern, particularly in tropical and subtropical regions. This study investigated the potential of Lanzones (*Lansium domesticum*) peels as a natural and sustainable ingredient in the formulation of mosquito coils. The research aimed to develop an effective alternative to conventional mosquito coils, which often contain synthetic chemicals that pose health and environmental risks. By utilizing fruit waste as a primary component, the study promotes both environmental sustainability and public safety, offering a chemical-free, eco-friendly solution for mosquito control. This study utilized an experimental research design combined with a purposive sampling technique to select respondents. A survey questionnaire served as the primary instrument to assess the acceptability of the Lanzones peel mosquito coil based on key factors: ingredients and formulation procedure, mosquito repellency, usability, coverage effectiveness, and toxicity. Data was analyzed through frequency and percentage distributions, weighted means, and t-tests to evaluate whether significant differences existed between the assessments of the two respondent groups. The investigation results show that the Lanzones peel mosquito coil was rated as “Acceptable” in terms of ingredients and procedure, mosquito repellency, usability, coverage, and toxicity. The Chemists gave an overall weighted mean of 3.14 with a variance of 0.228, a t-computed value of 1.588, and 326 degrees of freedom, compared to a t-critical value of 2.030 ($\alpha = 0.05$). The Chemistry Teachers rated the coil with a weighted mean of 2.55, variance of 0.448, and a t-computed value of 0.7 with the same degrees of freedom and critical value. Since both groups’ t-computed values are less than the critical value, no significant difference was found between their assessments. Therefore, the product’s acceptability is supported by both groups. Lanzones peel mosquito coils were deemed acceptable and effective as a natural mosquito repellent. However, several improvements were recommended to enhance its performance. Respondents advised reducing the charcoal content to better highlight the natural scent of Lanzones peel. The incorporation of gum as a binder was suggested to improve the coil’s consistency and appearance. Additionally, enhancing the coil’s combustibility was recommended to extend its burning time and mosquito-repelling effectiveness. Adjustments to the coil’s formulation were also proposed to improve its ignition and burning quality, while ensuring that Lanzones peel remain the primary ingredient to maintain its repellent properties.

Keywords: lanzones peel, lansium domesticum, mosquito coil, mosquito-borne diseases, natural repellent, eco-friendly innovation, fruit waste utilization, chemical-free alternative, public health, environmental sustainability

**DRIED GUMAMELA FLOWER (HIBISCUS SABDARIFFA)
AS AN AGGREGATE TO BODY WASH**

Ann Kimberly Pabalate, Jhoey Jean Palima, Marjorie Caldon,
John Cyrus Abad, Rich Reizel Real, Roldan Bamondi

Abstract

Body washes play a vital role in cleansing and revitalizing the skin, and the integration of natural exfoliants can significantly elevate their performance. The dried Gumamela flower (*Hibiscus sabdariffa*) emerges as an innovative and sustainable exfoliating agent, owing to its rich phytochemical profile and skin-beneficial properties such as antioxidant, anti-inflammatory, and moisturizing effects. Incorporating this natural ingredient not only facilitates gentle yet effective exfoliation but also aligns with the growing consumer demand for eco-friendly and chemical-free skincare solutions. This study seeks to evaluate the practicality and efficacy of using dried Gumamela flower as a natural aggregate in body wash formulations, aiming to enhance their cleansing efficiency, promote skin health, and contribute to sustainable cosmetic development. A quantitative experimental approach was adopted in this study, with purposive sampling employed to select participants. The acceptability of dried Gumamela flower (*Hibiscus sabdariffa*) as an exfoliating additive in body wash formulations was assessed through survey questionnaires. Key evaluation criteria included ease of rinsing, moisturizing capability, cleansing effectiveness, fragrance, and product presentation. Weighted mean scores were computed to summarize overall acceptability, while an independent t-test was used to compare responses between two expert panels comprising five chemists and five dermatologists. The evaluation of the body wash containing dried Gumamela flower across parameters, ease of rinsing, moisturizing effect, cleansing efficacy, fragrance, and presentation, was rated as "highly acceptable." The chemists' group yielded an overall mean score of 3.50, corresponding to "highly acceptable," while the dermatologists' group obtained a mean score of 3.04, interpreted as "acceptable." The variance within the chemists' responses was 0.093, whereas that of the dermatologists was 0.454. Statistical analysis using an independent t-test resulted in a computed t-value of 0.951, which is below the critical t-value of 3.355 ($\alpha = 0.01$, $df = 8$). This indicates no statistically significant difference between the assessments of the two expert groups. To further optimize the body wash formulation, the respondents offered several insightful recommendations. Foremost, the product's current strong odor should be carefully moderated either by reducing its intensity or by reformulating to introduce a more appealing and balanced fragrance profile that aligns with consumer preferences. Additionally, the inclusion of effective surfactants is strongly encouraged to significantly enhance cleansing performance and ensure thorough removal of impurities. Finally, incorporating a foam booster is suggested to improve lather richness and texture, thereby elevating the overall sensory experience and consumer satisfaction, ultimately enhancing the product's market competitiveness.

Keywords: body wash, natural exfoliant, dried gumamela flower, hibiscus sabdariffa, skin cleansing, moisturizing, fragrance, surfactants, foam booster, product acceptability, quantitative study, chemists, dermatologists, formulation optimization, sustainable s

**GAUAVA LEAVES (PSIDIUM GUAVA) AND PAPAYA
SEED OIL AS A HAIR SLEEK STICK**

Kc Jarap, Fuentesfina Icon, Jusmine Kate Catorce, John Mart Santiago,
Melissa Salgado, Roldan Bamondi

Abstract

Hair care is an essential aspect of personal grooming, with an increasing preference for natural and affordable alternatives to commercial products. This study aims to develop a natural hair sleek stick using guava leaf oil and papaya seed oil as primary ingredients. Both oils are known for their conditioning properties and ability to enhance hair shine. By harnessing these natural components, the research seeks to create a sustainable, accessible, and cost-effective solution that addresses the growing demand for safe and eco-friendly hair care products. This study employed a quantitative-descriptive research design using purposive sampling to select participants with relevant expertise. A structured survey questionnaire was utilized as the primary research instrument to assess the level of acceptability of the proposed hair sleek stick innovation. The evaluation focused on five key criteria: ingredients and preparation, procedural methodology, product consistency and texture, shelf life, and presentation. To analyze the data, a percentage was used to describe the demographic composition of the two respondent groups, chemists and dermatologists. The weighted mean was applied to determine the overall acceptability ratings, allowing for the calculation of average scores while accounting for the relative importance of each item. Furthermore, an independent samples t-test was conducted to assess whether there was a statistically significant difference between the evaluations of the two groups, each composed of five (5) chemists and five (5) dermatologists. The analysis showed that the proposed hair sleek stick was rated as "highly acceptable" by both groups of respondents across all evaluated criteria: ingredients and preparation, procedural methodology, product consistency and texture, shelf life, and presentation. The chemists recorded an overall mean score of 3.30, while the dermatologists obtained a mean of 3.25, both falling under the "highly acceptable" interpretation. The variance of responses was 0.174 for chemists and 0.158 for dermatologists, indicating consistent evaluations within each group. The t-computed value of 0.217 was lower than the t-critical value of 2.145 at a 0.01 significance level with 15 degrees of freedom, suggesting that there is no significant difference between the assessments of the two groups. To enhance the overall quality and appeal of the product, respondents offered several valuable recommendations. They suggested reducing the proportion of beeswax in the formulation to prevent cracking and improve product integrity. Additionally, the use of a low-speed mixer was recommended to achieve a more uniform and consistent texture. For packaging, respondents emphasized the importance of using airtight containers to prevent oxidation and potential contamination, thereby extending shelf life. In terms of visual presentation, they proposed modifying the font style and refining the color palette to create a more cohesive and aesthetically pleasing design that better reflects the product's natural and innovative qualities.

Keywords: beeswax reduction, low-speed mixing, product consistency, airtight packaging, oxidation prevention, contamination control, font style, color palette, product enhancement, aesthetic improvement

**INVESTIGATORY PROJECT OF LEMON EUCALYPTUS AND CITRONELLA
ESSENTIAL OIL AS A MOSQUITO-REPELLING FLOOR WAX**

Savanna Kristal Cadalin, Airex Tyronne Cleofas, Servando Delacruz,
Mar Jhon Malawit, Mark Rodel Martinez, Roldan Bamondi

Abstract

This study explored the development and evaluation of an innovative mosquito-repelling floor wax using lemon eucalyptus and citronella essential oils. With the rising demand for natural alternatives to chemical pest control, the research focused on the product's effectiveness in repelling mosquitoes while also serving its primary function of cleaning and protecting floors. The study aimed to determine both the feasibility of the formulation and its acceptability among potential users as a practical, eco-friendly household solution. This study employed quantitative experimental design, using a survey questionnaire to evaluate the acceptability of mosquito-repelling floor wax. Ten participants, comprising five chemists and five chemistry teachers selected through purposive sampling, assessed the product based on ease of application, odor, mosquito repellency, toxicity, and overall presentation. Data was analyzed using percentage frequency distribution, weighted mean, and t-tests to determine the product's effectiveness and acceptability. The mosquito-repelling floor wax was rated highly acceptable by both chemists and chemistry teachers across all five evaluation criteria. Statistical analysis revealed no significant difference between the two groups' assessments. Nonetheless, several issues were noted, including inconsistencies in product texture, extended drying time, strong odor, limited repellency duration, and concerns about overall product longevity. The results suggest that the developed floor wax formulation demonstrates strong potential as a natural mosquito repellent while also serving as an effective cleaning agent. To maximize its effectiveness and commercial appeal, further studies should aim to fine-tune the concentration of essential oils, enhance the consistency and durability of the product, and resolve formulation-related challenges. These improvements could significantly strengthen its overall performance and market competitiveness.

Keywords: mosquito-repelling floor wax, lemon eucalyptus oil, citronella oil, natural pest control, essential oils, product formulation, acceptability, cleaning agent, toxicity, consistency, sustainability

KATAKATAKA (KALANCHOE PINNATA) AND NEEM LEAVES (AZADIRACHTA INDICA) INTO A PLANT BASED ANTI-MYCOTIC CREAM

Charls Kenneth Alcoy, Joseph Czar Ballares, Randy Erum,
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Abstract

This study evaluated the antifungal properties of katakataka (*Kalanchoe pinnata*) and neem (*Azadirachta indica*) leaf extracts, emphasizing their potential as sustainable and safer alternatives to synthetic treatments. Their effectiveness supports the growing shift toward natural solutions in dermatological care. This study utilized an experimental research design and involved five dermatologists and five chemistry teachers as respondents. Data was gathered through a validated survey questionnaire. The formulation process included the collection, extraction, and combination of Katakataka (*Kalanchoe pinnata*) and Neem (*Azadirachta indica*) leaves with natural ingredients such as beeswax, olive oil, and glycerin. Data analysis was conducted using percentages, weighted mean, and t-test to determine variations in the respondents' evaluations. The plant-based antifungal cream was evaluated by two respondent groups: dermatologists and chemistry teachers. Of the participants, 60% had clinical backgrounds, 20% were from laboratory-based disciplines, and the remaining 20% were involved in engineering and education. Regarding years of service, 50% had one to five years of experience, 30% had six to ten years, 10% had eleven to fifteen years, and 10% had less than a year. The cream was assessed based on five criteria: ingredients and procedure, moisturizing properties, antifungal efficacy, skin suitability, and presentation. Dermatologists rated the cream highly across all categories, with scores ranging from 3.92 to 4.00, and an average rating of 3.71, indicating a high level of acceptability. Chemistry teachers gave slightly lower ratings, with scores ranging from 2.48 to 3.88 and an overall weighted mean of 2.96, still interpreted as acceptable. The combined overall mean from both groups was 3.34, suggesting the formulation is generally well accepted. Although differences were observed between the two groups, particularly in skin suitability and antifungal efficacy, a t-test revealed no statistically significant difference ($t = -2.08$, $p > 0.05$), supporting the cream's overall acceptability. The study assessed a plant-based anti-mycotic cream derived from neem and katakataka leaf extracts, which showed strong antifungal effectiveness. However, concerns such as imprecise ingredient measurements and a foamy texture were noted. Experts recommended improving the formulation process, using natural stabilizers, and conducting further tests to ensure skin safety and long-term efficacy. Enhancements in packaging were also suggested to improve product presentation and user experience.

Keywords: neem, katakataka, anti-mycotic cream, plant-based treatment, antifungal efficacy, dermatological formulation, natural stabilizers, skin compatibility, sustainable skincare, herbal medicine

**PEPPERMINT (MENTHA PIPERITA) AND JAMAICAN CHERRY FRUITS
(MUNTINGIA CALABURA) AS AN ALTERNATIVE ESSENTIAL OIL**

Gjeuseppi Galagar, Carl Justine Arellano, Akisha Lae Bello, Setrix Berangberang,
Trishtian Jan Morales, Roldan Bamondi

Abstract

This study focuses on the development of an essential oil blend derived from peppermint (*Mentha piperita*) and Jamaican cherry (*Muntingia calabura*) fruits as a potential alternative to conventional essential oils. While peppermint is widely recognized for its therapeutic properties, the bioactive potential of Jamaican cherry remains relatively understudied. The primary objective of this research is to analyze the chemical composition of the formulated blend and evaluate its antimicrobial, antioxidant, and therapeutic properties. By utilizing locally sourced natural ingredients, the study promotes sustainable and eco-friendly practices in essential oil production, aligning with the increasing demand for natural alternatives in health, wellness, and related industries. The study adopted a quantitative-experimental research design and employed purposive sampling. Structured survey questionnaires were used as the main research instruments to evaluate the acceptability of the proposed essential oil blend based on the following criteria: ingredients and procedures, cooling effect, fragrance and aroma, color and consistency, and overall presentation. Percentages were utilized to describe the demographic composition of the expert evaluators, which included five (5) Chemists and five (5) Dermatologists. The weighted mean was applied to determine the average acceptability rating for each criterion. To examine significant differences in the evaluations between the two expert groups, an independent samples t-test was conducted. The analysis showed that the essential oil blend was rated as “acceptable” in terms of ingredients and procedures, cooling effect, fragrance and aroma, color and consistency, and presentation. The Chemists gave an overall weighted mean of 3.61, interpreted as “highly acceptable,” while the Dermatologists provided an overall mean of 3.22, interpreted as “acceptable.” The variance among Chemists’ responses was 0.031, compared to 0.716 among Dermatologists, indicating more consistency in the Chemists' evaluations. With a computed t-value of 1.015, which is less than the critical t-value of 2.578 at a 0.01 significance level (two-tailed) and 2361 degrees of freedom, the results indicate no significant difference between the assessments of the two groups. To further enhance the product, respondents recommended using a dark-colored container, reducing the concentration of peppermint, slightly increasing the packaging size, and improving the font style and size for better visibility and overall presentation.

Keywords: essential oil blend, mentha piperita, muntingia calabura, peppermint, jamaican cherry, antimicrobial, antioxidant, therapeutic properties, product acceptability, quantitative-experimental, t-test, weighted mean

SAPODILLA FRUIT (MANILKARA ZAPOTA) AS SKIN MOISTURIZER

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John Lester Decastro, Christine Joy Torres, Prince Michael De Leon

Abstract

Sapodilla is also rich in vitamin C, an essential nutrient involved in neurotransmitter production, collagen formation, immune function, and other vital bodily processes. As a strong antioxidant, vitamin C helps protect cells from oxidative stress that can lead to various diseases. Motivated by these benefits, the researchers explored additional uses of the Sapodilla fruit beyond consumption. They decided to develop a skin moisturizer made from Sapodilla, aiming to examine its effectiveness in skincare. The purpose of this study is to explore the potential of Sapodilla as a natural ingredient in moisturizing products. This study adopted a quantitative-experimental research design using purposive sampling to select participants. The researchers employed the Student's T-test to determine if there was a significant difference in the evaluation of Sapodilla fruit (Manilkara zapota) as a skin moisturizer based on key criteria: ingredients, skin compatibility, ease of application, scent, color, and texture. Data were gathered through a survey questionnaire administered to two expert groups: five chemists and five dermatologists, to assess the product's acceptability across the specified variables. The results of the study revealed that the Sapodilla fruit (Manilkara zapota) skin moisturizer was rated as "Highly Acceptable" by the chemists and "Acceptable" by the dermatologists in terms of ingredients, ease of application, skin suitability, scent and fragrance, color, and texture. The findings indicate that there is no significant difference between the assessments of the two groups. The chemists had a mean rating of 3.25, while the dermatologists had a mean rating of 3.97. The computed variance was 0.123 for chemists and 0.002 for dermatologists. The t-computed value was 0.388, which is less than the t-critical value of 2.306 at a 0.05 alpha level with 8 degrees of freedom. Therefore, the null hypothesis (H_0) is accepted, confirming that there is no statistically significant difference between the chemists' and dermatologists' evaluations of the moisturizer. Future researchers are encouraged to further enhance the product by refining its formulation and ensuring consistent quality. Recommendations from licensed chemists and dermatologists emphasize the importance of following precise ingredient measurements and sourcing high-quality raw materials. This study has demonstrated that sapodilla fruit (Manilkara zapota) is a viable ingredient for developing a skin moisturizer, as supported by evidence from the Review of Related Literature (RRL) and Review of Related Studies (RRS).

Keywords: sapodilla fruit, manilkara zapota, skin moisturizer, chemist evaluation, dermatologist feedback, quantitative-experimental, student's t-test, ingredient quality, cosmetic formulation, rrl, rrs, product development

UTILIZATION OF ALMOND OIL WITH SANTAN LEAF EXTRACT AS A MASSAGE OIL

Mikaellah Cassandra Balmoja, Nicole Mae Baylon, Natasha Jane Discallar, Theresa Grace Gatela,
Jubei Grajo, Cedrick Matarong, Prince Michael De Leon

Abstract

Massage oils have been used in traditional therapeutic practices for centuries to promote relaxation, improve circulation, and nourish the skin. Among the various natural oils, almond oil is particularly popular due to its excellent skin-hydrating properties, anti-inflammatory effects, and ability to enhance skin elasticity. In addition, santan (ixora) leaves are rich in essential fatty acids and vitamins and possess therapeutic properties such as antioxidant, anti-inflammatory, antinociceptive, and antimicrobial activities. These bioactive compounds contribute to improved skin resilience, reduced inflammation, and overall enhancement of skin health when used in topical formulations. The study employed a quantitative-experimental research design using purposive sampling to assess the effectiveness of almond oil combined with santan leaf extract as a massage oil. Statistical analysis was conducted using Student's t-test to evaluate differences in pain relief, relaxation duration, sensory experience, skin absorption, and scent quality. A structured questionnaire was administered to two groups of expert respondents: comprising five dermatologists and five chemists, to assess the acceptability and efficacy of the formulated massage oil. The preparation process involved several steps: collecting the ingredients, washing and draining the santan leaves, heating almond oil in a pot, boiling the santan leaves in the oil for 5 to 6 minutes until they turned brown, and finally, straining the leaves to extract the infused oil. The study found that both dermatologists and chemists rated the massage oil formulated with almond oil and santan leaf extract as highly acceptable in terms of pain relief, relaxation duration, sensory experience, skin absorption, and scent quality. No significant difference was observed between the assessments of the two groups. The mean rating from dermatologists was 3.33, while chemists gave a mean rating of 3.30, with variances of 0.058 and 0.075, respectively. The computed t-value was 0.196, which is less than the critical t-value of 2.080 at a 0.05 alpha level with 21 degrees of freedom. Therefore, the null hypothesis (H_0) was accepted, indicating that there is no statistically significant difference in the evaluations of dermatologists and chemists regarding the effectiveness and acceptability of the massage oil. For further enhancement and improvement of the project, the following recommendations are proposed based on respondent feedback and study observations: It is suggested to utilize the distillation method for extracting the oil from santan leaves to potentially improve the purity and concentration of beneficial compounds. Respondents also recommended that the cooling effect of the massage oil be made more pronounced upon application to enhance the overall sensory experience. Additionally, it is advised to formulate the product for faster-acting pain relief to improve its therapeutic effectiveness and user satisfaction.

Keywords: almond oil, santan leaf extract, massage oil, pain relief, sensory experience, skin absorption, distillation method, cooling effect, fast-acting, quantitative-experimental, dermatologists, chemists

UTILIZATION OF DISCARDED DENIM TEXTILE INTO PLANT POTS

Anthony Justine Alferez, Krystle Leanne Baloyo, Jhon Carl Tejada,
James Louie Almencion, John Michael Rañola, Roldan Bamondi

Abstract

The rapid expansion of the textile industry, driven by fast fashion trends, has contributed to a significant increase in global textile waste. This innovative product addresses that issue by offering a sustainable alternative to traditional plant pots. By repurposing discarded denim and combining it with resin, a durable and aesthetically pleasing plant pot is created. This approach aligns with the principles of the circular economy, aiming to transform textile waste into a valuable and functional resource. This research employed a quantitative experimental method to examine the effectiveness of the proposed innovation. A purposive sampling technique was used to select respondents who could provide relevant data for the study. Data collection was conducted through a structured survey questionnaire, which proved valuable in capturing respondents' attitudes, knowledge, experiences, and opinions. To analyze the data, statistical tools such as frequency and percentage, weighted mean, Likert scale, and T-test were utilized to determine significant differences between the assessments of the two respondent groups. The investigation results indicate that the proposed model is rated as "Acceptable" in terms of material and procedure, strength and durability, versatility, practicality, and aesthetic appeal. The overall weighted mean for the environmentalist group was 3.38, with a variance of 0.140, a computed t-value of 0.286, and a degree of freedom (df) of 8. The corresponding t-critical value at a 0.05 significance level was 2.306. Similarly, the horticulturist group recorded a weighted mean of 3.26, a variance of 0.036, a computed t-value of 0.286, and the same degree of freedom and t-critical value. Based on the statistical analysis, there is no significant difference between the assessments of the two respondent groups. Therefore, both evaluations are considered valid and acceptable. For the continued development of the study, the researchers recommend seeking assistance from experienced and qualified professionals to increase the success rate of implementation. Additionally, respondents provided several key suggestions. They emphasized that the feasibility of executing the project may require significant time and effort and highlighted the importance of carefully considering its potential environmental impact. These insights underline the need for thorough planning, expert guidance, and environmental assessment to ensure the sustainability and effectiveness of the proposed innovation.

Keywords: sustainable innovation, textile waste, plant pot design, denim and resin, quantitative experimental method, environmental impact, expert assistance, feasibility, btled students, circular economy

THE DEVELOPMENT OF COGON GRASS (CYLINDRICA IMPERATA) AND ROSE (ROSA RUBIGINOSA) AS A SUBSTITUTE MATERIAL FOR STATIONARY PAPER

Luna Paul Angelo, Trixcel Asinas, Aldrin Gabayne, Charles Magbitang,
Dhennilie Rose Faustino, Roldan Bamondi

Abstract

This study aims to explore the potential of cogon grass (*Imperata cylindrica*) as a sustainable alternative fiber source for paper production. The growing environmental impact of wood-based paper manufacturing, particularly deforestation, underscores the need to identify non-wood fiber materials that are both abundant and eco-friendly. Cogon grass, often considered a weed, offers promising characteristics due to its widespread availability and fast growth. By developing stationery paper from cogon grass and rose (*Rosa rubiginosa*), this research seeks to reduce tree consumption, utilize biodegradable materials, and assess whether these alternatives can serve as a temporary substitute in the paper industry. The study employed quantitative experimental research design with purposive sampling. A structured survey questionnaire was used to evaluate the level of acceptability of stationery paper made from cogon grass and rose, based on criteria such as paper strength, surface texture, thickness and capacity, biodegradability, and overall presentation. Respondents included art teachers and environmentalists. Data analysis involved frequency and percentage, rating scale, weighted mean, and t-test to compare the assessments of the two respondent groups. The experimental paper produced from cogon grass and rose was rated as "acceptable" in terms of strength, texture, thickness, biodegradability, and presentation. Art teachers gave an overall weighted mean of 3.67 (variance = 0.174), while environmentalists gave a mean of 2.62 (variance = 0.158). Both groups' assessments, tested at a 0.05 significance level with a t-critical value of 2.145 and a t-computed value of 4.067, indicated no statistically significant difference. Thus, the product was generally accepted by both groups, with art teachers rating it more favorably. The findings suggest that cogon grass and rose fibers are viable materials for producing environmentally friendly stationery paper. While both groups accepted the paper, feedback emphasized the importance of extended development time, enhanced feasibility studies, and expert involvement to improve production quality. Future efforts should focus on refining the manufacturing process and ensuring environmental sustainability. Continued research and collaboration with professionals may further improve the success rate of this eco-friendly paper alternative.

Keywords: cogon grass, *imperata cylindrica*, *rosa rubiginosa*, stationery paper, alternative fiber, sustainability, paper production, environmental science, biodegradable material, non-wood pulp

**DEVELOPMENT OF GREEN TECH AUTOMATED IOT BASED GREENHOUSE
AEROPONIC VERTICAL FARMING USING ARDUINO UNO**

Emmanuel Tupino, Colin Jay Mallen, Nathaniel James Millare, John Samuel Sangumay,
Remalyn Gaditano, Reynante Ponay

Abstract

Aeroponic vertical farming is an advanced agricultural method wherein crops are suspended in the air, and their roots are periodically misted with nutrient-rich solutions. This technique is increasingly popular in urban areas due to its efficient use of space and resources. The development of a Green Tech Automated IoT-Based Greenhouse Aeroponic Vertical Farming system using Arduino Uno promotes sustainable agriculture by enabling controlled, enclosed environments for plant growth. However, successful implementation of this method requires attention to critical parameters such as spraying intervals, mist duration, light exposure, temperature regulation, and humidity control. This study aims to design an automated system that addresses these requirements through precise monitoring and regulation. The researchers used the experimental prototyping method to develop the automated greenhouse system. Arduino Uno and ESP32 microcontrollers served as the core components of the system, programmed using Arduino IDE with the C language. The prototype integrates sensor networks and IoT technologies to automate essential processes in aeroponic vertical farming, including nutrient misting and environmental regulation. The design also incorporates solar power to promote energy sustainability. Functional testing and respondent evaluations were conducted to assess the system's performance across several indicators. The developed prototype operated successfully, with features that regulate environmental parameters such as temperature, humidity, and nutrient delivery through an automated system. The system's solar-powered design, coupled with real-time monitoring capabilities via sensors, contributed to its high performance. Respondents provided favorable evaluations, indicating high levels of satisfaction in terms of the system's efficiency, sustainability, safety, and cost-effectiveness. The use of Arduino Uno and ESP32 microcontrollers proved effective for this application. The study demonstrated that the integration of green technology, IoT, and microcontroller-based automation offers a promising solution for urban agriculture. The developed aeroponic vertical farming system optimizes limited space, conserves water and minimizes soil-borne diseases. Its sustainable design and automated functionality make it well-suited for addressing food production challenges in urban settings. Future improvements may focus on scalability, enhanced data analytics, and broader integration with smart agricultural platforms.

Keywords: aeroponics, vertical farming, arduino uno, esp32, iot, greenhouse automation, sustainable agriculture, sensor integration, solar-powered system, urban farming

**DEVELOPMENT OF GREEN TECH IOT BASED WATER SUPPLY
PIPING AUTOMATION USING ARDUINO AND ESP MCU**

Antonio Kheijielhyn Klainer, John Philip Mamaril, John Rendel Roque, Nasip Macawaris,
Aaron Gabriel Malonzo, Reynante Ponay

Abstract

With the rapid advancement of technology, automation has become integral to improving daily tasks, from industrial processes to smart home systems. Automation reduces human effort and enhances safety, especially when powered by reliable energy sources. Many home appliances now incorporate platforms such as Android, GSM, and Wi-Fi for seamless integration. While these applications are common in domestic settings, their benefits can also extend to industrial and environmental management. Given the global issue of declining water levels, effective water management is increasingly essential. This study focuses on the development of a Green Tech IoT-based Water Supply Piping Automation system designed to monitor water flow, detect pipeline leaks, and assess water quality using sensor data transmitted to the cloud. The system eliminates the need for moving parts or battery dependence and aims to promote sustainable water usage through automated, real-time monitoring. This study employs the experimental prototyping method to develop the proposed automation system. The researchers used Arduino Uno and ESP32 microcontrollers, programmed through Arduino IDE in the C language, as the core components of the system. The prototype was designed to perform real-time monitoring of water-related parameters, particularly focusing on leak detection, temperature, and water quality. The system also utilized a solar-powered setup to ensure energy efficiency. The automation process was enhanced by integrating cloud-based monitoring through the Blynk application, which allowed users to receive data remotely and take appropriate action. The developed prototype demonstrated effective functionality, utilizing Arduino Uno and ESP32 microcontrollers to automate the monitoring and regulation of water flow, temperature, and quality. The system was equipped with sensors and powered by solar energy. During testing, the prototype successfully identified pipeline leaks and transmitted real-time data to the cloud platform. Respondents rated the system positively across several indicators, including efficiency, sustainability, safety, and cost-effectiveness. These results affirm the suitability of the selected microcontrollers and the effectiveness of the integrated monitoring solution. The study confirmed that integrating Arduino and ESP-based microcontrollers with IoT and solar power technologies offers a practical and sustainable solution for water pipeline management in residential and community settings. The system's cloud-based platform enabled real-time monitoring, improving responsiveness to leakages and reducing the time required for detection and repair. The inclusion of solar energy further contributed to the system's environmental sustainability. Future developments may explore more advanced data analytics features and broader deployment in large-scale utility infrastructures.

Keywords: iot, water supply automation, arduino uno, esp32, leak detection, sensor network, green technology, real-time monitoring, solar-powered system, environmental engineering

**DEVELOPMENT OF GREEN TECHNOLOGY COFFEE MAKER USING ARDUINO MEGA
WITH GOOGLE INTERFACE IOT, LCD TOUCHSCREEN MONITORING,
ULTRASONIC SENSOR AND ATS POWER SUPPLY BACK UP**

Jo-anne Mejoc, Marco Daniel Baclea-an, Billy Joel Buctuan, Vincent Acosta,
Jomari Charles Laut, Clarence Charles Laut, Reynante Ponay

Abstract

This study presents the development of a green technology coffee maker that integrates Arduino Mega, an LCD touchscreen interface, an ultrasonic sensor, and an Automatic Transfer Switch (ATS) for uninterrupted power supply. The system incorporates the Google Interface for Internet of Things (IoT) connectivity, allowing remote monitoring and control. Designed to promote energy efficiency and automation, the system supports sustainable living through intelligent resource management and eco-friendly operations. The researchers utilized Arduino Mega as the primary microcontroller to manage component operations and data processing. The ultrasonic sensor monitors the water level and sends real-time data to the Arduino unit. An LCD touchscreen is installed to enable user interaction by allowing brewing settings and status viewing. IoT connectivity is established via the Google Interface, enabling remote system control and monitoring through the internet. The ATS provides backup power support by automatically switching the system to an alternative source during outages, ensuring operational continuity and energy-efficient brewing. The prototype coffee maker performed as intended. The LCD touchscreen successfully displayed real-time data and allowed user configuration. The ultrasonic sensor accurately monitored water levels, while the system maintained remote access through Google IoT with effective status updates and controls. The ATS functioned reliably, switching to backup power during interruptions without affecting operations. Overall, the system achieved smart automation, energy efficiency, and enhanced user convenience in line with green technology objectives. The integration of Arduino Mega with IoT and sensor technology effectively automated the coffee brewing process and supported real-time monitoring. The touchscreen interface improved user interaction, while the ultrasonic sensor promoted efficient water usage. The use of Google IoT facilitated remote control and system flexibility. Additionally, the ATS ensured consistent functionality during power interruptions, enhancing system reliability. This project demonstrates how smart, energy-efficient systems can contribute to environmentally sustainable practices in everyday appliances.

Keywords: green technology, coffee maker, arduino mega, google iot, lcd touchscreen, ultrasonic sensor, ats power backup, automation, energy efficiency, smart appliance

**ASSESSING THE POTENTIAL OF LOBELIA PLANT EXTRACT AS A NATURAL
NICOTINE SUBSTITUTE FOR VAPE JUICE FORMULATION**

Marian Dela Torre, Reca Dejucos, Abimhel Tabañag, Jolo Paulino, Jolo Paulino,
Clarence Enzo Pornel, Prince Michael De Leon

Abstract

This study explores the potential of Lobelia plant extract as a natural nicotine substitute in vape juice formulations. Historical use of Lobelia in respiratory therapies and the structural similarity of its active compound, lobeline, to nicotine suggest possible applications in harm-reduction products. Concerns regarding chemical stability, toxicity at high doses, and variable pharmacological effects warrant an investigation of its suitability for vaping applications. This study employs a quantitative design with purposive sampling of five chemical engineers and five toxicologists. A four-part survey instrument captures respondents' demographic profiles, assesses acceptability across five parameters (ingredients, chemical stability, vapor quality, formulation process, and safety), and gathers feedback on challenges and suggested improvements. Vape juice is formulated by infusing Lobelia powder into propylene glycol, filtering, and blending with vegetable glycerin. Data are analyzed using frequency distributions, weighted means, independent t-tests, and one-way ANOVA. Respondents rated the Lobelia vape juice formulation as moderately acceptable (overall mean = 2.70 on a 4-point scale), with toxicologists (mean = 2.88) showing higher acceptance than chemical engineers (mean = 2.53). All five assessment categories achieved acceptability, although vapor quality received the lowest score (mean = 2.50). Statistical analysis indicated no significant difference between professional groups ($t = 1.366$, $p > 0.05$). Reported challenges included flavor inconsistency, formulation instability, and variable extract potency, leading to recommendations for improved stabilization techniques and flavor enhancement. The findings indicated that Lobelia extract has moderate potential as a nicotine substitute for vape juice, particularly for users seeking plant-based alternatives. However, stability issues, lack of standardization, and suboptimal user experience limited overall acceptability. As a result, future work should focus on optimizing extraction methods, incorporating stabilizers, and refining flavor profiles. This study contributes to the emerging discourse on plant-based alternatives in vaping and smoking cessation strategies, highlighting areas for further research and development.

Keywords: lobelia extract, vape juice, nicotine substitute, chemical stability, vapor quality, plant-based alternative

**DEVELOPING AMPALAYA AS AN ALTERNATIVE GUMMY CANDIES FOR
DIABETIC STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES**

Aira Jane Gacusan, Mary Joy Amante, Jovelyn Dilao, Samuel Marata,
Nikko Jessneil Reblando, Romeoul Karl Flores

Abstract

This study aims to develop ampalaya (bitter gourd) as a healthy alternative gummy candy specifically for diabetic students. Ampalaya gummy candies are designed as a nutritious snack that may help in managing blood sugar levels. These are naturally sweetened with honey and flavored with fruit juices to make them both palatable and safe for diabetic consumption. An experimental research design was employed to investigate the effectiveness of various methods in reducing the bitterness of ampalaya while maintaining its health benefits. The independent variables included techniques such as honey addition, fruit flavoring, and salt soaking, while the dependent variables focused on the candies' acceptability and perceived health benefits among diabetic student respondents. The study involved 10 respondents, mostly aged 16 to 20, with an equal gender distribution. Among the techniques tested, the use of 4 and 5 teaspoons of honey and salt soaking for one hour received "Excellent" ratings (weighted mean = 4.00) in reducing bitterness. Three teaspoons of honey also performed well (mean = 3.90). For fruit flavorings, mango (3.60) and orange (3.70) were rated "Excellent," while grape (3.20) and pineapple (3.30) were rated between "Good" and "Excellent." Respondents identified major challenges such as ingredient formulation (36%), taste acceptance (32%), and customer awareness (32%). They also acknowledged ampalaya's health benefits, citing its richness in vitamins (38.89%), dietary fiber (27.78%), and antioxidants (27.78%). In terms of product acceptability, 70% of participants rated the candies as "acceptable," and 30% rated them as "very acceptable." The results demonstrate that ampalaya-based gummy candies, when sweetened with honey and enhanced with fruit flavors, can serve as a viable healthy snack option for diabetic students. Despite positive feedback, formulation refinement and consumer acceptance remain areas for improvement. Further research is recommended to enhance nutritional value, scale up production, and raise consumer awareness. These findings may inform food manufacturers and health professionals in developing functional snacks tailored to diabetic needs.

Keywords: ampalaya, gummy candies, diabetic-friendly snacks, bitter gourd, functional food, food innovation, student perception, fruit flavoring, natural sweeteners, health benefits

**IMPLEMENTATION OF FOOD SAFETY STANDARD AMONG CANTEEN
CONCESSIONAIRE AT BESTLINK COLLEGE OF THE PHILIPPINES**

Mariel Joyce Delos Santos, Kathreen Grace Dimson, May Jade Refil,
Shiella Marie Ranada, Abrahan Muyrong

Abstract

The school canteen promotes healthy eating, food safety, and hygienic practices, which are especially important in schools because children are more susceptible to foodborne illnesses. Food safety is critical, especially in school canteens, in order to protect the health of students. The scientific field of food safety explains how to handle, prepare, and store food in a way that prevents foodborne illness. In order to safeguard consumers, food safety and food defense often overlap. The researchers used a descriptive approach. Based on S. L. Siedlecki (2020), one variable or many variables can be used in descriptive research. One special feature of descriptive designs is their capacity to focus on a single variable of interest. There are only variables of interest rather than independent or dependent variables because this approach does not involve hypothesis testing. Ensuring that the operational definition aligns with the conceptual definition of each variable is crucial when defining them. Table 1 shows that 85 out of 150 respondents (56.67 percent) were 19 to 20 years old, 62 respondents were aged 21 to 26 years (41.33 percent), and 3 respondents were aged 27 and above (2 percent). According to Nurtama B. (2020), the purpose of this study was to determine Jordanian consumers' level of awareness regarding food safety at each stage of the food handling process, including buying, storing, and cooking. Between May and October of 2020, a sizable sample of Jordanian consumers (n = 2500) was contacted at random as part of this multistage national representative study. A total of 1612 customers (64.5 percent response rate) offered their voluntary participation in the study by responding to a self-administered survey. The demographic profile of the respondents shows a varied distribution across age, biological sex, and year level. In terms of age, the data indicate that 85 out of 150 respondents (56.67 percent) were 19 to 20 years old, 62 respondents (41.33 percent) were 21 to 26 years old, and 3 respondents (2 percent) were 27 and above. For biological sex, the results show that 47 respondents (31.33 percent) were male and 103 respondents (68.69%) were female. Regarding year level, 51 respondents (34%) were first-year students, 52 respondents (34.67 percent) were second-year, 17 respondents (11.33 percent) were third-year, and 30 respondents (20 percent) were fourth-year. These findings provide an overview of the population surveyed and serve as a basis for understanding how different groups perceive and experience the implementation of food safety standards within the school canteen.

Keywords: food safety

**NUTRITIONAL VALUE OF MANSANAS AND CAMOTE IN CANDY MAKING:
AN EXPERIMENTAL STUDY**

Shamanie Princess Peroso, Veronica Anne Santiago, Liezel Mae Nocipeda,
Jonalyn Polbo, John Joel Paligar, Jackelyn Oirada, Romeoul Karl Flores

Abstract

This study aims to develop nutritious candy using mansanas (apples) and camote (sweet potatoes) as natural and healthier alternatives to traditional candy ingredients. The research emphasizes the nutritional value and natural sweetness of these ingredients while supporting innovation in food preparation aligned with health and quality standards. The goal is to produce candy that is not only flavorful but also beneficial to both children and adults. This study also highlights how technical and vocational education can contribute to the creation of healthier food options through creative experimentation. An experimental research design was employed to determine the nutritional value of mansanas and camote in candy making. Independent variables were manipulated to observe their effects on the resulting product while controlling extraneous factors. This method allowed for a systematic investigation into how these natural ingredients impact flavor, appearance, health benefits, and overall satisfaction. Data was collected from a group of 20 respondents who evaluated the candy based on multiple factors, such as taste, health perception, and satisfaction. The demographic profile of the respondents showed a fairly even age distribution, with a slight majority of female participants (60%). In terms of food preference, respondents strongly agreed that the candy had a natural flavor (mean = 3.30) and agreed it was healthy (mean = 2.95) and visually appealing (mean = 3.15). The overall level of satisfaction was high, with a mean rating of 3.25, indicating that most respondents were very satisfied with the product. The main challenge identified was profitability (mean = 3.30), while issues such as picky eaters and allergic reactions were not considered major concerns. The findings demonstrate that camote mansanas candy was well-received, particularly for its natural taste, health appeal, and visual presentation. The demographic data showed a broad age range of acceptance, with most respondents expressing high satisfaction. Although profitability was noted as a moderate concern, it did not pose a significant barrier to the product's perceived value. The study concludes that using mansanas and camote in candy making presents a viable path toward healthier and more appealing snack options, especially for younger consumers.

Keywords: camote, mansanas, candy making, nutritional value, healthy snacks, experimental design, food innovation, sweet potato, apple candy, food science

THE PROCESS OF MAKING OKRA CHIPS AS ALTERNATIVE SNACKS FOR SENIOR HIGH SCHOOL IN BESTLINK COLLEGE OF THE PHILIPPINES BULACAN

Alyanna Mae Tobias, Cristine Mae Tapaya, Raquel Dela Cruz, Izzy Dayunot,
Mayvelyn Sambitan, Romeoul Karl Flores

Abstract

This study investigated the process of making okra chips as an alternative snack for Senior High School students at Bestlink College of the Philippines in Bulacan. The research focused on three main objectives: assessing the nutritional value of okra chips, evaluating their acceptability in terms of taste, texture, and appearance, and analyzing the effect of different preparation techniques on their overall quality. The study was motivated by the growing demand among students for healthier snack options, particularly those rich in fiber, vitamin K, fats, and folate. Using a descriptive research design, the study involved 20 Senior High School students from Bestlink College of the Philippines in Bulacan. Data was collected through survey questionnaires featuring a 4-point Likert scale: Strongly Agree, Agree, Disagree, and Strongly Disagree. The survey aimed to gather participants' opinions on the nutritional value, flavor, texture, and appearance of the okra chips. Additionally, the study examined preparation-related issues, particularly those affecting texture and nutrient retention. To analyze the data, statistical tools such as frequency distribution and weighted mean were utilized. Okra chips were perceived as a rich source of vitamin K (weighted mean = 3.41), fats (3.40), folate (3.24), and fiber (3.22). In terms of sensory evaluation, the chips received the highest ratings for texture (3.25), appearance (3.20), and taste (3.15). The dehydration method was found to effectively preserve nutrients and improve crispiness; however, some issues were identified, such as uneven crispiness and minor nutrient loss. Most of the respondents were male students aged 16–20, with Grade 12 students representing the highest number of participants in the survey. The positive reception of flavored variants, such as cheese and sour cream, suggests opportunities to improve acceptability through the use of seasoning. The study underscores the potential of okra chips as a nutritious and appealing snack option for students. High ratings for vitamin K, fiber, and folate are consistent with existing literature on the health benefits of okra, particularly in supporting bone health, aiding digestion, and promoting red blood cell production. The preference for dehydrated okra chips further emphasizes the effectiveness of this preparation method in retaining nutrients while achieving a desirable texture.

Keywords: okra chips, alternative snack, senior high school students, nutritional value, sensory evaluation, dehydration method, vitamin k, fiber, folate, descriptive research, healthy snacks, student preferences, bestlink college of the philippine

**IMPACT OF USING HEALTHY COOKING OIL IN FOOD PREPARATION AT
BESTLINK COLLEGE OF THE PHILIPPINES CANTEEN**

Patrick Jason Josafat, Khristine Ann Arthur, Jonathan Dacoco, Elmira Gepte,
John Norielle Maddawin, Romeoul Karl Flores

Abstract

This chapter serves as the foundation of the research, outlining the key components that guide the study. It encompasses the background of the study, a review of related literature, the theoretical and conceptual frameworks, the statement of the problem, hypothesis, scope and delimitations, significance of the study, and the definition of key terms. This chapter outlines the research methodology applied in the study. It includes a discussion of research design, selection of respondents, sampling technique, data-gathering instruments, procedures for constructing and validating the instruments, methods of administration and retrieval, and the statistical tools used for data analysis. School canteens contribute significantly to the overall health and nutrition of students. Among the many factors that influence the quality of meals served, the choice of cooking oil is especially important, as it directly affects the nutritional value of food. With the rising number of diet-related health concerns among young people, this study seeks to explore the effects of using healthier cooking oils in the canteens of Bestlink College of the Philippines. The following conclusions were drawn: The use of healthy cooking oils in school canteens supports the enhancement of students' overall health and well-being. It contributes to a reduction in the intake of saturated fats among students, promoting healthier eating habits. Healthier oil choices lead to improvements in blood lipid profiles, thereby reducing the risk of cardiovascular issues. The inclusion of cooking oils rich in omega-3 fatty acids increases students' intake of these essential nutrients, which are vital for cognitive development and overall physiological function.

Keywords: healthy cooking oils, school canteen, student nutrition, saturated fat, omega-3 fatty acids, blood lipid profile, health promotion, dietary practices, bestlink college, adolescent health

**INTERACTIVE HEALTH MONITORING SYSTEM AND ACCOUNTING RESOURCES
MANAGEMENT FOR BARANGAY MINUYAN PROPER HEALTH CENTER IN
SAN JOSE DEL MONTE, BULACAN**

Charish Cortez, Louise Nicole Fabian, Jierlhen Mhae Bajan, Bryan Madriñan, Geraldine Gadugdug,
Jomari Soguilon, Dr. Maria Edna Portugal

Abstract

In today's fast-paced and digitally driven world, the need for effective and accessible healthcare systems is more critical than ever, particularly at the grassroots level, where communities rely heavily on local health centers for their medical needs. This study, titled "Interactive Health Monitoring System Accounting Resources Management for Barangay Minuyan Proper Health Center in San Jose del Monte, Bulacan," focuses on the development of a user-friendly and interactive website specifically designed to support the daily operations and management tasks of barangay health workers. The primary aim is to assist the health workers of Barangay Minuyan Proper by providing a digital solution that automates workflows and enhances the overall management of patient records, medical inventory, health programs, and budget tracking. This initiative addresses the ongoing challenges posed by manual record-keeping methods, which often result in inefficiencies, delays, and inaccuracies in service delivery. This paper presents a web application developed using the OutSystems low-code platform to enable efficient management of essential healthcare data. The application supports key functions such as patient record management, real-time tracking of medical inventory, streamlined scheduling of health programs, and transparent budget monitoring. A dynamic dashboard displays key performance indicators, providing users with actionable insights that enhance planning, decision-making, and resource allocation. By implementing this system, the study aims to enhance the efficiency of barangay health workers by reducing their dependence on manual documentation and providing quick access to organized, real-time information. The system features a simple and user-friendly interface, making it accessible even to users with limited technical skills or experience. Overall, this thesis aims to contribute a practical and scalable solution to local healthcare management, enabling health workers to devote more time to patient care and less to administrative tasks. Through digital innovation, the researchers seek to empower community health centers like Barangay Minuyan Proper to deliver more efficient, accurate, and responsive services to the communities they serve.

Keywords: outsystems, health center, minuyan

**PERFORMANCE OF BARANGAY NUTRITION SCHOLAR IN BRGY. 171:
BASIS FOR CAPABILITY PROGRAM**

Mary Joyce Cabiles, Dr. Melinda Bautista

Abstract

Child malnutrition continues to be a major global health concern, with significant consequences that affect individuals, families, and entire nations. Beyond the immediate health risks to children, malnutrition influences wider societal outcomes by limiting educational success, reducing labor productivity, and slowing economic development. Its long-term impacts include poor cognitive and physical development and greater vulnerability to illness, all of which collectively obstruct a nation's ability to thrive and advance. To gather accurate and meaningful data for the study, the researcher employed a survey questionnaire as the primary instrument. The checklist-style questionnaire was designed to comprehensively address all aspects of the research problem and respond to the specific questions stated. It was developed by the researcher using insights from relevant literature and previous studies. A single set of questionnaires was prepared and distributed to the respondents. A survey assessing the performance of Barangay Nutrition Scholars revealed generally positive results across four key areas: training, engagement, empowerment, and work environment. Respondents expressed strong agreement regarding the effectiveness of their training and the sense of empowerment they experienced. They also reported a strong sense of belonging and achievement in their work environment. However, slightly lower ratings were observed in areas related to the training's impact on job satisfaction and the level of participation in engagement initiatives. Overall, the findings indicate that the scholars are performing well and feel positively about their roles. To improve the performance of Barangay Nutrition Scholars, the following key recommendations are suggested: enhance training programs to improve job satisfaction and effectiveness; strengthen engagement initiatives through a variety of meaningful activities; and provide more flexible workload management to prevent burnout. Additionally, fostering a supportive and inclusive work environment, addressing challenges such as limited resources and community resistance, and investing in capacity-building efforts are vital. Tailored communication strategies and the implementation of continuous monitoring and feedback systems are also crucial for achieving sustainable performance and long-term success.

Keywords: barangay nutrition scholars, training programs, employee engagement, workload management, inclusive work environment, capacity building, communication strategies, performance improvement, monitoring, feedback mechanisms

**TELEMEDICINE PAGE: A HEALTHCARE SERVICES FOR TEACHERS
AND STUDENTS AT BCP BULACAN: A CASE STUDY**

Rosana Marie Noble, Andrea Cruzette Simbahon, Izzy Clarise Arca,
Gilbert Josh Sevilla, Jasmine Kirstie Cruz, Reymundo Javier

Abstract

Telemedicine is a technology that facilitates the delivery of remote medical services and has significantly transformed access to healthcare since its emergence in the early 20th century. With the advancement of mobile devices and internet connectivity, telemedicine has expanded into various modalities, including telesurgery, teleradiology, remote patient monitoring, and virtual consultations. The COVID-19 pandemic accelerated its adoption, making telemedicine applications more mainstream, with enhanced features and greater integration with Electronic Health Record (EHR) systems. Telehealth continues to revolutionize the healthcare industry by enabling convenient access to care, improving patient outcomes, and promoting system-wide efficiency. This study employs a quantitative research approach, utilizing convenience sampling to select participants who have previously used telemedicine. A survey questionnaire was administered to 50 respondents from BCP Bulacan to examine their experiences and perceptions regarding healthcare access through telemedicine. The responses provided insights into the accessibility, efficiency, and limitations of the telemedicine page as experienced by the users. Findings revealed that respondents perceived telemedicine as a convenient and efficient method of receiving healthcare, particularly when in-person consultations were not feasible. However, limitations were noted, such as the inability to perform physical examinations. Students highlighted the benefit of receiving medical attention without the need to leave their classes, thereby saving time. The telemedicine page was recognized for offering timely access to care for minor injuries or illnesses and providing flexibility that reduces the need for class absences. This case study examined the impact of a telemedicine page on healthcare access among teachers and students at BCP Bulacan. Results indicated that telemedicine provided reliable, accessible, and easy-to-understand healthcare information. Teachers and students reported that the content improved their health literacy and equipped them with practical knowledge applicable to real-life situations. The study underscores the relevance of telemedicine in enhancing healthcare accessibility and recommends further research to explore its broader applications and integration in academic environments.

Keywords: telemedicine, health access, remote consultation, students, teachers, healthcare technology, health literacy, virtual health services

**BREAK-UP MOTIVATION AND RECOVERY AMONG GEN Z STUDENTS
IN QUEZON CITY: BASIS FOR SELF-LOVE PROGRAM**

Marie Reyes Haya, Jheniela Mae Valenzuela, Aira Santos, Rhona Bulawan,
Mariel Padalapat, Maria Regina Baluyut

Abstract

Romantic breakups are a common experience among the current generation, especially within Generation Z. Despite their prevalence, the connection between the motivations behind breakups and the subsequent recovery process remains insufficiently studied. As relationship dissolutions become increasingly frequent in modern society, gaining a deeper understanding of the psychological factors that affect recovery is essential. This study aims to examine the relationship between breakup motivations, specifically approach and avoidance orientations, and the recovery experiences of Generation Z students in Quezon City. This study employed a correlational research design to investigate the relationship between breakup motivation and recovery among college students. A sample of 100 second-year psychology students from Bestlink College of the Philippines, all of whom had experienced the termination of a romantic relationship, participated in the survey. The Behavioral Inhibition System (BIS) and Behavioral Activation System (BAS) scales were utilized to measure participants' breakup motivations, while the Breakup Recovery Scale was administered to assess recovery outcomes and determine the most effective coping strategies. The survey findings show that most respondents were female (80%), with the majority aged between 18 and 20 years old (61%). Generation Z students reported experiencing both positive and negative effects following romantic breakups. While many indicated personal growth as a result of the experience, they also described the recovery process as difficult and emotionally taxing. Time was identified by 82% of respondents as the most effective method for healing, whereas professional counseling and medication were among the least commonly used approaches. A significant negative correlation ($r = -0.35$, $p < 0.05$) emerged between breakup motivation and recovery, suggesting that individuals who were more motivated to end their relationships tended to face greater challenges in recovering. These findings align with Reinforcement Sensitivity Theory (RST), which explains how approach and avoidance motivations impact emotional responses after a breakup. Overall, the study highlights the complexity of recovery processes and the varying ways individuals cope depending on their reasons for ending a relationship. The findings highlight the vital role of self-love initiatives and specialized mental health interventions in supporting Generation Z students' ability to effectively cope with the emotional aftermath of romantic breakups. It is imperative that educational institutions and mental health professionals collaborate to implement comprehensive programs focused on developing coping skills, fostering resilience, and providing robust emotional support. Such targeted interventions will not only aid students in navigating the complexities of relationship dissolution but also promote their overall psychological well-being and personal growth.

Keywords: self-love programs, mental health interventions, generation z, coping mechanisms, resilience training, emotional support, romantic breakup recovery, psychological well-being, educational institutions, student support

**EFFECTIVENESS OF ARTS EXPRESSION AS INTERVENTION TO REDUCE
MENTAL HEALTH-RELATED STIGMA AMONG ADOLESCENTS**

Jemalene Alexis Baeza, Angelyn Sanje, Jennifer Macarial, John Jomel Bravo,
Rose Ann Dotarot, Michael Bersamin

Abstract

This study examines the effectiveness of art expression as an intervention for reducing mental health-related stigma among adolescents in Brgy. Bagong Silangan. Using a quasi-experimental design, the research aims to assess changes in attitudes toward mental health after participating in an arts-based program. Participants, aged 12 to 19, were divided into intervention groups. The researchers employed purposive sampling to gather data for the study and administered a survey questionnaire during both the pre-test and post-test phases to evaluate the intervention's outcomes. The demographic profile by gender indicates that 53% of the respondents are female and 47% are male. The majority of the respondents are aged 13-15 years (50%), followed by those aged 10-12 years (25%) and 16-19 years (25%). The findings of the current study reveal that the respondents exhibited a significant level of creativity, with a weighted mean score of 2.47. The technical skills also showed a weighted mean score of 2.52. Additionally, the study found that adolescents' ability to express their emotions through art significantly improved after the intervention, as reflected in a weighted mean score of 2.47. The data suggests that the arts intervention effectively enhanced adolescents' confidence in their artistic abilities, as evidenced by a significant increase in the weighted mean score from 2.47. The Shapiro-Wilk normality test conducted to assess data distribution resulted in a pretest p-value of 0.00, indicating a significant deviation from normality, as it is below the significance level of 0.05. The pretest had an average score of 2.39 (SD = 0.44), while the posttest showed a significant increase to 3.27 (SD = 0.67), demonstrating an improvement in art expression effectiveness. The Wilcoxon Signed Ranks Test produced a Z-value of -7.82 and a p-value of 0.00, which is well below the significance level of 0.05. Consequently, the null hypothesis was rejected, confirming that the observed change was statistically significant. Furthermore, emotional resilience had a weighted mean of 3.20, while self-stigma before the intervention had a weighted mean of 3.36, indicating that adolescents became more accepting of their emotions. Social connection through art was measured with a weighted mean of 3.27. The study indicates that fostering supportive environments for authentic self-expression can help alleviate the challenges of balancing personal expression with external expectations, thus enhancing the positive experience of art therapy.

Keywords: art expression, mental health stigma, adolescents, intervention strategies, creative therapy, stigma reduction, mental health awareness, expressive arts, youth mental health, psychosocial intervention, art-based programs, emotional well-being, behavior

**EMOTIONAL DEPENDENCY AND SELF-ESTEEM OF GASLIGHTED
YOUNG ADULTS IN ROMANTIC RELATIONSHIPS**

Jade Marie Ventura, Viel Anne Bascuguin, Christian John Crisostomo,
Angelica Gamayan, Justine Ventura, Maria Regina Baluyut

Abstract

This study explores the correlation between emotional dependency and self-esteem among young adults subjected to gaslighting within romantic relationships. Gaslighting, a psychological manipulation technique that causes individuals to question their reality and perceptions, often leads to confusion, heightened emotional reliance on the partner, and diminished self-worth. This form of abuse perpetuates power imbalances, fostering anxiety and self-doubt in victims. Emotional dependency, characterized by excessive reliance on a partner for validation, can trap individuals in toxic relationship cycles, while low self-esteem exacerbates their difficulty in asserting autonomy and establishing healthy boundaries. Although existing literature addresses the broader effects of gaslighting, there remains a significant gap in understanding its specific impact on emotional dependency and self-esteem among young adults. This study aims to fill this void and provide a foundation for the creation of an Emotional Dependency and Self-Esteem Intervention Program tailored to this vulnerable population. This study employed a quantitative correlational research design, utilizing purposive and criterion sampling methods to select self-reported gaslighted young adults from third-year psychology students at Bestlink College of the Philippines. Data were collected through three rigorously validated instruments: the Victim Gaslighting Questionnaire (VGQ) by Bhatti et al. (2021), which served as the screening tool to identify participants who have experienced gaslighting; the Emotional Dependence Questionnaire (EDQ) by Lemos and Londoño (2006), used to quantify levels of emotional dependency; and the Rosenberg Self-Esteem Scale (RSES), employed to assess participants' self-esteem. This methodological approach ensured reliability and validity. The study's findings revealed a statistically significant but weak positive correlation ($r = 0.35$, $p < 0.01$) between emotional dependency and self-esteem. This suggests that, unexpectedly, higher emotional dependency was modestly associated with higher self-esteem, challenging previous research that typically links elevated emotional dependency to diminished self-worth. Moreover, participants exhibited moderate levels of emotional dependency particularly in the domain of affective expression, coupled with generally low self-esteem. These results imply that while gaslighting experiences may erode self-esteem, the relationship between emotional dependency and self-worth is complex and may involve additional psychological factors, warranting further investigation. These findings underscore the urgent need for tailored intervention programs that focus on bolstering self-esteem and cultivating emotional independence among young adults affected by gaslighting. By deepening the psychological understanding of gaslighting's detrimental effects, this study lays the groundwork for developing effective support initiatives aimed at empowering victims. Future research should expand on these insights by exploring additional influencing factors such as attachment styles, coping mechanisms, and resilience, to provide a more comprehensive framework for addressing emotional dependency and self-esteem in this vulnerable population.

Keywords: gaslighting, emotional dependency, self-esteem, young adults, romantic relationships, psychological abuse, intervention programs, attachment styles, coping mechanisms, resilience.

**PSYCHOLOGICAL STRAIN OF CYBERBULLYING ON MENTAL HEALTH AMONG
PSYCHOLOGY STUDENTS IN BESTLINK COLLEGE OF THE PHILIPPINES**

Danica Raz, Mercy Alburo, Maria Jeanny Bartolome, Noela Fei Binay,
Angelica Teaño, Maria Regina Baluyut

Abstract

This study investigates the psychological effects of cyberbullying on psychology students at Bestlink College of the Philippines during the academic year 2024–2025. It aims to identify common forms of cyberbullying, assess its impact on levels of depression, anxiety, and self-esteem, and examine the coping mechanisms employed by students to manage the resulting emotional and psychological distress. This study adopted a correlational descriptive research design to explore the relationship between cyberbullying and its psychological impact on the mental health of psychology students at Bestlink College of the Philippines. A total of 207 participants, aged 18 to 25, were selected through purposive sampling. Standardized survey instruments were used for data collection, including the Beck Depression Inventory, Beck Anxiety Inventory, and the Rosenberg Self-Esteem Scale, all measured using a four-point Likert scale. The Pearson correlation coefficient was employed to analyze the statistical relationship between variables. The findings revealed that 74.50% of the respondents were female. The most common forms of cyberbullying reported included the dissemination of false information, offensive messaging, and harassment via social media platforms. Psychological assessments showed that 28.02% of participants experienced moderate depression, 36.23% exhibited moderate anxiety, and 46.38% demonstrated low self-esteem. Pearson correlation analysis revealed a significant positive relationship between gender and mental health outcomes, with female respondents showing stronger correlations with depression ($r = 0.9871$, $p = 0.0531$) and anxiety ($r = 0.963$, $p = 0.012$). Cyberbullying was found to significantly affect students' mental health, particularly in terms of depression and anxiety. Notably, self-esteem did not show a significant correlation among male respondents. These results emphasize the importance of implementing targeted mental health initiatives and cyber safety programs within academic institutions. The study concludes that cyberbullying has a significant negative effect on the mental health of psychology students, leading to heightened levels of depression and anxiety. These outcomes emphasize the importance of implementing preventive strategies, such as awareness campaigns, counseling services, and digital safety education, to support students' mental well-being and reduce the psychological harm associated with online harassment.

Keywords: cyberbullying, mental health, depression, anxiety, self-esteem, psychology students, beck inventories, rosenberg scale, pearson correlation, digital harassment, college students, preventive measures, psychological strain

**UNDERSTANDING THE FACTORS CONTRIBUTING TO DRUGS
ABUSED IN BARANGAY 167 IN CALOOCAN CITY**

Jason Galicia, Elmer Centino, Rio Gallego, John Raniel Nuñez,
Christian Marlon Panti, Dr. Myrna Cuntapay

Abstract

This study aimed to understand the factors contributing to drug abuse in Barangay 167, Caloocan City. A quantitative research approach was adopted to facilitate a comprehensive understanding of the subject. Using this method, the researchers gathered and analyzed data systematically from the study's respondents. A sampling technique was employed to select participants for the study. Before data collection, the researchers sought permission from their research adviser to conduct a survey. The study involved a total of fifty (50) respondents, composed of twenty (20) drug surrenders, ten (10) barangay officials, and twenty (20) residents. These participants shared their lived experiences concerning drug abuse in Barangay 167, Caloocan City. This chapter describes and discusses how the researchers gathered the necessary data and information used throughout the study. It outlines the research design, respondents, sampling techniques, instruments employed, and the statistical treatment of data. This study utilized a descriptive research method to investigate the factors contributing to drug misuse. According to Creswell (2014), descriptive methods are valuable for observing, describing, and documenting phenomena in their natural settings. The majority of the respondents were male, aged between 42 and 50 years old, and were high school graduates. Most of them were married. The respondents' assessment of the factors contributing to drug abuse in Barangay 167, Caloocan City, was interpreted as "Strongly Agree" in terms of community awareness, personal experience, environmental concerns, and social media influence. To increase the availability and accessibility of mental health services within Barangay 167, including counseling, therapy, and medication. Surveys should be conducted among residents, healthcare workers, and local leaders to identify the specific mental health needs of the community, assess the prevalence of mental health issues, and identify gaps in available services. Ensure that at least 80% of barangay residents have access to affordable and effective mental health services within the next two years. Establish sustainable mental health programs that provide counseling, therapy, and medication within the barangay. Timeline: 1 to 3 months for community health assessment, resource mapping, and program planning. ₱200,000 allocated for the training of Barangay Health Workers. Number of barangays with established mental health services may be used as a key performance indicator, as well as the monthly number of individuals receiving counseling, therapy, or medication, and percentage reduction in drug-related incidents within the barangay.

Keywords: mental health services, barangay health workers, counseling, therapy, medication, community health assessment, resource mapping, drug abuse prevention, caloocan city, program planning, mental health accessibility

**AN ASSESSMENT ON THE IMPLEMENTATION OF ANTI-SMOKING
ORDINANCE IN NOVALICHES QUEZON CITY**

Rafael Tagaytay, Aron Dave Galozo, Henrexson Gorobat, Oliver Berbaso,
Arjie Cabangbang, Jason Bataclan, Nilmar Plata

Abstract

This study aimed to assess the implementation capabilities of the Anti-Smoking Ordinance in Novaliches, Quezon City. With smoking recognized as a major public health issue, the local government enacted the ordinance to regulate smoking in public areas and promote a healthier environment. The research focused on evaluating the level of community awareness, the effectiveness of enforcement strategies, the challenges encountered by implementing agencies, and the overall compliance of the public. Utilizing a descriptive research design, the study gathered data through survey questionnaires distributed to local law enforcers, barangay officials, and residents. Results indicated a moderate level of public awareness and partial compliance with the ordinance. However, enforcement efforts were hindered by limited manpower, insufficient resources, and a lack of continuous public education campaigns. The study concludes that effective implementation requires stronger inter-agency collaboration, regular training for enforcement personnel, and intensified awareness programs. These improvements are essential to enhancing public compliance and achieving the ordinance's objectives in safeguarding community health. This study assesses the implementation capabilities of the Anti-Smoking Ordinance in Novaliches, Quezon City, focusing on the local government's readiness, policy effectiveness, and enforcement challenges. Utilizing a mixed-methods approach, the research combines surveys of residents, interviews with local officials and enforcement personnel, document analysis, and direct observations in public areas. It evaluates the preparedness of authorities, the level of public awareness, and the extent of compliance among individuals and business establishments. Findings show that while public awareness is generally high, enforcement remains inconsistent across barangays, leading to uneven compliance with the ordinance. The study identified several key challenges in implementing the anti-smoking ordinance in Novaliches, Quezon City, including limited manpower, insufficient signage, and occasional resistance from the public. Although the ordinance has led to a noticeable decrease in public smoking, its effectiveness is limited by inconsistent enforcement and weak coordination among government agencies. While enforcement teams are in place, they often lack adequate resources, and penalties are not consistently applied, reducing the law's overall deterrent effect. The study concludes that stronger inter-agency collaboration, regular training for enforcement personnel, sustained public education campaigns, and increased budget support are essential to closing implementation gaps and promoting a more effective, smoke-free environment. Research plays a crucial role in guiding informed decision-making in areas such as social behavior, infrastructure, and public health, to a more sustainable, equitable, and progressive community. This study gathered data from 25 smoking residents and 20 barangay officials using a structured survey questionnaire distributed to both groups.

Keywords: anti-smoking ordinance, policy implementation, local government, novaliches quezon city, public awareness, compliance, enforcement challenges, inter-agency coordination, health policy

**RELATIONSHIP OF INFORMATION LITERACY SKILLS ON RESEARCH
SKILLS AMONG SELECTED 4TH YEAR STUDENTS**

Wendel Dian, Christine Mae Aruta, Joy Madraso, Ronnel Marciano, Sandra Moratalla,
Rowena Retada, John Boy II Suminday, John Pros Valencia

Abstract

Information and information literacy are fundamental to knowledge acquisition. In a digital world where vast amounts of information are accessible with a single click, the real challenge is not access, but the ability to use information wisely and ethically. To become lifelong learners, students must be capable of independently locating, evaluating, and responsibly applying information. Information literacy involves critical thinking, source evaluation, and effective time management. In this context, the researchers conducted a study to examine the relationship between information literacy skills and research skills among selected fourth-year undergraduate students at Bestlink College of the Philippines. This study utilized a quantitative correlational research design to explore the relationship between information literacy skills and research skills. The variables were examined in their natural setting without any manipulation. A total of 100 fourth-year students from Bestlink College of the Philippines, enrolled in the academic year 2024–2025, participated in the study. Respondents were selected through purposive sampling based on their relevance to the research objectives. Data collection was conducted using printed survey questionnaires, which were randomly distributed to participants within the library premises. The respondents generally exhibited a satisfactory level of information literacy and research skills. They demonstrated strength in prioritizing information but had difficulty in formulating clear and focused research questions. While they were proficient in accessing diverse sources of information, they showed limited engagement with available library resources. In terms of time management, students effectively balanced research tasks with other responsibilities but struggled to meet deadlines consistently. Critical thinking skills were evident in their ability to consider multiple perspectives, yet they faced challenges in identifying logical fallacies. Furthermore, although they were capable of evaluating conclusions based on supporting evidence, they showed weaknesses in assessing the methodological quality of research studies. The findings reveal both strengths and areas for improvement in the respondents' research skills. To enhance advanced research competencies, it is necessary to address the identified weaknesses, particularly in time management, critical thinking, and information evaluation. Strengthening these areas will not only foster academic success but also better prepare students for the demands of the professional world. As a result, the study recommends the implementation of structured library orientation sessions and targeted training programs to improve students' ability to utilize library resources effectively and independently.

Keywords: information literacy, research skills, critical thinking, time management, library resources, information evaluation, undergraduate students, bestlink college of the philippines, quantitative research, lifelong learning

**UNDERSTANDING THE FACTORS INFLUENCING CONSUMERS
DECISION IN BODY TATTOO AND PIERCING INDUSTRY**

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Abstract

This study aims to understand and identify the factors that influence consumer decisions in the body tattoo and piercing industry. It also examines the challenges consumers face within this industry. The purposive sampling technique was employed to select tattoo and piercing consumers as respondents. This study utilized quantitative research design, collecting data through survey questionnaires. The researchers applied a quantitative approach, using purposive sampling to gather information specifically from consumers who have experience and knowledge about the tattoo and piercing industry. These selected respondents were chosen because they could provide relevant and valuable insights for the study. The study, the challenges faced by respondents in three areas: availability, acceptability, and consumer preference. The total weighted mean scores were 3.32 for availability, 3.5 for acceptability, and 3.48 for consumer preference. Additionally, when assessing how respondents faced these challenges, the weighted means were 3.56 for availability, 3.46 for acceptability, and 3.42 for consumer preference. Statistical analysis showed no significant difference in the responses of the 30 respondents regarding these three factors: availability, acceptability, and consumer preference. This study provides valuable insights for individuals in the tattoo and piercing industry regarding the challenges they may encounter and strategies to address them. Based on the respondents' recommendations, it is important to foster strong relationships between consumers and artists, prioritize hygiene and safety standards, and continuously pursue learning and skills enhancement to maintain expertise in the field.

Keywords: tattoo industry, piercing industry, consumer decision factors, challenges, consumer-artist relationship, hygiene and safety, skills enhancement, purposive sampling, and quantitative research.

**CHALLENGES ENCOUNTERED BY BARANGAY OFFICIALS TO ALLEVIATE
TRAFFIC CONGESTION IN CAMALIG MEYCAUAYAN CITY, BULACAN**

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Abstract

Traffic congestion presents a significant barrier to daily mobility in urban and peri-urban areas of the Philippines, and Barangay Camalig in Meycauayan City, Bulacan, is no exception. This study examines the challenges that barangay officials encounter in their efforts to alleviate traffic congestion within their jurisdiction. It focuses on how limited authority, constrained resources, and the complex interplay of factors contributing to road gridlock affect the ability of local leaders to implement effective solutions. Understanding these challenges is essential for developing sustainable strategies that enhance mobility and improve quality of life for residents of Barangay Camalig. This study employs a descriptive approach to identify and analyze the strategies available to barangay officials and the obstacles they face. Data on local traffic-management initiatives were gathered through a review of barangay resolutions, site observations of traffic conditions, and informal consultations with barangay officers. The analysis emphasizes interventions that officials can directly control such as public information systems using mobile apps and digital displays for real-time updates, while also considering collaborative efforts with municipal authorities for broader infrastructure and policy support. Findings showed that barangay efforts yielded only localized and temporary relief from traffic congestion. Clearing immediate obstructions improved flow on specific street segments but did not resolve congestion arising from major thoroughfares or factors beyond barangay control. Officials' use of digital alerts and community announcements increased commuter awareness but had minimal impact on peak-hour gridlock. Resource constraints and lack of integration with city-level traffic management further limited the effectiveness of barangay-led interventions. The findings highlighted the disparity between local responsibility and the authority and resources needed to address large-scale traffic issues. Barangay officials had limited legal powers and funding compared to municipal traffic bodies, which constrained their ability to enforce significant changes or implement infrastructure improvements. Collaboration with higher authorities was found to be essential but often hampered by bureaucratic delays. The results underscored the need for clearer mandates, dedicated funding, and stronger intergovernmental coordination to empower barangay officials to contribute meaningfully to traffic-management efforts.

Keywords: traffic congestion, barangay officials, public information systems, local governance, intergovernmental collaboration, mobility improvement

**THE STRATEGIES FOR MAINTAINING SAFETY AND MANAGING CUSTOMER
AT PADI'S POINT SHAW BOULEVARD**

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Abstract

The importance of safety measures in hospitality establishments, particularly those serving alcohol, such as nightclubs, bars, and restaurants, cannot be overstated. To protect both patrons and property, these venues must implement proactive strategies, including risk assessments, regular maintenance of safety equipment, clear communication protocols, and well-trained staff. As nightclubs grow in popularity, they face increased risks related to theft, violence, and drug-related incidents, largely due to large crowds and alcohol consumption. In response, many establishments are adopting enhanced security protocols, such as surveillance systems, strict entry policies, and the deployment of trained security personnel. There is also a growing emphasis on responsible alcohol service. However, a persistent challenge for many businesses is the effective management of intoxicated individuals, often due to inadequate staff training and inconsistent policy enforcement, which can result in serious safety concerns. The study utilized a quantitative descriptive research design to evaluate safety strategies and customer management practices at Padi's Point, Shaw Boulevard. The research focused on gathering insights from both employees and customers to better understand operational procedures and the cultural environment of the establishment. A total of 50 participants were surveyed using a convenience sampling technique, which, while acknowledging the potential for sampling bias, was chosen for its practicality and cost-efficiency in data collection. Customer demographics at Padi's Point, Shaw Boulevard, reveal a diverse clientele, with a significant portion falling within the 24–26 age group. In contrast, the employee demographic is predominantly male (75%), with most staff members aged 27 and above. The majority of employees hold regular positions, indicating job stability. However, only 43% of customers reported visiting the establishment frequently, suggesting a mix of regular and occasional patrons. The study revealed a strong consensus among both employees and customers regarding the importance of staff training, legal compliance, de-escalation techniques, and customer safety, as reflected in consistently high average ratings across these areas. However, significant challenges persist in the management of intoxicated patrons, particularly due to inconsistent staff responses and difficulties enforcing cut-off limits on alcohol service. To enhance both safety and overall customer experience, the study recommends the following: Targeted marketing efforts aimed at attracting younger demographics, improved training in de-escalation tactics and responsible alcohol service, implementation of standardized protocols for managing intoxicated customers, investment in real-time monitoring technologies, such as surveillance systems and crowd management tools, to bolster security and support proactive public safety measures.

Keywords: staff training, customer safety, legal compliance, de-escalation techniques, intoxicated patrons, alcohol cut-off enforcement, standardized protocols, hospitality management, real-time monitoring, security systems, targeted marketing, padi's point



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